



SANCTUARY
Mental Health Ministries

Sowing Sanctuaries

DEEPER ROOTS, WIDER REACH

An Opportunity for Christian Philanthropy to
Improve Mental Health & Wellbeing at a Global Scale

An Opportunity

FOR CHRISTIAN PHILANTHROPY
TO IMPROVE MENTAL HEALTH &
WELLBEING AT A GLOBAL SCALE

The statistics are alarming: one in four people experiences a mental health challenge, and one in five will be diagnosed with a mental illness in their lifetime.

In a world where mental health issues are escalating, the Church stands at a critical juncture. It can cultivate communities of tolerance and resilience to address this crisis.

Pastors and church leaders report that up to 70% of their pastoral care involves addressing mental health concerns. People are struggling, yet church communities often lack the necessary resources to offer informed and empathetic support. This is where Sanctuary Mental Health Ministries (“Sanctuary”) steps in, offering a unique opportunity for philanthropy to profoundly impact the wellbeing of congregants locally and globally.

The Global Mental Health Crisis and the Church’s Role

- Social isolation and loneliness lead to a 25% increased risk for mental health issues such as anxiety, depression, and suicidal ideation, and a 50% increased risk for dementia.
- Christians are statistically more likely to reach out to clergy before seeking help from medical professionals.

For people with lived experience of mental health challenges, the biggest concerns are combating isolation and making and keeping friends. Additionally, the medical model can overemphasize symptom reduction and offer little in terms of community and hope for the future. Given these limitations, how can the Church respond to the mental health crisis?

Research shows that people who experience a sense of belonging in their communities have greater resilience. Faith communities can offer connection, affirm the dignity of individuals, and provide a sense of hope and meaning—but only if churches avoid secluding and stigmatizing those experiencing mental health challenges.

There are *2.4 billion Christians* worldwide. Imagine the transformative difference we could make if every church were equipped to listen deeply, support inclusively, and dismantle the stigma that creates barriers to belonging.

OUR MISSION

To equip the Church to support mental health and wellbeing.

OUR VISION

We envision a future where the Church plays a vital role in supporting mental health and wellbeing in every community.

The Sanctuary Course *and* The Sanctuary Course for Catholics

Sanctuary offers *free-to-access* resources for church leaders and faith communities, developed in collaboration with theologians, mental health professionals, and individuals with lived experience. Our flagship resources, *The Sanctuary Course* and *The Sanctuary Course for Catholics*, are eight-session study guides for small groups designed to start conversations about mental health and build resilience within churches. These resources empower churches to become sanctuaries for all people, wherever they find themselves on their mental health journeys.

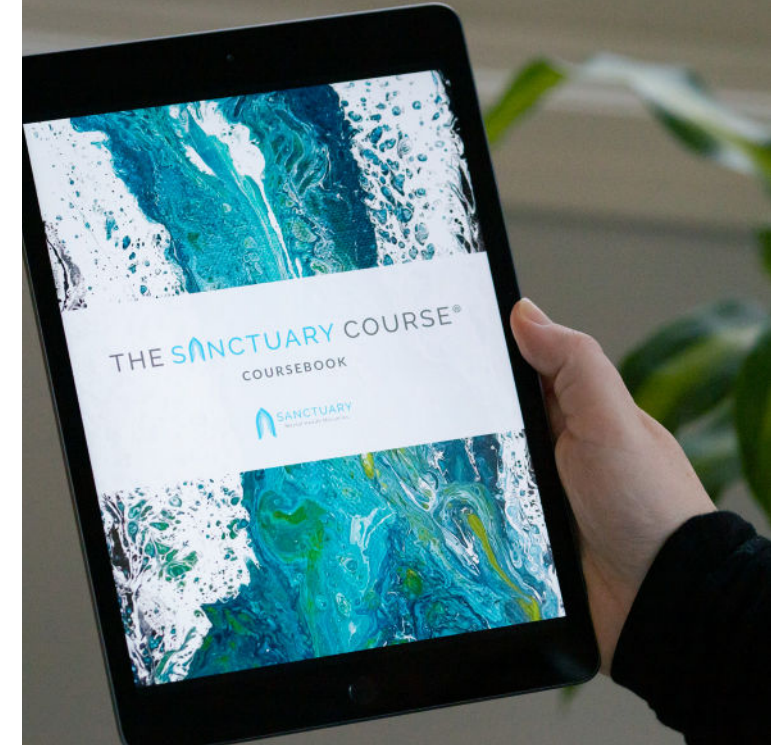
Proven Impact—A Solution that Creates Sanctuaries

According to a 2020 Impact Study, 92% of course participants found that the content successfully opened dialogue on an array of mental health topics. Over **365,000** church leaders and Christians in 102 countries have participated in *The Sanctuary Course*. This represents a growth of over **4500%** since its launch. The course has been translated into German, Spanish, Russian, and Romanian, broadening its reach and impact.

