

active●minds

2024 IMPACT REPORT



Dear Friends,

You're likely reading this because you care about youth and young adult mental health, you support Active Minds in any of a number of ways, or you want to learn more about what this impactful organization does. Whatever your motivation, this report will guide you through what we've done, what we're doing, and where we're going.

Active Minds recently turned 22. During this time, our work has been so powerful that last year alone we impacted an estimated eight million young people- it's amazing! The organization continues to step it up, answer the call of the moment, and equip youth and young adults with what they need to be mobilized to lead a brand new era of mental health. In the year that this report covers, we've witnessed groundbreaking innovation and deeply game-changing work.

This year, we accomplished a massive goal: take Active Minds to 1,000 new K-12 schools in 1,000 days. Read more about this huge victory on page 5 of this report.. Also, thanks to the generous support by The Hartford, our Send Silence Packing exhibit is delivering a more robust experience to participants on campuses and in communities nationwide.

Tens of thousands have learned the three steps they need to provide emotional support through Active Minds' new tool launched this year in collaboration with MTV/Paramount Studios, A.S.K. Acknowledge, Support, Keep-in-Touch. On page 9, you'll read what we learned from our research and how much of a difference A.S.K. is making.

We are so thrilled about Active Minds' achievements and, as members of the organization's Student Advisory Committee, we're honored to have a hand in taking these tools and knowledge back to our campuses to grow the impact exponentially. We invite you to join us on this journey, because together we can truly achieve a society that forever values and prioritizes mental health.

In unity and community,

Rachna Edalur *Naomi Hines* *Hannah Rabbani* *Stephanie Yau*

Rachna Edalur, Naomi Hines,
Hannah Rabbani, and Stephanie Yau

'24-'25 SAC



Changing how
mental health is valued

Active Minds is changing the way society thinks, talks, and feels about mental health. Our mission is rooted in the goal of driving lasting change by positioning youth and young adults to take charge of the conversation to create a healthier and more compassionate society.

Youth and young adults are the practitioners,
policymakers, and leaders of tomorrow — and they are
the torchbearers of today's drive for change.

Mobilizing youth and young adults

Active Minds is uniquely positioned to drive essential, enduring change. For more than twenty-one years, we have held a distinct position in the mental health field working directly with youth and young adults to champion change in the conversation around mental health.

We are deeply focused on mobilizing youth to become inspired leaders, shaping their own futures.

Together, we're working towards a stronger, more supportive future.

The Advocacy Academy program is AMAZING and I am eternally grateful to have learned from all my peers and presenters! The homework was manageable and interesting, each week was well-paced and organized, and the speakers were engaging and knowledgeable. Overall, the Academy has equipped me with the knowledge, connections, and confidence to create campaigns with a real impact not only in high school but also beyond into my community. Thank you for everything!"

-Student,
Washtenaw International High School (MI)

"The A.S.K. presentation was very educational. Before learning about it I felt like I knew how to comfort and be there for people in need but **I've learned how to be an even better supporter and comforter.** I feel like this can also teach many people how to be there for family, friends, and peers in need as well."

-A.S.K. user

"A success that this chapter has is creating a safe space on our campus where students can express how they are feeling and the challenges they are facing and **get support and help from those around them** and resources we can show them that are on campus."

-Chapter Member,
Bridgewater State University (MA)

"Every college campus should host Send Silence Packing.® It is a profound and eye-opening exhibit that spreads awareness in such a meaningful way. The facilitation and execution of this event were seamless. I cannot recommend this event enough!"

-Student,
Baldwin Wallace University (OH)

"Overall, I enjoyed the fellowship of everyone that attended. **My highlight was attending the Mental Health Advocacy Institute.** I actually learned many things, not just from the information that was provided, but from my peers that attended."

-Chapter Leader,
Albany State University (GA)



Young adults know best what they need, and we equip them to create innovative solutions: giving them the tools to thrive.

More than 1,000 reasons to celebrate!

Harnessing the unique power of youth

In 2022, amid the aftershocks of a global pandemic, the challenge of returning to classrooms, and a growing youth mental health crisis marked by loneliness and isolation, one thing was clear: Active Minds was needed more than ever. We committed to doing just that, and we knew exactly where to start — with youth themselves.

