

2023 Impact Report



Dear Friends,

Turning 20 was such an exciting point in our lives; there was so much we had already accomplished and so much more to discover about the world ahead of us! We didn't settle for the accomplishment of graduating soon, we leaned into discovery by adapting to change and allowing our curiosity to grow with our continued experiences. Active Minds is doing the same for its 20th anniversary by intentionally turning the conversation around mental health into actionable initiatives that will influence a culture of mental health wellness for youth and young adults for generations to come.

Our community has grown significantly over the past two decades and made tremendous progress in amplifying the conversation surrounding mental health action. None of this would be possible without you. The growth Active Minds has seen at the national level is a testament to the hard work and passion that our volunteers, donors, and mental health advocates have poured into this movement.

We are creating and sharing some of the best resources and training in the nation for school mental health, workforce development, and peer-to-peer storytelling. We're looking forward to, together with you, driving a new decade of mental health mobilization for youth and young adults just like us.

Anushka Gupta

President, Active Minds Student Advisory Committee New York University

Zoe Tait

Vice President, Active Minds Student Advisory Committee University of California, San Diego



Celebrating



the Past



It started 20 years ago in Alison Malmon's dorm bedroom, on one campus, with a simple premise:

if we as students speak openly

about our mental health,

we can save lives.

Highlights from our earliest years (+ where we are now!):

2003

Incorporated in the District of Columbia after the first chapter started at Penn

now

500+ chapters at high schools and colleges impacting 8 million students

2007

Emerging Scholars Program launched

now

90% of
Emerging
Scholars
continued into
the mental
health field

2008



Send Silence Packing® (SSP) launched

now

SSP exhibit presented 350+ times in 15 years (see page 8)

2010

Inherited
Active Minds
Speakers
Bureau

now

1 million+
youth and
young adults
have attended
Speakers ever
since
(see page 23)

2017

V-A-R® introduced at 13th Active Minds Mental Health Conference

now

Now A.S.K. (see pages 13-14)

What we're tackling...

22%of high school students
have seriously

students have seriousl considered attempting suicide. 48%

of young adults 18–25 experienced mental health symptoms during the pandemic. 60 million

people experience mental illnesses each year in the U.S. 67%

of young adults with mental health symptoms do not receive care.

30%

of young people have a diagnosable mental illness.

Active Minds is celebrating our 20th anniversary, making this an opportune time to focus our work going forward. There is an escalating need, and Active Minds is uniquely meeting this demand.

*You can find full citations of these statistics on page 26.





Mobilizing the Future

Active Minds is prepared to respond to the mental health needs of youth and young adults with a data-driven path forward, and a known and present solution is ready.

To reverse negative trends in youth mental health outcomes, our societal norms around mental health must improve. Research shows that in times of need, youth and young adults prefer to talk to peers rather than a professional or adult.

It is critical we engage youth and young adults as a key part of the solution.

Young people know best what they need, and we provide it.

Active Minds programs equip and encourage young people to voice their needs, inform the solutions and create pathways for change.

School Mental Health

Chapters, Youth Leadership Resources and Training

Mobilizing and empowering youth and young adults to change the conversation about mental health and engage in our proven peer-to-peer approach in colleges and K-12 schools.

Community Initiatives

A.S.K., Speakers, Send Silence Packing®

Providing educational and community-centered events and experiences that change how we think, talk, and feel about mental health.

Workforce Development

Cause + Career®, Emerging Scholars

Supporting emerging and pivoting young professionals to pursue mental health advocacy as a career.

Advocacy and Policy

Equitable and accessible mental health support

Bolstering policies that normalize mental health so that it is equally talked about, educated on, cared for, and valued as physical health.

Impact Evaluation and Thought-Leadership

Empowering growth in our community

Driving the conversation and data behind this generation's culture of mental health mobilization. Empowering growth in our community.

