

active●minds

2025

IMPACT REPORT

Stories that moved millions



Dear Friends,

Young adults are constantly figuring things out. Sometimes that looks like changing majors, finding community, and making big life decisions about who we want to be. Often it feels complicated, but that's part of the process. Along the way, many of us are realizing something bigger: that our voices and stories have the power to shape the world around us. To create real, lasting change is exactly why we joined our Active Minds chapters!

This year, Active Minds continues to expand its story and amplify its impact. For the first time ever, Congress included both of our student-driven policy priorities in the Senate and House Fiscal Year 2026 Appropriations Reports - a historic win toward federal support for youth mental health and peer-led care. **Because here's the truth: when students lead, we change systems.** This win is just the beginning.

By 2028, Active Minds is striving to engage 100,000 youth and young adults (YYA) to build a force of champions across schools and communities nationwide. With programs like the Mental Health Advocacy Academy and Institute, and our grassroots Chapter Network, we will bring more voices, stories, and energy into the movement. Students understand that struggling in silence is isolating. Sharing your story and showing up for one another is transformative! Our generation refuses to stay silent. Instead, we're building a community where care, connection, and support are integral to the experience. A space where mental wellness is a priority and the societal norm. We're determined to unite and keep pushing that change forward together. ♥

A letter from
your Student
Advisory
Committee
leaders

With gratitude and momentum,

Stephanie Yau, University of Pittsburgh
Rachna Edalur, Texas A&M University
Hannah Rabbani, University of California, Berkeley
Naomi Hines, Bowie State University
'24-'25 SAC



Mobilizing our world, one story at a time

As Active Minds continues to grow, we're committed to ensuring that students from all backgrounds see themselves reflected in the stories we share and recognize that their mental health journey matters. Whether it's in a high school auditorium, a college classroom, or a virtual space, Active Minds goes beyond raising awareness. We aim to mobilize youth and young adults (YYA) to spark meaningful conversations and inspire tangible change. Through powerful storytelling, **we are building, shaping, and guiding a movement.**



4.5M reached. 1 vision.

This year, Active Minds' audience grew not just in scale, but in impact. We've engaged millions online, at schools, in communities, and face-to-face.

Active Minds Chapters

Since launching its first chapter in 2001, Active Minds has grown to more than **500** chapters at high schools and colleges nationwide

4.5 million+ YYA impacted across school communities where chapters are present

Mental Health Advocacy Academy

90 high school students learned how to advocate for mental health

1,350 YYA reached through participants' advocacy projects and school-based campaigns

Mental Health Advocacy Institute

81 college students trained to take mental health action on their campuses

1,215 YYA reached through the participants' campus-led mental health action plans

We Are Active Minds Middle School Pilot

769 middle school students gained the foundation-building knowledge and skills to help reduce mental health stigma through Active Minds' pilot program in middle schools

Active Minds Speakers

13,154 YYA inspired and educated through speaker events and storytelling sessions

Behind every
impact number is
a conversation, a
changed mind, a
young person who
feels seen.

What 500+ chapters can do

This year, chapter leaders tackled stigma with creativity and heart; hosting comic book workshops, chalk-out campaigns, wellness fairs, and open-mic nights. They organized symposia, trained peers, and presented to policy-makers. Some built healing spaces after natural disasters; others designed murals, surveyed teammates, or taught kids about kindness.

