

# Non-profit Organization Commercial Template

<b>CLIENT:</b>	The Brain and Behavior Research Foundation	<b>DATE:</b>	01/26/2024
<b>TITLE:</b>	Research Grants	<b>WRITTEN BY:</b>	Francis Piccolella
<b>SCRIPT VERSION:</b>	Commercial	<b>TRT:</b>	30 seconds

<b><u>Time</u></b>	<b><u>On-Screen Visuals/ Text</u></b>	<b><u>Audio/Narration</u></b>
0:00	Black screen dissolves into images and text.	-If you're anything like me, living with schizoaffective disorder, you put your trust in The Brain and Behavior Research Foundation to help researchers receive precious grants.
0:05	Various mental illness related images.	When properly funded the innovations keep rolling in and millions of sufferers get a step closer to relief with the cutting edge technology and techniques.
0:15	Show Joe Schmoe affected by mental illness and the treatment team responsible for care.	-Approximately 50 million people (about twice the population of Texas) are affected by mental illness, with 55% of adults not receiving any treatment. Severe mental illness is experienced by 5.44% of adults, and over 12.1 million adults (4.8%) report serious thoughts of suicide.
0:20	Quotes intercut with health care workers and patients.	-The Brain & Behavior Research Foundation, a 501(c)(3) nonprofit organization, ensures that

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		100% of every dollar donated for research directly contributes to their research grants, emphasizing transparency and a commitment to advancing mental health initiatives. Separate foundation grants cover operating expenses, demonstrating a dedicated focus on maximizing the impact of donor contributions for research purposes. If this organization hits home for you, please come donate to help give those suffering a fighting chance.
0:27	Contact Information	Take Action Now.

\*Be sure to include on-screen text for the Non-profit organization's contact information. (website, phone number, etc.)

\*Include a "Call to Action" (How can the public help, donate, volunteer, etc.)