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FOR IMMEDIATE RELEASE

You:Flourish Secures a \$200,000 Multi-Year Grant from The Colorado Health Foundation to Propel Digital LGBTQ+ Mental Health and Wellness Initiative

Denver, CO — [December 7, 2023]

Today, You:Flourish proudly announces the receipt of a transformative \$200,000 multi-year grant from The Colorado Health Foundation in support of its groundbreaking social impact venture, You:Flourish. Developed by nonprofit Envision:You, You:Flourish is a wellness platform specifically designed to address the mental health and well-being of LGBTQ+ individuals. The grant will play a pivotal role in furthering the development and launch of the You:Flourish app, which is set to debut its beta version in Colorado during the spring of 2024, which will be at no cost to users throughout 2024.

You:Flourish aims to fill a crucial gap in mental health support for the LGBTQ+ community by connecting users to vetted, identity-affirming mental health providers, a supportive network of peers and allies, and wellness modules created by and for LGBTQ+ individuals. The app will serve as a first-of-its-kind digital space focused on addressing essential social determinants of health, including fostering a sense of belonging.

LGBTQ+ individuals face disproportionately high rates of anxiety, depression, and suicidal ideation compared to the general population due to ongoing stigma, loneliness, and discrimination. You:Flourish Founder and Chief Strategy Officer, Steven Haden (he/him), emphasized the importance of a sense of belonging in the app, stating, "Promoting social connectedness and fostering environments that facilitate belonging are important considerations for improving health and well-being, especially for queer youth and those with multiple socially stigmatized identities."

The You:Flourish app, conceptualized through extensive focus groups and surveys, incorporates a proprietary provider vetting process and a behavior change model developed in collaboration with university researchers. The app's features include:

Wellness Support: Educational content, coping strategies, self-help tools, and access to engaging video content.

Community and Connection: Live online groups, resource sharing, and peer support to combat isolation.

Mental Health Support: Collaborating with the GLMA LGBTQ+ Healthcare Directory, You:Flourish will provide users access to a nationwide directory of healthcare professionals, encompassing mental health providers, who have shown a dedicated commitment to delivering affirming care for LGBTQ+ individuals.

Steven also highlighted, "The You:Flourish app has the potential to make a meaningful impact by providing accessible mental health support, fostering a sense of community, representing diverse voices, and promoting education and awareness."

A March 2022 report from the Colorado Health Institute revealed alarming mental health disparities within the LGBTQ+ population, including higher rates of poor mental health, difficulty accessing mental health services, and anticipation of future behavioral health needs.

The You:Flourish app is poised to become an essential resource, providing information on LGBTQ+ issues, mental health, self-care practices, and available resources in Colorado, with future plans for nationwide expansion. Rose Green (she/her), Senior Program Officer at the Foundation, shared, "LGBTQ+ young people, especially those who are people of color or who live in rural areas, often lack access to quality resources to help them thrive. With a strong mix of supportive resources and virtual communities, YouFlourish can help people access the help they need and develop a strong sense of agency, identity, and belonging."

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About The Colorado Health Foundation:

The Colorado Health Foundation is bringing health within reach for all Coloradans by engaging closely with communities across the state through investing, policy advocacy, learning, and capacity building. For more information, please visit www.coloradohealth.org.

About You:Flourish:

You:Flourish is a Public Benefit Corporation (PBC) digital wellness company based in Denver. With a dual mission to save lives in the LGBTQ+ community and drive strong revenue for business growth and investors, You:Flourish offers a supportive and inclusive platform providing access to resources, counseling services, and a vibrant community. The app's innovative features empower individuals to prioritize their mental health and flourish in their daily lives. A beta version of the app is slated to launch in Colorado in the second quarter of 2024. For more information about You:Flourish and its features, please visit www.you-flourish.com.