411,700 YYA directly reached through chapter-led programs, meetings, and events

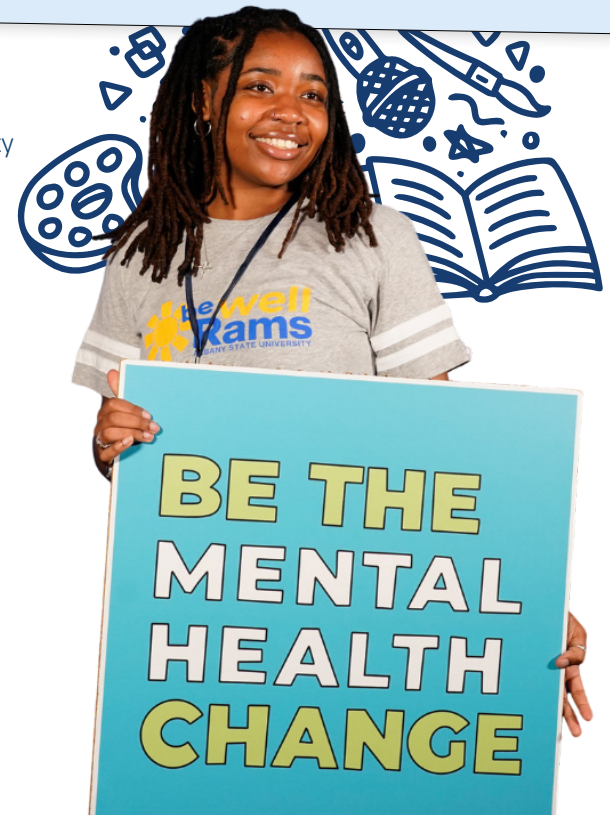
8,052 total chapter activities conducted this year; including peer education, events, meetings, and policy advocacy

13,485 official chapter members (avg. ~24 members per chapter) leading mental health change on their campuses

341 college and **184** high school chapters driving mental health change

Award-winning chapters this year include Athens State University, UCLA, College of San Mateo, and Albany State University; **each pushing boundaries, raising the bar, and building belonging in communities and throughout the world.**

**It's not just programming.
It's personal.**





5 billion impressions. 30,000 donors. 1 bucket.

In Spring 2025, Wade Jefferson, a student at the University of South Carolina, reignited a national movement; this time for mental health, with Active Minds at its core.

Inspired by the original Ice Bucket Challenge which raised millions for ALS research a decade ago, the student-led MIND Club brought it back with a new purpose: **to raise awareness for mental health, reduce stigma, and support suicide prevention efforts.** And they turned to Active Minds, the organization their generation trusts to help lead the charge.

Their version encouraged young people to speak out, share their stories, and donate to Active Minds, sparking a wave of icy, heartfelt advocacy across schools and social media. The revived Ice Bucket Challenge quickly became a viral sensation, with Ice Bucketing happening on the **Today Show**, coverage on **CNN**, and countless creators joining in nationwide.



Viral splash

This revival of the Ice Bucket Challenge didn't just go viral, it sent a powerful message: **mental health matters, young people are leading the way**, and Active Minds is the organization they trust to turn awareness into action.



4.3 billion video views

Over \$600,000 raised in just a few weeks
(and counting!)

30,000+ donors supported Active Minds

Thousands of students, athletes, influencers, and educators took part

25+ countries participated



See the
splashes of
heartfelt advocacy

Sparking a new generation of leaders

In 2025, Active Minds launched a powerful new era in youth mental health advocacy with its bold commitment to **mobilize 100,000 young people by 2028** across high schools, colleges, and communities nationwide. Building on the success of our campaign to reach 1,000 K-12 schools in less than 1,000 days, this next phase centers on deep and lifelong changes to create **a society that forever values and prioritizes mental health**.

One of the most impactful examples of helping shape a new generation of leaders is the **Mental Health Advocacy Institute**, our year-long, paid leadership incubator that transforms lived experience into policy influence. Through tailored advocacy action plans rooted in students' unique identities and campus needs, the program equips young leaders with the structure, skills, and resources to drive systemic change. From identifying critical mental health challenges on their campuses to crafting strategic campaigns, students in the Institute turn personal insights into powerful narratives and action.



Discover our
bold 100k by 2028
commitment

From Awareness to Action on Campus

"Send Silence Packing® created a powerful space for students, staff, faculty, and community members to engage in meaningful conversations about suicide and mental health. The event sparked greater campus interest in mental health, leading to more trainings and the launch of our own Active Minds chapter."

