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Active Minds Announces Bold New Commitment: Mobilizing 100,000 Youth and Young Adults by 2028

Mental Health Organization Sets Sights on Transforming Mental Health Norms Nationwide

WASHINGTON, D.C. — [Active Minds](#), the nation's largest nonprofit organization mobilizing youth and young adults to transform mental health, is proud to announce a bold new commitment: to engage 100,000 youth and young adults mental health advocates by 2028. This ambitious initiative marks the organization's next chapter in championing a new era of mental health.

The announcement follows the success of Active Minds' [recent "1K in 1K" campaign](#), which surpassed its goal of reaching [1,000 high schools in 1,000 days](#) well ahead of schedule. Now, fueled by the momentum of **Mental Health Awareness Month** and a growing national conversation around mental wellness, [Active Minds](#) is setting its sights even higher.

"Our mission has always been to equip, connect, and amplify the voices of youth and young adults to change how society thinks about and supports mental health," **said Alison Malmon, Founder and Executive Director of Active Minds**. "Reaching 100,000 young people by 2028 isn't just a number—it's a movement to ensure every young person knows they're not alone and has the tools and community support they need to thrive."

The 100K by 2028 initiative will include young changemakers in K-12, high schools, colleges, and communities across the country. These advocates will participate in programs such as the [Mental Health Advocacy Institute](#), the [Mental Health Advocacy Academy](#), and the [Active Minds Chapter Network](#). The initiative will also focus on advocacy efforts, peer-to-peer support, and social media engagement to amplify advocacy and impact.

Throughout **Mental Health Awareness Month**, [Active Minds](#) has called on its network through informational campaigns, action-oriented opportunities, and community-building efforts designed to prepare supporters to take part in this new mission. This next phase invites everyone—from long-time champions to newcomers—to get involved at a level that works for them.

"This is a community-wide effort," **said Laura Horne, Chief Program Officer at Active Minds**. "We're building something powerful together and championing a new era of mental health. By reaching 100,000 youth and young adults, we're creating a ripple effect of support, advocacy, and change that will impact generations to come."

To learn more about the 100K by 2028 initiative, get involved, or bring others into the movement, visit www.activeminds.org.

About Active Minds

Active Minds is the largest nonprofit in the United States mobilizing youth and young adults to transform mental health norms across society. For more than 20 years, we have equipped the next generation of peer mental health advocates through a variety of programs, including the Active Minds Chapter Network, A.S.K., and Send Silence Packing. Our advocacy, initiatives, and campaigns foster lasting change in how youth view and discuss mental health, encouraging them to use their voices to influence broader conversations and inform mental health supports within their communities. Together, we are building a diverse movement of champions committed to improving mental health for all. To learn more about Active Minds, visit activeminds.org.