

RCOZ

# GAMETIME

## FOR DESI MENTAL HEALTH

RCOZ ANNUAL GALA 2026

### SPONSORSHIP PACKET



# WHY RCOZ EXISTS?

In South Asian communities, mental health struggles often go unrecognized because families lack the language and cultural permission to talk about them. Silence around distress is common, and warning signs are often missed until situations become a crisis.

**The current mental health services are designed for the 'proactive patient', someone who can identify symptoms, name their struggle, and navigate a complex system. This model fails South Asian communities. Where stigma is high and mental health vocabulary is non-existent, the 'wait-and-see' approach creates an insurmountable barrier to early intervention. Prevention requires moving upstream: meeting families in their own language and through trusted voices long before the crisis begins.**

Rcoz is a 501(c)(3) nonprofit that fills this gap through culturally grounded prevention and early intervention. At the core of our work is real South Asian lived experience stories paired with dialogue led by culturally attuned experts. Through this approach, conversations about mental health, including suicide risk and substance use, become accessible rather than taboo.

By working at the community level, before a crisis or the need for clinical intervention, Rcoz helps individuals and families recognize distress earlier, talk about it openly, and seek support sooner. Over time, this work shifts generational patterns through empathy, language, and cultural fluency.

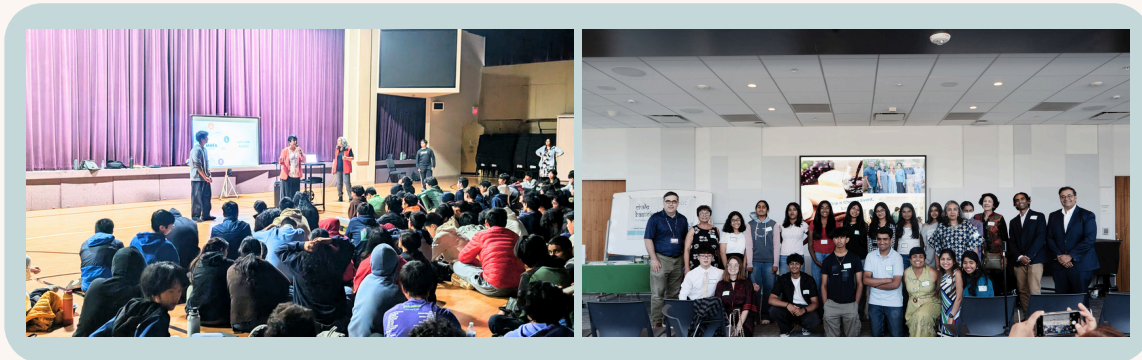
# OUR MISSION

To raise awareness and build acceptance of mental health issues among South Asians through lived experience stories and community dialogues with experts, so people seek help before it's too late.

## HOW RCOZ WORKS

THE GAP	RCOZ'S APPROACH
Lacking the vocabulary to talk about mental health	Culturally attuned experts help families learn how to talk about mental health
Stigma and “log kya kahenge” culture	Stories reduce shame by showing others have been there too
Help is often sought only at crisis	Practical tools to listen, support, and act earlier

# RCOZ YOUTH PROGRAMS



## HIGH SCHOOL CHANGEMAKER

*(Flagship)*

A **4-week** immersive program where South Asian high school students work alongside culturally attuned experts to cultivate mental health awareness, leadership skills, and creative content.

## YOUTH WORKSHOPS

Expert-led, interactive youth workshops to unpack cultural pressures and build tools for mental well-being.

## YOUTH UNWIND HOUR

A peer-to-peer event where participants use role-play and open dialogue to explore mental health topics in a supportive, real-life context.

## YOUTH AMBASSADOR

A youth-led initiative in the Bay Area that raises mental health awareness through events and activities on issues unique to South Asian youth.

**Sessions address** identity, generational expectations, emotional literacy, peer support, suicide prevention awareness, and substance use awareness within real-life youth contexts.

# ADULT & FAMILY PROGRAMS



## CHALO BAATEIN KAREN *(Flagship)*

Translated as “Let’s just talk,” is a community dialogue and workshop series led by Desi mental health experts that normalizes mental health conversations and equips families with practical tools.

## SUPPORT GROUPS

Providing Desis with a culturally familiar space to connect, share experiences, and access emotional support.

**Sessions address** navigating family expectations, generational trauma, men’s mental health, mood disorders, grief and loss, acculturation stress, emotional well-being, suicide prevention awareness, substance use awareness, and peer support.

# STORIES (YOUTH & ADULT)



Lived experience stories are at the heart of Rcoz’s work. Through first-person narratives shared by South Asians, alongside expert-informed context, these shared accounts help people recognize their own experiences and find language for what they are going through.

These mental health journeys are shared through blogs and videos, published either publicly or anonymously. For many, seeing their reality reflected in others is the first safe step toward understanding mental health, breaking silence, and engaging with community dialogue or support.