-Massasoit Community College

Shaping the Narrative in High School Athletics

"[We] surveyed over 250 student athletes about mental health and stigma, with 30 volunteering for interviews and video testimony. The resulting video will be used next school year as part of athlete mental health programming, including a guest speaker event and parent symposium."

-Northbridge High School Chapter

Shedding Light, Sharing Strength

"As an immigrant, I created my project to highlight the barriers undocumented students face and how they persist. My goal is to amplify their voices, inspire action, and emphasize the importance of advocacy in helping them pursue higher education and career opportunities. Research shows undocumented students often earn more credits and higher GPAs than peers, yet many leave school due to financial insecurity, fear of deportation, and mental health stressors; often without knowing support exists. Still, Hispanic-serving institutions and independent contracting are opening new pathways for success regardless of status."

-2025 Emerging Scholar Cohort Member

Voices that move minds

"I just loved how it really **helped me to understand how certain words affect people** and what you should say in certain situations when you really want to help somebody."

Three steps that can **save a life**

a.s.k. is not just a program.

It's a mindset, and a movement, designed to make emotional support a skill we all carry.

"I enjoy how A.S.K. fosters strong connections by emphasizing **acknowledgment, support, and keeping in touch**. It's great for maintaining meaningful relationships."

"I like that it is helpful. I spent a lot of time thinking that people never cared, but **never considered that they just didn't know how to ask if I was OK**. It is smart and I want to give props to whoever created it."



Learn how to use **A.S.K.**

Nearly 70% of young people do not believe they have the expertise or basic knowledge to help a friend.

That's where A.S.K. comes in.

In 2024, Active Minds in collaboration with SHOWTIME/MTV Entertainment Studios partnered with SmithGeiger to evaluate A.S.K. effectiveness. More than **1,200 youth and young adults ages 14-25** participated in the study.

More than 48,000 have engaged. Thousands have completed the full experience, designed in partnership with BIPOC and LGBTQ+ young adults.

Wonder if A.S.K. is working?

9 out of 10

YYA felt confident they could provide emotional support to a friend

2 out of 3

YYA used learnings from A.S.K. in some or most conversations with their friends and/or peers

Participants' knowledge of emotional support **increased by 11%**



From conference chats to culture shifts

Over the course of a powerful two-day gathering, the 2025 Active Minds Mental Health Conference brought together nearly 300 student leaders, mental health advocates, and policy experts for a dynamic weekend of learning, connection, and action. The event opened with a compelling first panel on Friday and quickly transformed into a national spark for the youth mental health movement. **The energy was electric.** Throughout the weekend, meaningful conversations with educators and policymakers deepened not only the dialogue around mental health but also the understanding that **YYA have the power to drive real, lasting change.**



Moderated by

Dr. Judith Joseph

this powerful session gave attendees practical tools to turn personal narratives into catalysts for systemic change in mental health.



Musical artist and mental health advocate

Justine Skye

joined Bowie State University's Naomi Hines for a moving conversation about healing, therapy, and the ongoing journey of self-compassion.



Independent singer-songwriter

Alexander Stewart

brought day two to a powerful close by sharing his own mental health journey, through both spoken word and song, in an emotional and unforgettable performance.



For the first time, attendees joined breakout cohorts to give them the community and tools needed to lead change beyond the conference. From tactical workshops on mental health legislation and storytelling to practical sessions on building equitable programs and peer support systems, students left ready to apply what they had learned in their communities. **The sessions didn't just inform; they inspired action!**



A stop that keeps driving

Across college quads, community centers, and city parks, **Send Silence Packing® (SSP)** continues to be a powerful catalyst for connection, courage, and culture change. More than just a visual display, SSP sparks real, lasting conversations about mental health. These conversations have helped students feel less alone, inspired faculty to seek out training, and even launched new chapters of Active Minds.

This year, thanks to a growing network of partners and champions, SSP has evolved into something deeper: **a living, breathing storytelling engine**, grounded in the voices of YYA and elevated by data, inclusion, and hope.

Stories that spark action

"SSP starts one of the most important conversations we can have at a college level.