Young people hold a unique, unstoppable power, a spark that ignites when they connect through shared experiences and take bold, collective action. That's the spirit behind our 1,000 K-12 Schools in 1,000 Days commitment. We set out to inspire students to lead a movement for change, and bring Active Minds to 1,000 new middle and high schools in fewer than three years. **What happened next was extraordinary.**



We did it — AND THEN SOME!

We didn't just meet our goal—we surpassed it, reaching 1,000 K-12 schools months ahead of schedule. From Active Minds Chapters and Mental Health Advocacy Academy participants, to students learning from our dynamic speakers and engaging in powerful workshops, this movement is thriving in ways beyond our wildest dreams.

These schools are more than just numbers—they're vibrant hubs of connection, courage, and change, driven by students who are reshaping the mental health landscape in their communities and beyond.

This achievement wouldn't be possible without our signature and supportive partners like **ICONIQ Impact, United Health Foundation, Ulta Beauty, Humble Bundle, Rite Aid Healthy Futures, Pinterest, Flourish Arbonne Foundation, Harry's, the Jack Kent Cooke Foundation, UGG, Foundation 43 by Chubbies, The J. Willard and Alice S. Marriott Foundation, KPMG**, and more. Together, we're not just meeting goals—we're building a future where mental health is a priority in every school, for every student.

Scan the QR code to join our movement and bring life-changing mental health resources to your school.

There's no better time to start!



**The movement is here.
The future is bright.
And this is only the beginning.**



The power of young advocates in action

In FY2023-2024, Active Minds ignited a wave of change, impacting an estimated **8 million youth and young adults** through the passion and dedication of thousands of leaders. Resourced with transformative knowledge, hands-on training, and leadership opportunities, these changemakers amplified their voices to break mental health barriers, strengthen support systems in schools and communities, and champion a culture where mental health is a priority.

By providing platforms for advocacy and growth, we engaged young people to not only impact their communities but to thrive as leaders themselves—shaping the future of mental health with boldness, resilience, and purpose.

Together, we made an impact:



- ✓ **87%**
of Mental Health Advocacy Academy students knew how to create a mental health advocacy campaign by the end of the program.
- ✓ **169,189**
youth and young adults resourced through our mental health curriculum
- ✓ **10,000+**
on the ground youth and young adult volunteers
- ✓ **8 million+ reached**
through dynamic digital and in-person programming, and policy changes

**This is more than growth
—it's a movement, and we're
just getting started.**



Chapters are the
heart of the
organization

Paving the way for future changemakers

The Active Minds chapter at Albany State has gone from consisting of five active members during the pandemic to flourishing on campus in the 2023-2024 academic year with more than one hundred current members. They recently received their school's "Outstanding Service Award." They have organized various events for key moments such as Sexual Assault Awareness Month, National Suicide Prevention Week, and even hosted Send Silence Packing® on their campus.

Their Chapter has also forged solid partnerships with Greek Life, Diversity and Student Engagement, and Albany State University Counseling and Student Accessibility Services. The Active Minds chapter at Albany State serves as a stellar example of a chapter that has truly become a foundational part of its campus community.

Special thanks to Murad,

for their partnership during our bi-annual Stress Less Week.® Through this collaboration, 50 college chapters including Active Minds at Albany State received funding to implement stress-relief initiatives on their campuses. Collectively, this program **reached more than 4,800 youth and young adults nationwide**, exposing them to mental wellness and stress relief programming.



a.s.k.

SHOWTIME



Entertainment

active
minds

The “stop, drop, and roll” for emotional support

A study conducted by Active Minds, MTV, and SmithGeiger found that **9 out of 10 youth and young adults felt they could provide emotional support to a friend after going through the A.S.K. experience.** Additionally, 2 out of 3 youth and young adults used learnings from A.S.K. in some or most conversations with their friends and/or peers.

A.S.K. stands for Acknowledge, Support, Keep-in-Touch and provides the essentials for having supportive conversations.

Following a 2023 reveal at the MTV Video Music Awards, the digital experience launched on Mental Health Action Day in May 2024. You can't always change what someone is going through, but you can **Acknowledge** their feelings, **Support** by listening, and **Keep-in-Touch** regularly to let them know how much you care.



Experience the A.S.K. interactive platform and support life-changing conversations!



In 2024,

Reached
**+20 million
students**

across MTV/Showtime and
Active Minds social media with
1.3 million engagements

Joined U.S. Surgeon General
Dr. Vivek Murphy's
**“Made to
Connect”**

campus tour of 9 colleges and
universities across 8 states

**50
A.S.K.tivations
-in-a-box**

to 50 schools in the U.S. and
Canada, introducing 1,500+
students to the program.



