



Direct Action

AN AMERICAN
PSYCHOLOGICAL
FOUNDATION
INITIATIVE

Direct Action Corporate Alliance

Impact in Action

✉ directaction@ampsychfdn.org
🌐 ampsychfdn.org/partner

What is Direct Action?

APF Direct Action seeks to fund innovative interventions, based on psychological knowledge, that directly address pressing needs of communities.

A New Way to Invest

Corporations and other for-profit entities have long been a critical pillar of philanthropy. Whether through their own foundations, individual philanthropic efforts of leadership, or funding of other organizations, the philanthropic world cannot exist without this support. Most corporate giving to mental health is a single gift, and the relationship ends there.

The American Psychological Foundation's **Direct Action Corporate Alliance (DACA)** is built for companies that want their support to *keep working*.

This is a strategic network of values-aligned for-profit organizations looking to support **innovative, evidence-based** work rooted in **psychological knowledge**. The power is in the collective - engaging with APF leadership together as one roundtable on issues national in scope and local in application.

“*Psychology has generated extraordinary knowledge about childhood trauma. Yet knowing that something works and ensuring that people can actually access and use that knowledge are very different things. **Direct Action** happens in the space between the two.*”

Dr. Yahaira I. Márquez
APF Direct Action Grant Recipient

Less Single Gift, More Mutual Fund

Rather than backing one organization or one project, DACA members invest in the full portfolio of APF's Direct Action work, carrying their support across a broad network of programs and partners. DACA works alongside our **Direct Action Nonprofit Alliance (DANA)**, a no-fee peer network of mission-aligned nonprofits that share resources, co-create programs, build on each other's strengths, and extend each other's reach. DANA members gain direct paths to corporate partners and resources, and DACA members gain a connection to organizations doing the work on the ground.

Why APF?

The American Psychological Foundation is uniquely positioned to amplify philanthropic impact in areas related to mental health and psychology. **Research takes an average of 17 years to reach real-world practice, and APF's Direct Action work closes that gap.** Through our vast network of funded researchers, access to innovative interventions through our Direct Action Programs, and our solid foundation in evidence-based, data driven science, APF can identify where and when support is needed for the communities you serve.

Why Now?

Need is at an all time high, especially for communities which have historically been under-resourced. The funding landscape is in flux, and we believe connection creates more impact than competition. **Direct Action gets care to communities - now.**

With your support, we can address these gaps, achieve our goals, and respond to the ongoing national and international mental health crisis in real time. We hope you'll join us in building this new collective - together, psychology can move people, and people can move the world.

Our Reach

- **41,000 monthly website views**
- **9,000+ email subscribers**
- **Press reach**
 - **Potential Audience of 106 million+**
 - **1,600+ placements on releases**
- **Virtual & In-person events with up to 400 attendees**

Our Impact

- **\$2.4 Million + awarded annually**
- **240+ annual recipients**
- **1,200+ Direct Action Letters of Intent Received**



Care in action moves the world forward. **Join Us.**





Membership Tiers

All tiers are annual on a rolling basis and renew automatically.

Tier I - \$25,000

- Recognition in APF communications and website
- Biannual member meetings, hybrid virtual/in-person
- Introduction to other APF partners

Tier II - \$50,000

Everything in Tier I, plus:

- One event sponsorship
- Priority signage and exhibit visibility at events
- Inclusion in one issue of APF's monthly digital newsletter, *Foundation Insider*
- Invite to executive briefings and roundtables

Tier III - \$100,000

Everything in Tier II, plus:

- Sponsorship of APF Fireside Chat webinar series
- Personalized impact reporting
- Invitations to all APF events
- Priority access to pilot new, evidence-based tools and resources
- Access to APF Leadership for one private meeting
- Co-branded press releases and 1 partner message distributed to APF audience

Tier IV - \$200,000

Everything in Tier III, plus:

- Keynote speaking opportunity at Impact Reception or major APF convening
- Exclusive sponsorship rights to APF Activate
- Naming opportunity (e.g., Direct Action Visionary Grant)
- Premier logo placement across APF platforms
- Exclusive executive briefings and roundtables to help shape APF's Direct Action priorities

Join Us Today!

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 ampsychfdn.org/partner



**Direct
Action**