By centering representative voices, Rcoz makes mental health conversations feel familiar, not clinical, and culturally safe before crisis.

**Topics include** identity and belonging, family dynamics, DV, generational trauma, acculturation stress, grief and loss, men’s mental health, caregiving, recovery journeys, mood-related challenges, suicide prevention.

# LETTER FROM THE FOUNDER

After thirty years in the Bay Area, I've seen a recurring pattern: Desi families wait for a crisis before addressing mental health. It isn't for a lack of care, but a lack of language. As a first-generation parent, I've realized that while our children may have the vocabulary to name their feelings, the pressure of *log kya kahenge* (What will people say?) is a cultural weight they still carry. This creates a silence that is often louder than the struggle itself.

I founded Rcoz to bridge this gap by building programs that reach both sides of the equation. Youth are the future, and we give them the tools to navigate their well-being. Families are the present gatekeepers of change, and we give them the language to listen and show up differently. We are shifting generational patterns through empathy, language, and cultural fluency.

This year, your sponsorship is essential. While community trust in our work is growing, public funding for prevention is shrinking. Sustaining early intervention now depends on partners who understand the long-term value of addressing mental health before it reaches a breaking point. Without this support, prevention-focused programs like ours are often the first to disappear.

In 2026, your partnership will directly scale these core initiatives:

- **The High School Changemaker Program:** A rigorous 4-week intensive equipping students with tools to navigate everything from academic pressure and acculturation to suicide and substance use prevention, while building a career pipeline for future South Asian providers.
- **South Asian Mood Disorder Support Group:** Facilitated peer-based circles where shared lived experience provides the validation people need to feel less alone.
- **The Rcoz Warmline (In Development):** A confidential support line to talk through difficult moments before they become crises, with trained peer professionals from our community at the center and technology supporting access.

As an Rcoz sponsor, your partnership is key to reaching youth and families before struggles turn into crises. We want this to be a partnership that makes sense for your organization, and we are happy to discuss custom options that align with your goals. Detailed sponsorship information can be found on [page 10](#) onwards. Please reach out to our Executive Director, Sruti Ramnath, at [sruti@rcoz.us](mailto:sruti@rcoz.us) to begin the conversation.

From the bottom of my heart, thank you for your support. We do not take your resources for granted. Your investment helps save lives by helping people recognize and seek help on time.

Warmly,



Roopali Rajvanshy Founder, Rcoz

# RCOZ LEADERSHIP & GOVERNANCE



**ROOPALI RAJVANSHY**  
FOUNDER, CEO

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**SRUTI RAMNATH**  
EXECUTIVE DIRECTOR



**ROOPALI RAJVANSHY**  
PRESIDENT, BOARD

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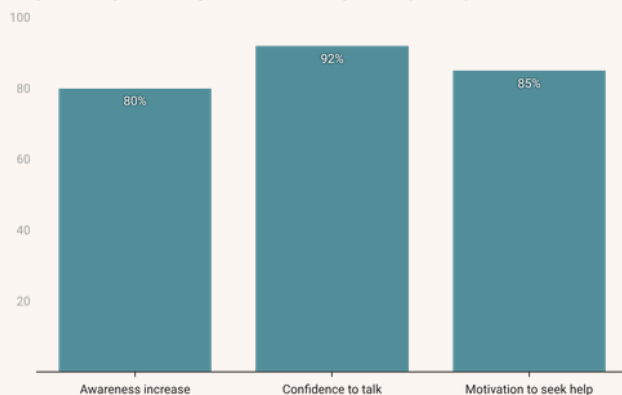
*\*Board Certified*

# OUR IMPACT

- **70+** workshops, dialogues and community events
  - **5,000+** people reached in-person
  - **50,000+** engaged through digital content
  - **90+** lived-experience stories and expert-informed pieces published (blogs and videos)
  - **25+** community and institutional partners
  - **80+** volunteers and youth leaders engaged
- 
- **70%** of lived-experience storytellers felt a burden lifted after sharing
  - **61%** of attendees felt more confident discussing mental health
  - **70%** of attendees were more likely to seek help
  - **72%** of attendees experienced increased mental health awareness and reduced stigma

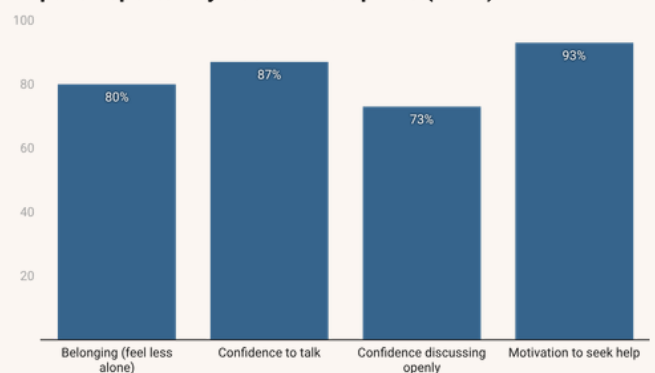
## 2025 AT A GLANCE

Impact Reported by Adult Participants (2025)