We Are



Elevating Young Voices

Mental Health Advocacy Academy

Active Minds welcomed its largest cohort into the third annual Active Minds Mental Health **Advocacy Academy**. During a week of interactive learning sessions, we educated students on advocacy, state and federal policymaking, health equity, the power of storytelling, and how to build their own campaigns to strengthen the mental health advocacy movement.

Special thanks to **Houlihan Lokey** for support of the summer 2023 Advocacy Academy.

Your Voice is Your Power (YVYP) Hub Student Advisory Board

Active Minds is coming together with youth advocates to create a resource hub with special focus on high school students with identities that have historically been most marginalized in mental health and for whom the largest disparities still exist. From workshop sessions, where students can learn about topics like retention and recruitment for school clubs and building positive partnerships with school administration, to toolkits and media pieces on topics like the connection between perfectionism and mental health, Active Minds wants high school students to engage in advocacy for themselves and for others with support from these materials.

Special thanks to Urban Outfitters, Rite Aid Healthy Futures, and UGG for supporting the creation of the YVYP Hub.

activeminds.org/your-voice-is-your-power

The YVYP Resource Hub is launching in Spring 2024. Sign up here to get the latest updates!





What Would You Say

to Someone Who

Is Struggling?

Active Minds relaunched **Send Silence Packing®** this summer after researching and redesigning the nationally acclaimed program to focus on a wraparound experience for hosts and community members for long-term impact that promotes ongoing conversations about mental health.

We launched our inaugural 2.0 immersive tour at the University of Maryland this fall semester, where we had more than 1,000 students and staff weave through our story labyrinth of 100 stories on 100 backpacks complete with hopeful resources, and a Hope Wall encouraging reflection and uplifting messages. The tour then continued through the semester, traveling to 20 locations including a marquee stop at Gillette Stadium with KyleCares Foundation and the Patriots Foundation.

Special thanks to the **RSM US Foundation** and **The Brian R. Friedman Kindness Fund** for their support of Send Silence Packing®.







Youth Across the Nation

The 2023 National Mental Health Conference

The Active Minds community came back together in person this summer at the Capital Hilton in Washington, D.C., where nearly 400 attendees met with other like-minded advocates from across the country including platinum-certified pop songstress Em Beihold! It included two days of workshops, networking with mental health professionals, and excellent panels on the state of mental health.

See you this year at the

2024 National Mental Health Conference

August 2-3, 2024!



activeminds.org/programs/ national-conference-2024

36% of young adults reported anxiety in 2023, 29% reported depression

Stress Less Week

Stress Less Week spreads the message that speaking up about one's struggles is a sign of strength and promoting self-care is a priority. Active Minds runs this program with support from **Murad** both in the spring and in the fall.

"Our event made me so extremely emotional. I loved seeing how everyone from my school came and appreciated Active Minds and really got to de-stress even during a stressful time, pending the upcoming exam period. I absolutely loved this event and all of the hard work truly paid off. We had so much attendance and people truly loved this event. We are so grateful for this opportunity and hope to work with you all again!"- Isabella Sidoruk, Tufts University

Special thanks to **Snap, Inc.**, the **Flourish Arbonne Foundation**, the **J. Willard and Alice S. Marriott Foundation**, **Harry's**, **Eventbrite**, and **The ECMC Foundation** for wider support of the Active Minds Chapter Network and its programming.



^{*}You can find full citations of these statistics on page 26.

We Are Committed

to Mental Health Mobilization

Transforming Mental Health Passion into Profession

Thousands of young adults in the Active Minds network graduate every year wondering how they can continue to champion mental health culture through their profession. Active Minds answered this question by launching Cause + Career®, the first-ever career site featuring mental health-focused positions from all sectors and industries.

Structured as a professional resource site, **Cause + Career®** features a job board, mentorship and networking opportunities, and other tools that nurture working professionals' passion for mental health.

Special thanks to **Pinterest** and the **Bruce C. Abrams Foundation** for advancing our Workforce Development portfolio.