It's one of our most anticipated events every year."

-Joshua Tuttleman
University of Maryland

"SSP was very impactful on our campus. It created a space for our students to know they are not alone. SSP also allowed a space for them to be creative and encourage others."

-Monica Berry
Lane College

The ripple effects of SSP continue long after the backpacks are packed up. Schools are reporting new mental health training initiatives, increased peer engagement, and a stronger sense of community across campus.

The Hartford:
Supporting
strength in
resilience

Fueled by partnership



With a deep commitment to youth well-being, The Hartford expanded its signature partnership with Active Minds in 2025, powering a national SSP tour featuring 100 uniquely personal stories of loss, survival, and healing. From August 2024 through December 2025, The Hartford's support helped SSP make a direct impact in over **60 local communities**, with more than **15,000 in-person participants** walking through the exhibit and carrying its message back into their own networks.

Campus climate matters

RAND Corporation's longitudinal study of six Pennsylvania campuses following SSP exhibits tracked 576 students throughout an academic year. Researchers found that positive perceptions of campus mental health climate correlated with reduced psychological distress and increased help-seeking intentions from friends, family, and professionals. The study demonstrates that improvements in student mental wellbeing can occur within a single academic year when supportive campus environments are cultivated.

This isn't passive awareness, it's active transformation.



From campus to Congress

Youth voices
drive real
change

Active Minds is helping shape policies and systems where mental health is prioritized in every space students learn, live, and grow.

In 2025, Active Minds advanced two powerful legislative priorities that, for the first time ever, were both included in the U.S. House and Senate Fiscal Year 2026 draft appropriations reports: **expanding awareness of the 988 Suicide & Crisis Lifeline on student ID cards** and **elevating peer-led mental health programs like Active Minds chapters and A.S.K. through the Garrett Lee Smith Campus Suicide Prevention program**. These milestones mark a watershed moment in federal recognition of youth-driven mental health solutions and reflect the strength of thousands of young people who spoke up, showed up, and demanded action.



Highlights from recent federal draft reports include:

Investing in student-led mental health efforts

The reports encourage increased funding for peer-led prevention efforts like Active Minds Chapters and A.S.K., as well as crisis response programs on college campuses through the Garrett Lee Smith Campus Suicide Prevention program.

Making help easy to find

Colleges are being urged to print the 988 Lifeline on all new student ID cards so every student knows where to turn in a crisis.

Raising awareness for 988

National leaders are calling for more inclusive outreach to reach young people, especially those at higher risk. They aim to ensure that mental health resources are accessible to all.



Join the movement;
help shape the laws



Lace up for mental health

On your Mark!

Team Active Minds, launched in 2024, is a growing community of advocates moving for mental health. Anyone can join and turn their next physical challenge, whether running, walking, biking, or swimming, into an opportunity to raise awareness and funds for mental health. By participating, individuals help build a culture where mental health is prioritized as much as physical health.

Last year, Team Active Minds champions laced up in cities all over including **Philadelphia, DC, San Francisco, NYC, Indianapolis, Pittsburgh, and Denver**, to raise critical support for our mental health.

Get Set!

This year Team Active Minds cheered on **60 incredible runners** lacing up their shoes for the Philadelphia Marathon, making it one of our largest participant turnouts of the year. Together, runners raised more than **\$50,000** to power mental health programming for youth and young adults; one step, one story, and one donation at a time.

Team Active Minds engaged many spectators, sparking powerful conversations about resilience, recovery, and the message that **mental health is just as important as physical health**.

Go!

Jodi Johnson doesn't just run races—he runs towards justice.

A 2024 Active Minds Emerging Scholar, Philadelphia Marathon participant, and relentless mental health advocate, Jodi has made it his mission to amplify the voices of men of color in the mental health space. With every mile, he channels personal experience into purpose; raising awareness, rallying his network, and inviting others to step into the movement with him.

Through Jodi's efforts, **thousands** have been reached, inspired, and activated. His story reminds us: **the finish line is never the end; it's where the next chapter begins**.