Being the change: Driving the impact

**The 2024 Active Minds
Mental Health Conference**



400+ passionate advocates

98 organizations

including nonprofit and corporate partners, universities,
and schools

**35 groundbreaking
breakout sessions**

4 keynote speakers

plus a Gen Z panel



Keynote speakers harnessed **energy and authenticity** while
shedding light on topics like burnout and self-care, garnering
heartfelt appreciation from attendees.



**We hope to see you at
the next conference!**

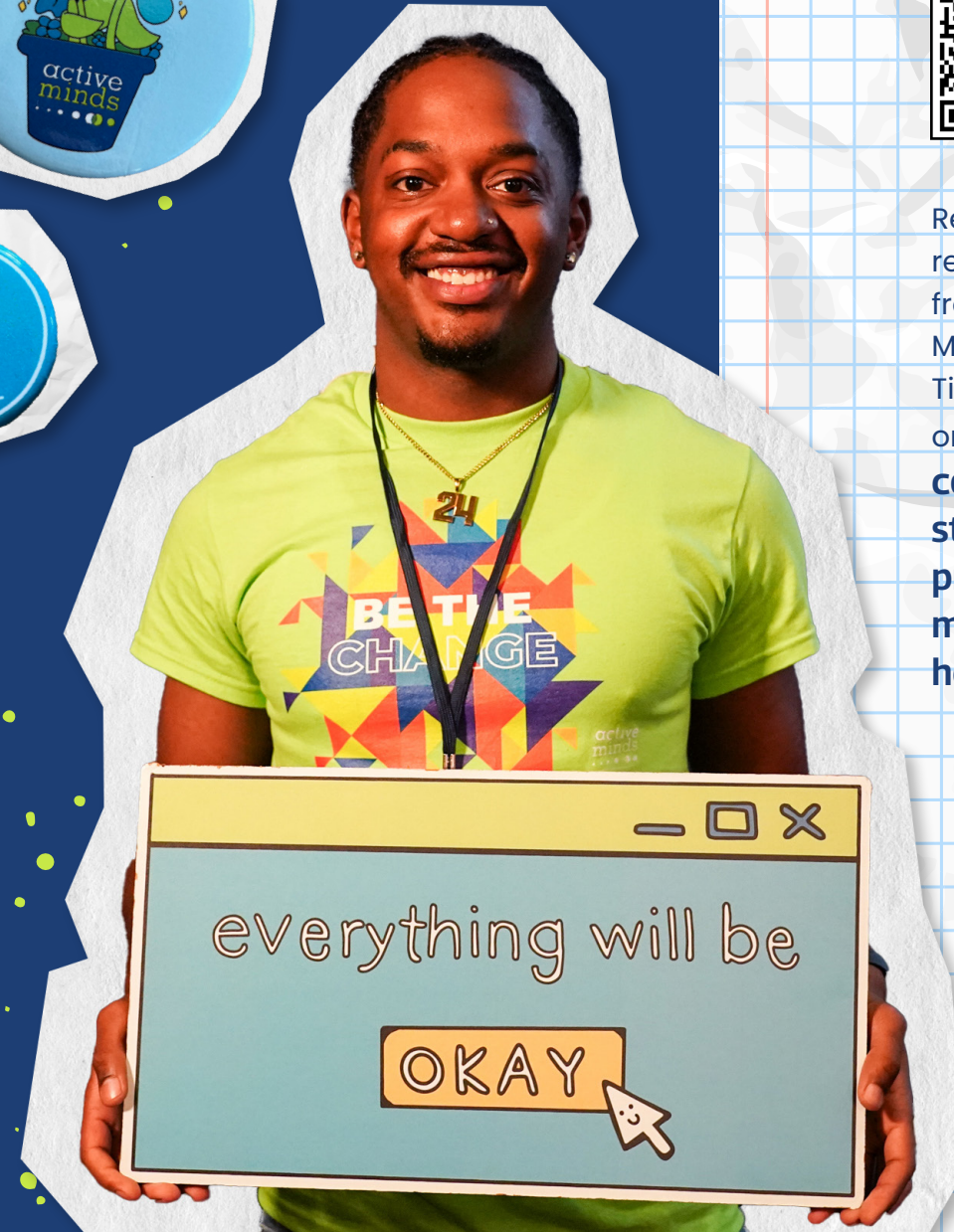
**Friday, August 1 – Saturday, August 2, 2025
at the Capitol Hilton, Washington, D.C.**

Amplifying students' needs through research

Addressing loneliness and college student mental health

Active Minds partnered with TimelyCare to conduct a study in February 2024 of 1,100 U.S. college students examining how they value and prioritize their mental health. Our research findings were cited by *Forbes*, *Inside Higher Ed*, *Diverse: Issues in Higher Education*, and other publications.