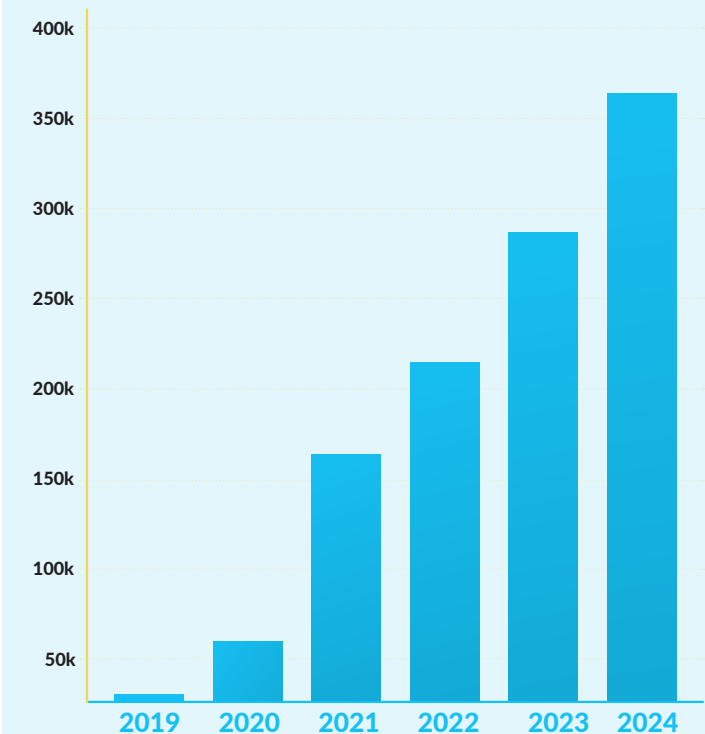
Impact highlights from 2024

- **Over 170,000 individuals** encountered the truth that God is present in the midst of challenges through our website and various programs and resources.
- **560 churches** across multiple denominations were equipped to implement mental health support initiatives.
- **Over 10,000 accounts** have been created on our resource portal to date.
- **The *Sanctuary Songs* worship album has been streamed over 9,000,000 times.**¹

¹In 2022-23, Sanctuary collaborated with The Porter's Gate Worship Project to produce the Sanctuary Songs album. The album models life-giving and healing ways for congregants to sing and talk about mental health challenges. The songs unite liturgy and advocacy.



Cumulative Data on Participants



This incredible impact has been made possible by a small group of philanthropists who understood the need and believed in the value proposition of Sanctuary's mission. With proof of concept established, Sanctuary is ready to scale and needs to broaden its philanthropic support base.



Sowing Sanctuaries

The Need *for* Support:

**GROWING SANCTUARY'S DEPTH,
BREADTH, AND SUSTAINABILITY**

The three-year strategy is anchored in the following objectives: Broaden Impact, Build our Revenue Engine, and Deepen Educational Resources.

Broaden Impact

Introducing new audiences to Sanctuary's integrative approach to faith and mental health remains our priority as we evolve from a program provider to a dynamic platform equipping churches and communities worldwide. Through Sanctuary Studios, our new creative hub, we will revolutionize how audiences access mental health and faith stories by offering consistent, high-quality content on new platforms. We have already touched the lives of 366,469 individuals, and our partnerships with organizations like YouVersion, CREATR, and Life Church's Open Network position us to reach tens of millions.

By leveraging these key partnerships, we will amplify authentic voices across multiple platforms and art forms, transforming the cultural narrative around faith and mental health. This strategic expansion will establish Sanctuary as the trusted global voice in faith-integrated mental health, while ensuring anyone in the world can access our resources at the click of a button. This transformation will fuel our evolution from resource provider to movement leader, pioneering new ways to engage audiences and create lasting impact.



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My partner and I have just co-facilitated our first run of *The Sanctuary Course* at Christchurch Church of England, Lancashire, UK. The feedback was amazing from the course participants. Your quality of material, rich resources, and brilliant layout enabled us to deliver the course effectively to an increasingly engaged and enthusiastic group. What happened over time was the development of trust amongst the group, the opening of selves to each other, growing courage to be vulnerable as individuals and the deepening and strengthening of that wonderful skill of listening. Silence became easier for them to sit in while listening and the results were palpable. We simply want to convey our thanks to you for such a course, its quality, its production and accessibility. We looked at other courses and none were up to your standards. You have inspired and helped begin a wonderful work in our lives and church which we are, by the help of the Holy Spirit, compelled to see, reach out, and touch many lives.