The road ahead

Team Active Minds is more than a fundraising initiative—it's an opportunity to turn an endurance or physical activity into one that raises awareness and funds for mental health. In 2025 and beyond, our sights are now set on **Berlin, Honolulu, Miami, LA, Copenhagen, Dublin**, and beyond. We're lacing up for bigger races, broader reach, and even bolder impact. Together, we're proving that when we move for mental health, we champion a new era of mental health for all.

Jodi with his marathon medal in Berlin!



Add meaning to your miles

Leading from the front: Driving change nationwide

This year, Active Minds launched and expanded dynamic leadership opportunities that center youth perspective at the heart of our movement: the long-standing **Student Advisory Committee (SAC)**, the inaugural **High School Advisory Board (HSAB)**, and the **Alumni Board**, a group of recent graduates and early career professionals continuing to lead mental health change across workplaces and communities.

2025 High School Advisory Board

The first-ever **High School Advisory Board** cohort brought together 15 student leaders representing a wide range of identities, lived experiences, and hometowns; from Alaska to Florida. Together, they conducted research, developed workshops, and helped guide Active Minds programming for high school youth.

Fifteen rising leaders.
One unified mission. All across the country.

Wenhui He
San Leandro, CA (Junior)

Wilson Inyang
Dearborn, MI (Senior)

Riya Sangapu
Dallas, TX (Junior)

Nick Hakimi
Great Neck, NY (Junior)

Sahana Desai
Jacksonville, FL (Sophomore)

On dine Goedhuis
Manhattan, NY (Sophomore)

Anyaan Magoo
Southlake, TX (Junior)

Lexi Jones
Columbia, MD (Sophomore)

Andres Valley
El Paso, TX (Senior)

Lowman Brown
Palmer, AK (Junior)

Dominic Mimbang
Douglas, GA (Junior)

Eshaan Magoo
Southlake, TX (Junior)

Noor Kaur
Philadelphia, PA (Senior)

Guadalupe Camarena
Chicago, IL (Freshman)

Jayden Phagura
Rocklin, CA (Sophomore)

2024-2025 Student Advisory Committee



Serving as a guiding voice for Active Minds' Chapter Network, the SAC brings together passionate college and university student leaders to help shape the future of campus mental health nationwide. In FY24-25 Active Minds assembled a focused and agile committee to respond rapidly to the advisory needs of the organization.

Rachna Edalur
Texas A&M University

Naomi Hines
Bowie State University

Hannah Rabbani
University of California, Berkeley

Stephanie Yau
University of Pittsburgh

Active Minds Alumni Board

The Active Minds Alumni Board helps extend mental health advocacy beyond campus. This year they advanced a workforce development campaign, contributed to the Cause + Career Conversation series with The Hartford, and expanded outreach to young professionals.

Continuing the mission post-graduation

Julie Coker

Sophia Sheih

Stephanie Chuquipul

Nycole Waller



Guiding the movement



At the heart of every major milestone, policy win, and program expansion is a group of dedicated individuals who believe in the power of young people to change the world. The Active Minds Board of Directors brings together cross-sector leaders in mental health, business, law, higher education, tech, philanthropy, and student advocacy to help shape our strategy, fuel our growth, and keep youth voices at the center of everything we do.

We are proud to recognize the following members for their unwavering commitment to our mission.

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Naomi Hines
Active Minds Student Advisory
Committee

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Marketing Consultant, Washington, DC

Paula Crow
Mental Health Advocate

Rita M. Barksdale
Director, Amazon

As of June 30, 2025

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, 2024 - June 30, 2025*

\$1,000,000+

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

\$250,000–\$999,999

- The Hartford
- KPMG Foundation
- Ultra Beauty Charitable Foundation

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\$50,000–\$99,999

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Special thanks to the following student partners that fundraised and/or contributed \$250+ in FY2025:

Alpha Sigma Phi

Beta Psi Chapter
Chi Tri Chapter
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Delta Tau Chapter
Eta Sigma Chapter
Iota Chi Chapter
Iota Mu Chapter
Iota Theta Chapter
Kappa Chapter
Kappa Omicron Chapter