The data highlights that college students value having good mental health for themselves and their friends. Almost two-thirds believe having good mental health is important, and slightly over half value taking care of their mental health. Additionally, almost three-quarters (73.6%) of college students feel it is important to raise awareness about the importance of mental health, with most (69.5%) believing their institution encourages an open dialogue about it. As we educate and equip young people with the tools needed to change the conversation, we will continue to prioritize data to ensure our greatest impact.



Read the research from Active Minds and TimelyCare on **how college students prioritize mental health**

Making strides in advocacy

Youth and young adults are calling for equitable access to mental health care, youth-centered policies at all levels, and affordable, culturally competent healthcare that meets the needs of their communities.

In the 2023-2024 year, through the Active Minds Mental Health Advocacy Academy, we witnessed a transformative wave of change as high school students gained the knowledge, skills, and confidence to champion mental health advocacy in ways that will reshape the culture of their schools, communities, and states. These passionate young advocates are now equipped to lead campaigns that will amplify mental health resources for Black, Indigenous, and People of Color (BIPOC) and LGBTQ+ youth, creating a ripple effect that will reverberate for years to come.

The Mental Health Advocacy Academy demonstrated significant growth, with 31% of students initially reporting they knew how to create a mental health advocacy campaign. By the end of the program, that number jumped to 87% of students reporting knowing how.



The Mental Health Advocacy Academy equips youth and young adults to **champion this new era of mental health.**



"It was extremely helpful to be walked through every step of the advocacy process and how to make a difference on campus. It can feel really overwhelming and difficult to find where to start, but **this experience gave me the resources and support to bring impact** on my campus."



"I really enjoyed the diversity of the participants. The fact that we are all from different colleges across the United States allows for multiple perspectives to come together and discuss mental health and strategies to improve mental health on our campuses, which is so awesome!"



See the impact the Mental Health Advocacy Institute is making.

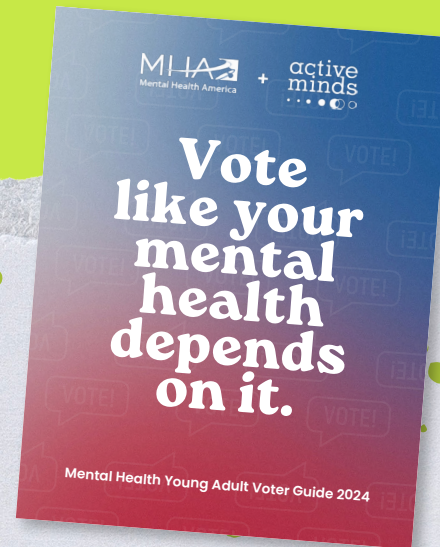




Partnering to go further together

Youth voice, real change

With mental health care on the ballot in 2024, Active Minds partnered with Mental Health America to create the **Youth Mental Health Voter Guide**, a resource supporting young voters to make informed decisions that prioritize mental health during election seasons.



Read about how youth are voting like their mental health depends on it



Active Minds announced as a grantee of ICONIQ Impact's Education & Economic Mobility Co-Lab,

and received a transformational \$3 million investment over the course of three years. This generous investment is accelerating our ability to advance critical initiatives, and strengthening the foundation that drives lasting change. **ICONIQ Impact's** belief in our mission fuels not just programs, but the very heartbeat of our organization, ensuring we can respond boldly and sustainably to the evolving mental health needs of young people nationwide.

With generous underwriting support from **The Hartford**, Active Minds took Send Silence Packing®—our powerful traveling exhibit sharing real stories of mental health—to the Connecticut State Capitol, igniting statewide conversation about mental health. This impactful stop coincided with the launch of new resources designed to help young people navigate mental health in the workplace and explore careers in the field. Hartford was one of the 36 communities nationwide to host this transformative display.