**- GRAEME SCROGGIE
AND VICTORIA BURTON**

The Need *for* Support



Build our Revenue Engine

Achieving our ambitious goals requires building a sustainable community-supported funding model powered by digital innovation. By converting our growing user base into regular monthly donors, we'll create predictable, long-term revenue streams. We will also hire a dedicated fundraising team and enhance our digital infrastructure. This strategic shift from foundation-dependent funding to a broad base of committed monthly donors represents a 2-3 year investment that will secure our financial sustainability and fuel our continued growth.

Deepen Educational Resources

Sanctuary resources are designed to engage and educate, creating environments where mental health is openly discussed and supported. We need to develop new, in-demand tools to equip churches with a deeper understanding of mental health challenges and compassionate responses.

- Becoming Sanctuaries—a community development resource—will share concrete examples of how churches are supporting mental health in their congregations. This highly-requested resource will help churches envision and plan contextualized mental

health ministry that is responsive to the needs, resources, and capacities of their communities.

- The creation of new modules will provide detailed information on specific mental health conditions, offering customizable educational resources for faith communities.
- As part of our commitment to excellence, we are updating our impact assessment measures. This includes developing theories of change; conducting impact studies to assess shifts in participant knowledge, attitudes, and practices; and updating our technological capabilities when it comes to data collection and analysis. This initiative will help us to assess and report on the impact of our programs, ensuring that we are delivering resources that effectively equip faith communities.

Our advocacy efforts will include public speaking engagements, publishing insightful articles, and actively participating in forums to champion mental health awareness. Changing the narrative and reducing stigma is key to our mission.

Why Support Sanctuary?

By investing in Sanctuary, you will help equip churches worldwide to support those living with mental health issues.

Your contributions will:

Empower more individuals by expanding our mental health resources to **reach 1,000,000 people worldwide** over the next three years.

Enhance the **quality and effectiveness** of our resources through better infrastructure, impact studies, and staff training.

Ensure sustainability by securing the resources needed to sustain Sanctuary's operations and continue making **a meaningful impact** in faith communities.

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The Church that forms itself around the resurrected Jesus is called to mirror God's ministry of binding wounds and to become a place where the brokenhearted in all of their different forms, can find acceptance, love, and belonging. Sanctuary reminds us of what such binding and healing actually looks like. The resources that Sanctuary offers are designed to enable Christ-like responses from the Church and to guide all of us, together, to fresh places of healing and community.

REV. JOHN SWINTON, PH.D.
Chair in Divinity and Religious Studies – University of Aberdeen;
Chaplain to the King of the United Kingdom; Sanctuary Ambassador

The Financial Need

As a small non-profit, Sanctuary currently lacks the organizational and financial capacity to meet all the requests for our resources. This campaign is about equipping Sanctuary with the resources required to meet demand to improve mental health and wellbeing at a global scale.

To support our mission and the three-year strategic plan, we need multi-year funding. We estimate that an investment of **\$4.6 million USD** is needed to cover both operational and capacity-building over the next three years.

JOIN US

Your donation will help us cultivate communities of resilience worldwide. Churches will be sanctuaries providing informed support for mental health challenges. Together, we can make a significant impact on the lives of millions.

For more information and to request Sanctuary's Three-Year Strategic Plan 2024-2026, please contact:

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Bryana Russell, Director of Engagement
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Sowing Sanctuaries

In May 2023, Sanctuary Songs launched at the Alpha Conference in London, England. Artists including Matt Maher, Issac Wardell, Ike Ndolo, Leslie Jordan, and IAMSON (Orlando Palmer) took center stage at the Royal Albert Hall to introduce the album.



After working on *Sanctuary Songs* with my husband, Orlando, I went to an artist retreat at Barnabas Landing hosted by Sanctuary. There, I was given so much language for my mental health journey—language to understand and language to pray. I was reminded that it's both; it's not either Jesus or medicine. It's Jesus and therapy. It's Jesus and community.

The beauty of community is that God uses people to help people. I'm so thankful for Sanctuary, because you were the beauty of community, and the power of community, for me in that moment. Thank you so much, Sanctuary, for being a part of my story, of my journey.

- DOE, 2025 GRAMMY® Winner, Best Contemporary Christian Music Album



Research shows that people
who experience a sense of
belonging in their communities
have greater resilience.

Help us build
those communities.

Partners and Friends



ASSOCIATION OF
CATHOLIC MENTAL
HEALTH MINISTERS



Regent
College



1495 UNIVERSITY OF
ABERDEEN



DUKE
DIVINITY
SCHOOL



THE PORTER'S GATE
WORSHIP PROJECT



PRAXIS



The
Congregational
Collective
Resources for Mental Wellbeing



M.J. Murdock
CHARITABLE TRUST

As Seen On

YouVersion



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