Theta Delta Chapter
Theta Iota Chapter
Theta Pi Chapter
Theta Rho Chapter
Zeta Zeta Chapter

Kappa Kappa Gamma

Beta Tau Chapter
Delta Iota Chapter
Delta Nu Chapter
Delta Rho Chapter
Delta Sigma Chapter

Epsilon Eta Chapter
Epsilon Nu Chapter
Epsilon Pi Chapter
Eta Kappa Chapter
Eta Phi Chapter
Eta Tau Chapter
Rho Deuteron Chapter
Theta Beta Chapter
Zeta Alpha Chapter
Zeta Theta Chapter

Building inclusive mental health resources with Harry's

Thanks to our partnership with Harry's, we brought to life two powerful initiatives: a podcast spotlighting the mental health journey of BIPOC individuals and a nationwide workshop series focused on supporting Black men's mental health. These resources and others helped spark meaningful change by shifting conversations, inspiring support, and helping thousands of young people and allies to feel seen, heard, and valued.



Scan to explore these resources to begin or grow as a mental health leader

Individual donors

We are sincerely grateful for our donors who, through 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, 2024 - June 30, 2025*

\$100,000+

William Buckingham
Amy & Rob Stavis

\$50,000–\$99,999

Gail Kamer Lieberfarb
& Warren Lieberfarb

\$25,000–\$49,999

Gary DiClementi
Selme & Shaun Finnie
Charla & Steven Lerman
Sharon & Richard Mosenkis
Sheila & Thomas Rabaut
Richard Steinwurtzel

\$10,000–\$24,999

Anonymous
Danielle Antalffy
Melissa & Bradley Blanken
Paul Di Vito & John Silvia
Casey Flanscha
Jill Helou

Christie & John Johnson
Sally & Andrew Kadrich

\$5,000–\$9,999

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Reaching communities through Active Minds Speakers

From classrooms to conferences, our speakers brought real stories and honest conversations to thousands of young adults. Their lived experiences opened hearts, shifted perspectives, and helped students, educators, and community members connect over what it means to truly care for our mental health, and for each other.



Book a speaker or learn how
storytelling is changing the
conversation around mental health



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Rick Malins
Daniel Maloney
Jackson Marsh
Kimberly Mayfield
Barbara McCaslin
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Stephanie McNally
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Shivaun Miele
Kyle Miller
Mr. & Mrs. Bill Miller
Cannon Montague
Sarah Moon
Sean Morris
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Hetal Patel
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William Rogers
Kevin Rosen
Nancy & David Rosen
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Beth & Matt Rosenstein
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Tina Schendt
Candace & Bob Scherer
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Christina Zdanis

Ideas that inspire change, research that moves the conversation forward

The Emerging Scholars Fellowship is a group of student leaders driving the future of mental health through independent, fully funded research projects. Their work amplifies impact across campuses and communities through published studies, academic presentations, and peer dialogue.

2025
Emerging
Scholars

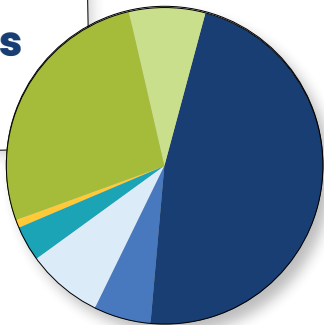


Scan to learn more about the program and how these scholars are **shaping the conversation** around mental health

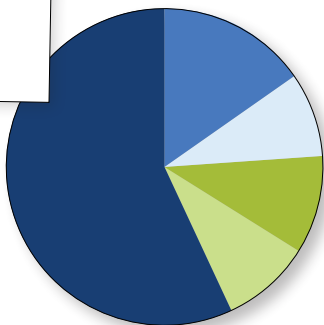
Financials

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. 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...



Source: FY25 Audited Financial Statements





Championing a New Era of Mental Health

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