We're proud to partner with The Hartford to inspire meaningful mental health conversations—at home, at work, and in communities across the country.

2024 Student Ambassadors

Student Advisory Committee as of June 30, 2024

Emma Lamoreaux
Temple University

Rachna Edalur
Texas A&M University

Stephanie Yau
University of Pittsburgh

Emily Muench
Baldwin Wallace University

John Matthews
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De Anza College

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University of Maryland, College
Park

Zoe Tait
University of California, San
Diego

Student Ambassadors as of June 30, 2024

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School

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Trent University

Angela Yang
Granada Hills Charter High
School

Gabi Necastro
Bradley University

Jaiden Singh
University of Arizona

Medhansh Bhagchandani
The John Cooper School

Natalie Tuinstra
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Sarah Lappi
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Sriya Sai Pushpa Dalta
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Louisiana State University,
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Corporate and Foundation Supporters

Annual and ongoing commitments from corporations and foundations allow Active Minds to mobilize and reach millions of youth and young adults each year.

Donors from July 1, 2023 - June 30, 2024

\$1,000,000+

ICONIQ Impact Education & Economic Mobility Co-Lab
United Health Foundation

\$250,000-\$999,999

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Cushman & Wakefield
The Elno Family Foundation

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The Goldstone Family
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Goodman Financial
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Intel Foundation
IQ Solutions
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**In 2024, there were
92 Speakers Bureau
engagements.**

These were all opportunities for our network of relatable individuals with powerful stories to reach youth and young adults, meeting them where they are.

Groups that hosted an Active Minds speaker shared reflections of the impact of what they heard and learned as well as the environment in which messages were delivered.

“This is our second year using Active Minds, and each time it has been nothing short of exemplary. They are thorough, kind, respectful, and the speakers are jaw-dropping. Thank you for all your hard work and assistance to make our summit incredible.”

– Lauren Miller,
Crittenton Center

Special thanks to the following student partners that fundraised and/or contributed \$250+ in FY2024:

Fraternities & Sororities, \$250+

Alpha Kappa Psi, Psi Lambda Chapter

Alpha Sigma Phi

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Delta Tau Chapter

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Gamma Zeta Chapter

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Iota Zeta Chapter

Kappa Chapter

Kappa Gamma Chapter

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Theta Rho Chapter

Theta Tau Chapter

Theta Zeta Chapter

Zeta Gamma Chapter

Zeta Kappa Chapter

Zeta Lambda Chapter

Zeta Mu Chapter

Zeta Xi Chapter

Zeta Zeta Chapter

Kappa Kappa Gamma

Beta Eta Deuteron Chapter

Beta Tau Chapter

Delta Sigma Chapter

Epsilon Eta Chapter

Epsilon Nu Chapter

Epsilon Pi Chapter

Eta Kappa Chapter

Eta Phi Chapter

Eta Tau Chapter

Gamma Iota Chapter

Gamma Omicron Chapter

Gamma Xi Chapter

Milwaukee Alumnae Association

Northern New Jersey Alumnae Association

Rho Deuteron Chapter

Theta Beta Chapter

Zeta Alpha Chapter

Zeta Pi Chapter

Sigma Pi Epsilon, California Gamma Chapter

Tau Delta Phi, Delta Tau Chapter

Individuals

We are sincerely grateful for our donors who, through their individual commitments, are equipping the next generation of mental health advocates 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, 2023 - June 30, 2024*

\$100,000+

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\$50,000-\$99,999

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& Warren Lieberfarb

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Tanya Loveday Haun
Judith & Brian Madden
Sheri Marshall
Brenda McCafferty
Kathy & Rod McNeil
Clark Messman
Cathy & Stuart Miller
Debra Morrin



active minds
— TEAM.ACTIVE MINDS —

We know that mental health is just as important as physical health.

That’s why in 2024 we launched Team Active Minds, our new official endurance program to add meaning to your miles. Now you can make any physical activity one that also raises awareness and funds for mental health! In our first year mental health advocates joined us from races around the country, and we were also selected as an official charity partner for some big events:

- Philadelphia Marathon Weekend
- Indianapolis Monumental Marathon
- DC Bike Ride
- Austin Marathon
- The San Francisco Marathon



Check out
where we’ll be
or start your
own physical
event



Tim Morris
Cassidy Murray
Tom O’Malley
Leslie Oster & Daniel Rodriguez
Jill & Jeffrey Pargament
Uday Patel
Rick Payes
Courtney Pierce
Matt Pitkewicz
Susan Pondfield
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**In memoriam*

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Financials

The financial resources we receive, combined with our careful stewardship of those funds, make possible the significant impact we achieve in championing a new era of mental health.