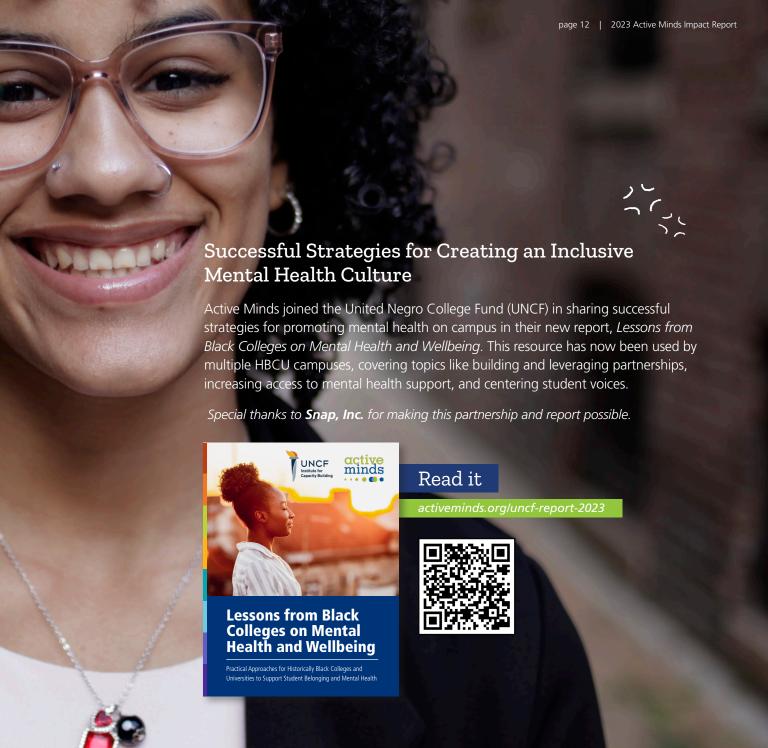
Which mental health career is for you?

Take the Quiz



causeandcareer.org







the best way

to help a friend is to



Spotted! Surgeon General Dr. Vivek Murthy joined

Active Minds and MTV for our A.S.K.tivation tour,

to share A.S.K. (and our connection bracelets!) with

schools and communities nationwide.

acknowledge

Create a supportive space by letting them know you're here for them.

support

Validate their feelings and ask them what they need.

keep-in-touch

Check back in regularly and consistently.

New research from MTV Entertainment Studios (MTVE Studios) validated a longstanding belief that young adults are most likely to turn to a friend first when struggling with their mental health; however

70% of peers do not feel prepared to provide support.

This fall Active Minds partnered

with MTVE Studios to spearhead an innovative mental health campaign that positions youth and young adults to simply and effectively help people in their lives through emotional challenges. Born from Active Minds' Validate, Appreciate, Refer® (V-A-R) conversation guide, A.S.K. Acknowledge, Support, and Keep-In-Touch is the new highly memorable, multi-media campaign rolled out at key cultural events and campuses nationwide. It combines two decades of expertise championing

asktohelp.com

initiative's global platform.

peer-to-peer mental health programs for youth and young adults with MTVF Studio's Mental Health is Health



1000 SCHOOLS update!

681 new K-12 schools were added to our network in 500 days!

The goal to welcome 1,000 K-12 schools into the 1,000 days continues!

New to Active Minds?



Join our movement and bring mental health resources to vour school.

activeminds.org/1k-in-1k/

Thank you to **United Health Foundation**, Jack Kent Cooke Foundation, Flourish Arbonne Foundation, J. Willard and Alice S. Marriott Foundation, and Humble Bundle for their support of our

We Are Led by Youth

and Young Adults

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Serving July 2022 - June 2023

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Annual and multi-year commitments from corporations and foundations allow Active Minds to mobilize youth and young adults nationwide in creating a new culture around mental health.

*Donors from July 1, 2022-June 30, 2023

\$1,000,000+

ICONIQ

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\$500,000-\$999,999

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Thank you so much



to our generous donors!

