

# SAME INSIDE

## BUSINESSES TOOLKIT

*For business leaders who want to bring Same Inside to their workplace.*

*For: Companies + Employees*

*Deadline: Hosted on GiveSmart, linked from [livelikesam.org/same-inside](https://livelikesam.org/same-inside)*

## WELCOME

Same Inside is Live Like Sam's community-wide invitation to share what we carry, through one word, one post at a time. May is Mental Health Awareness Month, and businesses across our community are joining in.

This toolkit gives your team everything you need to participate authentically, without forcing it, and it's entirely optional.

## WHY YOUR BUSINESS

Your team carries more than they show. The pressure to appear fine, productive, capable, and proactive can feel overwhelming. Same Inside is a low-stakes way to model honesty, build culture, and foster better communication.

*A major Google study found that teams with high psychological safety exceeded their targets by 17%, while teams with low psychological safety missed their targets by 19%. Workplaces where people feel safe, seen, and respected aren't just better for employees, they're more productive.*

It's a community moment your company can be part of.

## THREE WAYS TO PARTICIPATE

### 1. SHARE THE CAMPAIGN INTERNALLY

Send the email template (below) to your team. Encourage anyone who wants to join, no pressure.

### 2. ACTIVATE A CAMPAIGN MOMENT

Host a 30-minute lunch hour, all-hands moment, or office walk where employees can share their word, talk about it, and post on social. Keep it light. Make it optional.

### 3. OFFER AN INTERNAL MATCH (OPTIONAL)

If your company offers employee gift matching, this is a great moment to use it. Every employee donation to Live Like Sam this May is already doubled by our \$100,000 match. If your company adds its own match on top, the impact triples.

Not all companies have a match program. That's fine. Sharing the campaign is the priority.

## EMAIL TEMPLATE — INTRODUCE SAME INSIDE TO YOUR TEAM

*Forward this to your team. Adjust the voice to match your company.*

**Subject:** Joining Same Inside this May

Team,

May is Mental Health Awareness Month, and we're joining a community-wide campaign called Same Inside, led by our friends at Live Like Sam, a Park City-based nonprofit working upstream to support youth and family mental wellness.

The idea is simple: we're more alike on the inside than we show on the outside. The campaign invites people to share one word for what they're carrying, post it, and pass it on. Join Live Like Sam's Same Inside campaign and watch your team become better together.

Here's what we're doing:

- [\[Optional: lunch event details — date / time / location\]](#)
- [\[Optional company match line: "Every employee donation will be matched by \[Company Name\] up to \\$\[X\]." Remove this bullet if your company is not offering a match.\]](#)
- Share your own word and post on your social. Tag @LiveLikeSam and use #SameInside.

There's no pressure to participate. But if you want to support Mental Health Awareness Month, here's an invitation.

## VISUAL ASSETS PROVIDED

All campaign logos, hero imagery, and approved templates are available in our [Campaign Assets Folder](#)

- Live Like Sam logos (vector + PNG)
- Same Inside logo (vector + PNG)
- Same Inside campaign hero (Open Horizontal asset)
- Customizable wave templates (Calm, Steady, Turbulent, Open) — vertical + square
- Photo overlay frames for branding employee photos with the campaign
- Brand standards 1-pager (colors, fonts, voice)

## CO-BRANDING GUIDELINES

Yes, you can put your company logo alongside the Same Inside campaign branding for internal communications and employee-facing materials.

- Use Same Inside as the campaign-forward mark (top-right or center)
- Place your company logo as a partner mark (bottom-left or footer)

- Keep navy, cyan, and yellow as the primary palette. Don't substitute company colors in the Same Inside templates.
- Don't alter the Same Inside logo, framing line, or core campaign copy

## INTERNAL MATCH GIFT PROGRAM (IF YOU HAVE ONE)

Many companies have employee match programs. Their contribution doubles when employees give. If your company has matching, here's how to amplify Same Inside:

- Direct employees to [livelikesam.org/same-inside](https://livelikesam.org/same-inside) or to GiveSmart for donations
- Encourage employees to submit match gift forms through your HR system
- Live Like Sam will provide receipts and confirmation of donations
- **Live Like Sam's EIN: 85-2202987**

## SAMPLE SOCIAL CAPTION (for company channels)

*Learn more or join us at [livelikesam.org/same-inside](https://livelikesam.org/same-inside)*

**#SameInside @LiveLikeSam #MentalHealthAwarenessMonth**

## QUESTIONS?

Corporate inquiries: [Kim Jacobsohn](mailto:Kim.Jacobsohn@livelikesam.org), Live Like Sam

General: [livelikesam.org/same-inside](https://livelikesam.org/same-inside)

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## THANK YOU.

Thank you for helping bring Same Inside to life during Mental Health Awareness Month.

When we name what we carry, we begin to break the confidence myth, relieve the pressure from keeping our struggle inside, and remind others they are not alone.

Your business can help change the narrative across your team and community: we are more alike on the inside than we show on the outside.