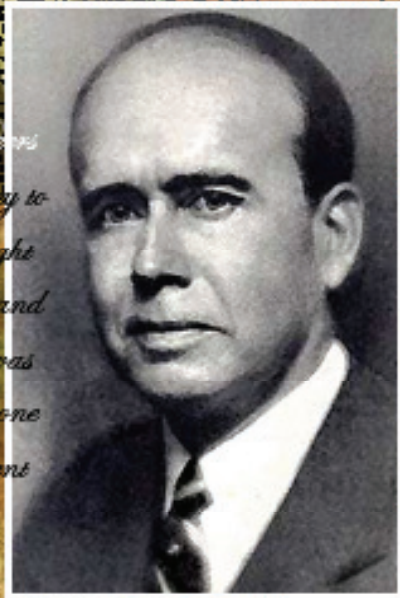


Clifford
Whittingham
Beers

Clifford Whittingham Beers



The personal odyssey of Clifford W. Beers can be likened to the mythical hero's journey to find himself. Through his journey, he brought new hope and inspiration into the world - and a national system of psychiatric treatment was born. He is considered one of the fathers of the mental health movement.

Clifford Whittingham Beers (1876 - 1948) was the founder of the American mental hygiene movement.

Beers was born in New Haven, Connecticut to John and Eliza Beers on March 10, 1876. He was one of five children, all of whom would suffer from psychological distress and would die in mental institutions, including Beers himself. He graduated from the Sheffield Scientific School in 1898.

In 1900 he was first confined to a private mental institution for depression and paranoia. He would later be confined to another private hospital as well as a state institution. During these periods he experienced and witnessed various treatments at the hands of the staff. After the publication of *An Autobiographical Account of My Hospitalization and the Abuse It Suffered* during the 1900s, he gained the support of the medical profession and others in the work to reform the treatment of the mentally ill.

In 1908 Beers founded the "National Committee for Mental Hygiene" now named **Mental Health America**. In order to continue the reform for the treatment of the mentally ill, he also started the Clifford Beers Clinic in New Haven in 1910, the first outpatient mental health clinic in the United States. He was a leader in the field until his retirement in 1934.

"I must fight in the open." This was the unequivocal response of Clifford W. Beers to those who suggested, in May 1909, that he launch his mental health consumer movement anonymously. Since that day, Mental Health America has aspired to honor his courage and his vision on behalf of the millions of Americans facing mental health challenges every day of their lives.

Throughout this long journey, Mental Health America has been profoundly fortunate to have, within its ranks, an elite group of individuals and organizations committed, year after year, to the overarching power of the notion that "There is no Health Without Mental Health." Together we have battled stigma and discrimination, provided vital mental health support to consumers, and educated the American people about the urgent need for sound mental health and wellness.

It is in this spirit that Mental Health America proudly announces the launch of the Clifford Beers Society to honor the multi-year, unrestricted giving of our most ardent and committed supporters. We invite you to continue your leadership of the Mental Health America movement by becoming a founding member of the Clifford Beers Society.

clifford beers
society



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www.mentalhealthamerica.net/cbs

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CBS Membership | Levels and Benefits

Membership Levels:

Platinum

Individual: \$1,000 annually for life plus a bequest of at least \$10,000 OR \$100,000 lifetime giving.

Organization: \$25,000 unrestricted donation each year for 4+ years or a single, unrestricted, 4-yr.+ donation of \$100,000 or more

Gold

Individual: \$15,000 unrestricted donation over 3 years; OR \$50,000 bequest.

Organization: \$25,000 unrestricted donation each year for three years or a single, unrestricted, 3-yr. donation of \$75,000

Silver

Individual: \$7,500 unrestricted donation over 3 years; OR \$25,000 bequest.

Organization: \$10,000 unrestricted donation each year for three years or a single, unrestricted, 3-yr. donation of \$30,000

Bronze

Individual: \$3,000 unrestricted donation over 3 years; OR \$10,000 bequest.

Organization: \$5,000 unrestricted donation each year for three years or a single, unrestricted, 3-yr. donation of \$15,000

Benefits:

All Membership Levels:

- Automatic Clifford Beers Society membership with the local affiliate, if participating
- Annual subscription to “The Bell” online magazine
- Discounted registration rate at all Mental Health America national events
- “Mental Health in the Headlines” weekly online news summary
- Mental Health America discount prescription card (when available)
- Twenty percent discount at the Mental Health America store on all publications and products
- Optional recognition on the Mental Health America website @ www.mentalhealthamerica.net
- Reduced subscription to Mental Health America participating magazines (when available)
- Quarterly operational updates on important Mental Health America activities from our CEO, Dr. David Shern

Membership Level-Specific Benefits:

- A signature, Clifford Beers Society Founders pin, with Founders’ diamond, unique to each membership level
- Recognition, appropriate to each membership level, in the annual Clifford Beers Society Registry printed once each year
- Prominently displayed recognition, appropriate to each level, at the Clifford Beers Society booth at the Mental Health America annual conference
- Name permanently mounted on the base of the famous Mental Health America bell as a Founding Member of the Clifford Beers Society
- Four (P/G) or two (S/B) invitations to the Clifford Beers Society reception at the Mental Health America annual conference with recognition this year as Founding Members



Membership Application

Mental Health America invites you to join the Clifford Beers Society by completing the application below. Please select the membership type, either individual or organization membership, then choose the membership level. Please note, for proper stewardship of your membership, **all * information is required**.

Individual Membership

Organization Membership

Bronze

Silver

Gold

Platinum

* _____
Organization Name (Required only if submitting an organizational application)

* _____ * _____ * _____ * _____ * _____
Salutation First Name M.I. Last Name Preferred or Nickname Title (Ph.D., Esq., etc.)
etc.(Mrs., Ms., etc.)

* _____ * _____
Address Apt./Suite/Floor

* _____ * _____ * _____
City State ZIP

Email Address: * _____

Phone: * _____ Cell: _____

I would like the following percentage of my net, annual contribution to be distributed to my local Mental Health America affiliate:

10% _____ 20% _____ 30% _____ 40% _____ 50% _____

Local Affiliate Name (if known): _____

*Choose a payment option: Credit card (fill out below) Check Enclosed

Amount: \$ _____

Credit Card Number CVV Code Exp. Date

Name on the credit card Signature