

Join the movement for joy.

What sponsoring us says about your values:

You value mental health.

You want to see a world where young people's voices matter.

You believe small acts of kindness can make a huge difference.

You understand that creativity can solve the biggest issues we face today.

peptoc.org

@peptockids

info@peptoc.org

Your Impact



The Peptoc Poster Workshops

A series of kid-created encouraging posters installed in public spaces.



The Hotline

Keep our viral hotline going for all!



Peptoc Mondays

An upcoming program that calls subscribers each Monday with a unique pep talk recording from a young person.

Cross-Country Tour

Billboards, murals and installations featuring hand-drawn messages of encouragement by local youth.





Audio Expansion

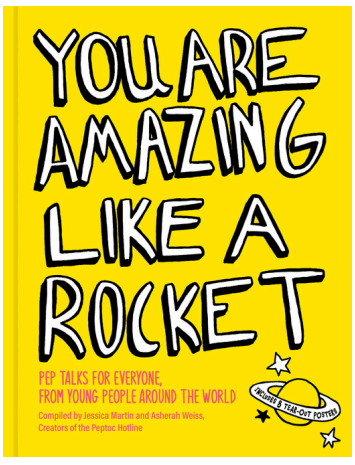
Interactive installations, and international hotlines in multiple languages.



Our Story

Peptoc started as a one-day project at a public elementary school in California, and became a worldwide movement for joy. The project was launched in 2022 by artists and community activists, Jessica Martin and Asherah Weiss, who were inspired by the students' joy and resilience amidst the COVID pandemic, wildfires, and the challenges of growing up. They worked with the students to create a poster project and a hotline featuring pre-recorded pep talks by the students. Two days later, the hotline went viral, receiving **60,000 calls an hour**.

Since then, the hotline has continued to go viral, with **30 million calls** and counting! Peptoc has expanded to produce projects with students across the US and in **25 countries**, published a book, and has been featured on all major US media outlets. New programs in development include a series of murals and billboards across the country, as well as additional hotlines around the world.



Peptoc has been celebrated as a tool for mental health and it has even saved lives. It celebrates the unifying power of youth voices and provides a source of meaningful connection in a time when the world needs it most. Your support will ensure that this impact continues to grow.

Why Partner with Peptoc:

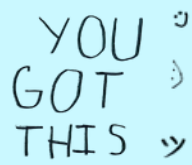
- Authentic alignment with joy, kindness, youth voice, and wellbeing — values audiences trust.
- A beloved, genuinely viral story with tens of millions of touchpoints and a fast-growing media footprint.
- Meaningful employee engagement through matching gifts, team creative sessions, and workplace installations.
- Flexible, tailored recognition — sized to your CSR goals

Sponsorship Tiers



$10,000

Underwrites a full month of viral surge volume hotline calls
– Named as the month's sponsor on the Peptoc website
– A dedicated thank-you post across Peptoc's social channels
– Recognition in a Peptoc newsletter



$25,000

Pays for a school workshop and mural installation
– Featured in the website 'partners' section for a year
– A feature story in a newsletter
– A dedicated thank-you post across Peptoc's social channels
– Named for three months as the sponsor on our website
– Employee engagement: a team creative session
– Approved use of Peptoc's story and impact in your CSR reporting



$50,000

Pays for two workshops + mural installations or one prime location billboard
– Featured in the website 'partners' section for a year
– Name / logo on physical collateral: murals, billboards, phone booth installations, etc.
– A dedicated thank-you post across Peptoc's social channels and newsletter
– Employee engagement: a team creative session
– Invitation to a Peptoc event or parlor gathering with the founders



$100,000

Covers four workshops + mural installations around the United States
– Featured in the website partners section for a year
– Logo on physical collateral: murals, billboards, phone booth installations, etc.
– A dedicated thank-you post across social channels and newsletter
– Employee engagement: a team creative session
– Invitation to a Peptoc event or parlor gathering with the founders
– Lead flagship visibility — "Peptoc, supported by [Company]" across primary channels for one year
– A Peptoc installation in your workplace or limited edition framed poster prints
– Premium placement across all media, press, and campaign moments
– Leadership engagement and a custom activation designed with your team

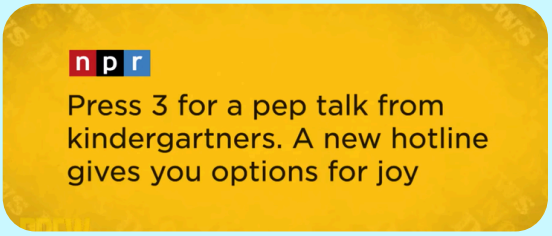
Media Coverage + Publications

Press coverage of the hotline including Trevor Noah, NPR, TIME Kids, Drew Barrymore Show, CBS News, and Telemundo.

Please visit our press page.











Let's build a partnership.

Donate at peptoc.org and we will reach out to you. Peptoc is a 501c-3 and sponsorships are tax-deductible (EIN: 42-3299468). Gifts can be structured as cash or in-kind. Packages are flexible — every tier is a starting point, not a ceiling.

Contact info@peptoc.org to design a package around your goals.
Call the hotline for yourself! 707-8PEPTOC

Audience

Hotline Stats

30 million+ callers

Receives 10k calls on a typical day, and viral calls can reach up to **60,000 calls per hour!**

The hotline is called more often than the national suicide hotline, and more than the NYPD.

Audience from every state and 162+ countries

Instagram

13k followers



Viral post - 11M views, shared 80k times @yanniizhang

Newsletter

10k subscibers