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We are sincerely grateful for our donors who, through their commitments, are equipping a mental health movement with the knowledge, tools, and resources needed to create lasting change in the way we view and talk about mental health. *Donors from July 1, 2022-June 30, 2023

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James Spoor

Teamwork. Collaboration. Well-being & Social Connection.

There are a lot of good life skills that can be learned on the soccer field!

Active Minds joined the New England Revolution in October 2023 to host a soccer clinic in St. Paul, MN for children ages 6-14 to understand the importance of communicating their feelings and how active listening can help others feel supported.

Thank you to the
United Health
Foundation and the
PTA for making this
possible.





Meet. our new speakers

We are excited to welcome two new K-12 speakers Hall and Active workplace speakers



activeminds.org/ programs/am-speakers

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Julie Turner

Tanu & Praveen Tyle

Marilyn & Sheldon Wallerstein

Frances Walters

Danielle Watkins

Terry Winberg

Peggy Cambier-Weinstein & Andrew Weinstein

Shayne Weinstein

Scott Weir

Kenneth Wexler

Janet White Ann Wilson Mary Wink

Shannon & Matthew

Winters

Bronya Zamarin

Chad Zamarin

Carol Zimmet



Financials

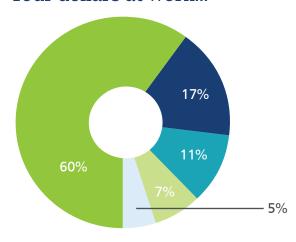
The impact we are able to make with thousands of youth and young adults nationwide is directly enabled by the financial resources and sustainable growth of our organization.

In FY2022-2023, we committed to a transformative five-year strategy to jettison our long-term visions of mobilizing youth and young adults in mental health into reality. Thanks to years of thoughtful stewardship of our supporters' contributions, we are well-positioned for this growth.

Where our dollars come from...

23% 22% 5% 43% 3% 3% 1% Contributions & Gifts \$4,750,134 ■ Foundation Grants \$2,603,319 Corporations \$2,397,663 Program Revenue \$572,569 Other \$388,277 Special Events \$304,021 Government Contracts \$103,266 TOTAL \$11,119,249

Your dollars at work...



Program Services

Chapters & Youth Mobilization	\$4,638,021
■ Education & Training	\$1,340,272
School Policy Change & Workforce Development	\$372,693
Supporting Services	
Fundraising	\$878,085
Management & General	\$574,352
TOTAL	\$7,803,423

Change in Net Assets \$3,315,827

Note: financials cover July 1, 2022-June 30, 2023

Citations

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Youth Risk Behavior Survey (2019): NAMI Mental Health Stats: "Mental Health of College Students Is Getting Worse" (Boston University, 2022); Recent Trends in Mental Health and Substance Use Concerns Among Adolescents (2022); Landscape of School-Based Mental Health Services (2022); Mental Health in the Workplace (2018); National Association of School Psychologists; UCSF's National Adolescent and Young Adult Health Information Center: CDC Youth Risk Behavior Survey (2021) Bridgespan internal research

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Reynolds. "Young Adults
Suffer from Anxiety,
Depression Twice as Often
as Teens." *The Washington*Post, 24 Oct. 2023, https://
www.washingtonpost.com/
wellness/2023/10/24/anxietydepression-young-adults/.

The mental health crisis experienced by youth and young adults has become one of the most pressing public health issues of this time.

After a phase of rapid growth, Active Minds is launching a new strategic plan to guide our newest efforts. Creating an effective movement of youth and young adult mental health champions is an ambitious goal that will stretch us and take time, effort, and learning. We are carefully considering how to innovate and respond to the needs of the individuals and groups who Active Minds can reach, knowing that we must remain flexible and responsive to their specific needs.

Ultimately, we are working to

create a movement that forever

changes how mental health is valued

and prioritized in society.



Read the FY2024-2028

Strategic Plan

activeminds.org/about-us/ mission-and-impact



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