Source: Post-program participant surveys (2025). • Created with Datawrapper

Impact Reported by Youth Participants (2025)



Source: Post program participant surveys (2025) • Created with Datawrapper



# GAMETIME

## FOR DESI MENTAL HEALTH

**BECAUSE EVERYONE DESERVES A HUDDLE**

### RCOZ ANNUAL GALA 2026

[LEARN MORE](#)

Mental health finally gets the attention we reserve for game day. Join us this May to stop standing on the sidelines and talk honestly about what our families often keep quiet. Enjoy an evening of inspiring stories, entertainment, and community engagement while making a meaningful difference for South Asians.

A long-time leader in the NFL, [Paraag Marathe](#), brings both professional insight and a personal connection to mental health. He will anchor the evening with a conversation about breaking cultural silence and what it takes to seek help earlier.



### **PARAAG MARATHE** **KEYNOTE SPEAKER**

**President of 49ers Enterprises  
& EVP of Football Operations**

Proceeds from the gala support Rcoz's prevention and early-support programs for youth, adults, and families.

**MAY 30 2026, 5:30PM ONWARDS - WOMAN'S CLUB OF PALO ALTO**

# DIAMOND SPONSORSHIP

## \$25,000

### *Prevention + Ongoing Support*

Diamond partnership enables Rcoz to sustain prevention and early support across the South Asian community.

- **Programmatic Support Allocation (2026)**

- **\$15,000** — High School Changemaker Program (HSCM)
- **\$10,000** — South Asian Mood Disorder Support Groups

- **Partner Engagement Include**

- **One adult mental health program** delivered for the sponsor's South Asian community or ERG
- **One youth mental health program** delivered for the sponsor's affiliated youth or family community

- **Recognition**

- One VIP table at the 2026 Rcoz Annual Gala (10 seats)
- Personal acknowledgment by Rcoz Founder during the gala program
- Prominent individual A/V recognition during the event
- Premier logo placement on event program and gala materials
- Dedicated pre- and post-gala social media acknowledgment
- Logo placement on the Rcoz website

# PLATINUM SPONSORSHIP

## \$15,000

### *Early Intervention & Access Infrastructure*

Platinum partnership enables early intervention through a confidential warmline to help community members talk through difficult moments before they become crises, with trained peer professionals at the center and technology supporting access.

- **Programmatic Support Allocation (2026)**

- **\$15,000** — Warmline pilot development (*planning, governance, safeguards, and pilot readiness for a hybrid peer-support model*)

- **Partner Engagement Included**

- **One adult mental health program** delivered for the sponsor's South Asian community or ERG.

- **Recognition**

- Six tickets to the 2026 Rcoz Annual Gala
- Featured A/V recognition during the event
- Logo placement on event program and gala materials
- Dedicated pre- and post-gala social media acknowledgment
- Logo placement on the Rcoz website

# **GOLD SPONSORSHIP**

## **\$5,000**

### *Community Dialogue & Education*

Gold partnership strengthens culturally grounded conversations that help families and individuals recognize concerns earlier and seek help with confidence.

- **Programmatic Support Allocation (2026)**

- **\$5,000** — Chalo Baatein Karen (CBK) community dialogue or workshop

- **Recognition**

- Two tickets to the 2026 Rcoz Annual Gala
- A/V recognition during the event
- Logo placement on event program and gala materials
- Dedicated pre- and post-gala social media acknowledgment
- Logo placement on the Rcoz website

# Sponsorship Recognition Overview

Sponsorship Partner Level	DIAMOND \$25000	PLATINUM \$15000	GOLD \$5000
Gala tickets included	VIP table (10 seats)	6 tickets	2 tickets
Number of Rcoz programs delivered	2	1	—
Verbal acknowledgment during gala	✓	—	—
Visual acknowledgement during gala	✓	✓	✓
Social media acknowledgment	✓	✓	✓
Logo on event program & gala materials	✓	✓	✓
Logo on Rcoz website	✓	✓	✓

## Program Notes & Scope

- Programs are facilitated by culturally attuned mental health professionals
- Programmatic allocations reflect portions of sponsor support and may be adjusted within the same focus area based on community need
- Partner engagement programming does not include the High School Changemaker Program (HSCM), which is supported separately through programmatic funding

# OUR COMMUNITY PARTNERS



# LET'S BUILD THIS TOGETHER

## CONTACT INFORMATION

Sruti Ramnath  
Executive Director, Rcoz  
[sruti@rcoz.us](mailto:sruti@rcoz.us)

