

## Terms of Agreement 2019-2020

### BC2M High School Program

#### **Uphold the Mission and Name of BC2M**

Protecting the name and reputation of BC2M and its brand is the responsibility of every student member and staff advisor. Please make sure you read, understand and abide by the policies and procedures outlined in this document and in our club guidebook.

#### **Club Name and Logo Use**

Each club must include 'BC2M' or 'Bring Change to Mind' in their official club title. All publicity related to the club must include 'BC2M' or 'Bring Change to Mind'.

Clubs must use the current version of the BC2M logo in advertisements, correspondence, and social media usage. If desired, you may customize the logo to incorporate a school's logo, mascot, or name. *Note: See download link on club portal for official HS program logos.*

#### **Club Registration**

Each year, a club is required to email confirmation that they are returning to the BC2M program. This includes submitting updated club advisor and leadership information. Once received, this will automatically subscribe your club for its annual club day promotional items and grant.

#### **Individual Online Registration**

All club members and advisors of officially registered BC2M Clubs should be registered as members via the Member Registration form found on the Club Portal and shared during BC2M staff's Welcome Presentation.

#### **Secure School Administration Approval**

Please submit all required club application materials to your school, based on your school's specific guidelines.

#### **Organizational Structure and Membership**

All clubs should have at least four officers: president, vice president, treasurer and secretary. These positions may not be filled by the same person. New leadership should be communicated via re-registration each year.

All BC2M Clubs are required to have a campus advisor who is a member of the faculty or staff. This should be someone who cares about BC2M's mission and has the time to dedicate to the club's success.

#### **Communication with HQ**

Each club must work with HQ staff to set up two in-person visits per school year- one in each semester.

Club leaders and advisors are expected to respond promptly to BC2M staff's email outreaches and check-ins.

#### **Appropriate Use of Your Club**

The purpose of a BC2M club is to raise awareness about mental health and illness and to reduce the associated stigma. Clubs are not to be used in a counseling or direct therapy manner. If a student member feels that they need this support, they should speak to their club advisor and seek the appropriate services.



**Financial Accountability**

BC2M expects clubs to use annual grant funding wisely and responsibly. Monies spent must be in line with BC2M’s mission and the success of the club on campus. The following is a summary of requirements for your clubs’ annual grant:

- Funds spent should go towards items promoting positive school climate, mental health education and promotion, club member recruitment, community engagement, and eliminating stigma.
- Fundraising (and all activities) must be appropriate to the identity of the BC2M program.
- All money raised in the name of BC2M must benefit BC2M (the individual club or national headquarter). It may not be donated to other charitable causes.
- Funds raised for a specific purpose must be used for that purpose.

**Social Media Usage**

BC2M highly recommends that each club has a presence on social media- ideally Instagram. Club account names should include the school’s name or initials as well as “BC2M” or “BringChangetoMind”. These accounts must only be used for means associated with the clubs’ success including advertising club meetings, communicating with other BC2M clubs, and posting photos/videos of completed activities or club meetings.

Any behavior on social media that is found to be incongruent with BC2M’s values and mission statement will result in the club losing its affiliation with BC2M Headquarters.

Club Advisor Name: .....

Club Advisor Signature: .....

**Participation in BC2M Initiatives**

Each club is expected to take some part in any annual BC2M all-club activations, such as “BC2M week”. Club leadership will be alerted to these activations in advance. It will typically take place 2<sup>nd</sup> semester.

**Public Relations for BC2M**

Media outreach by our supporters is invaluable in engaging the public to support BC2M. As you conduct BC2M activities, you may come into contact with a member of the press.

In all of your communication with the press, you should make clear to journalists that you are a volunteer and not a BC2M staff or spokesperson—and are therefore unable to answer specific questions about BC2M’s mission and programs. You are, of course, encouraged to make comments about your own BC2M club activities in your capacity as a volunteer. If a reporter wishes to speak to a staff person, or if you have a local media contact, please email [highschool@bringchange2mind.org](mailto:highschool@bringchange2mind.org)

**Nondiscrimination Policy**

It is the policy of BC2M that there will be no discrimination or harassment in its club programs or activities based on race, color, religion, gender orientation, sexual orientation, age or any other basis prohibited by law.

Club President Name:.....

Club President Signature: .....