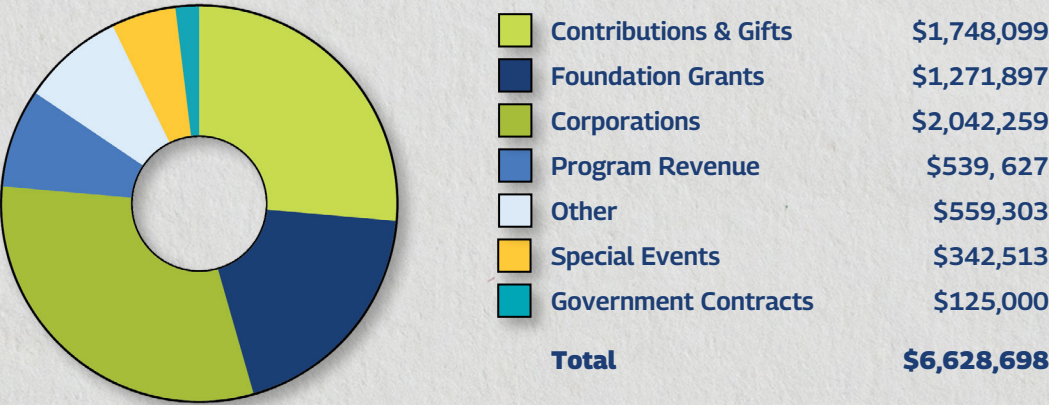
As we continue to innovate and expand our reach, we remain committed to investing in programs, research, and partnerships that drive meaningful change for individuals and communities alike.

Due to the treatment of multi-year grants in nonprofit accounting, our FY2023-2024 financials reflect a net loss. However, this year our operating revenue has in fact remained steady and diversified across various funding sources, allowing us to maintain a solid foundation for growth and affirming our confidence in our trajectory. We are on track to meet the ambitious goals outlined in our FY2024-2028 Strategic Plan, which focuses on broadening access, amplifying voices, and transforming the mental health landscape while increasing our budget by nearly 10% year over year.

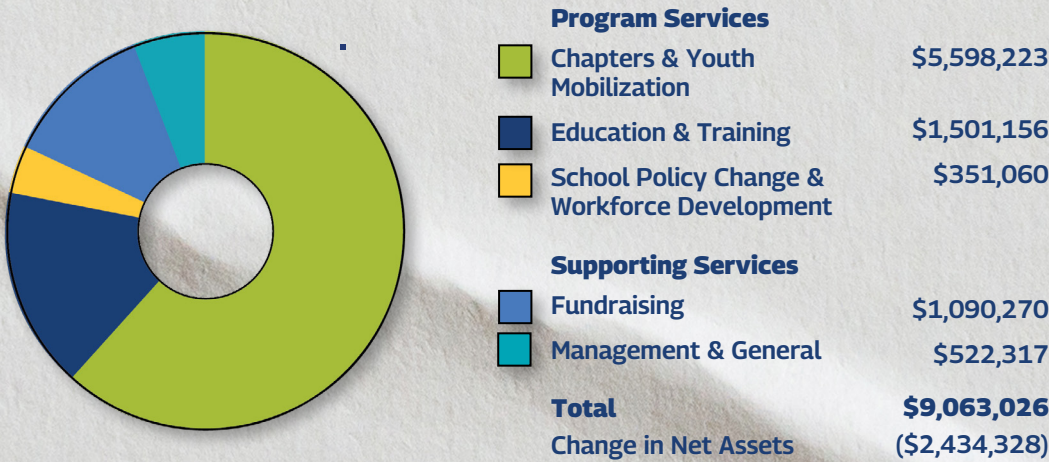
In 2024, Active Minds was named a Top-Rated Nonprofit by GreatNonProfits and earned a four-star Charity Navigator rating. Additionally, our commitment to transparency was recognized as a GuideStar Exchange Platinum participant. We are dedicated to maintaining a high standard of accountability, and you can find our complete audited financial statements, auditor's notes, and the most recent IRS Form 990s at activeminds.org.



Where our dollars come from...



Your generosity at work...



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