2017 REPORT
Changing the conversation about mental health since 2003
We Believe…

No one should struggle alone.

By empowering students to speak openly about mental health, we can reduce stigma, encourage help seeking, and prevent suicides.
Dear Friends

This year, Active Minds celebrates a remarkable 15 years of progress in ending the silence that surrounds mental health.

What has guided and distinguished us from the start is a belief that young people will be the drivers of change. Each year, more than 15,000 students join Active Minds as passionate advocates and educators for mental health. Our students encourage their peers to learn about, talk about, and seek help for mental health issues just as they would for a physical issue, without shame or silence. This student-to-student approach is unique to Active Minds, and one that works.

To guide us into a new future, we recently completed a five-year strategic plan. We intend to double our reach to hundreds of thousands more students and 1,000 total campuses. We are committed to reaching as many teens and young adults as possible so they can benefit from our vital programs and services.

We thank our many friends and supporters for sharing our cause and for setting the stage for even greater impact in the coming years. We are so grateful to have you alongside us.

Alison K. Malmon
Founder and Executive Director

Steven A. Lerman
Chairman, Board of Directors
2001
The movement starts in a dorm
Alison Malmon starts Active Minds at the University of Pennsylvania following the suicide of her older brother Brian. Two years later, she incorporates Active Minds as a nonprofit.

2008
Backpacks on the National Mall
Our suicide prevention exhibit, Send Silence Packing®, gets its start on the National Mall, with Congressman Patrick Kennedy as guest speaker. Since then, the exhibit has traveled to 183 locations, reaching 946,710 people.

2004
First national conference
We hold our first national conference at Georgetown University. Students from across the country learn how to change the conversation about mental health.

2010
A merger brings speakers
Nine speakers become the core of the Active Minds Speakers Bureau after a merger with the National Mental Health Awareness Campaign. The speakers have provided mental health education to 1 million+ students since.

2010
Unprecedented $1 million gift
We receive our largest gift to date, a seven figure donation that invests in Active Minds’ growth and propels our mental health education and awareness efforts forward.

2013
The conversation is changing
As we celebrate our 10th year, we notice a shift. There’s more talk about mental health, and young adults are leading the way. More than 410 campus chapters are in place, with 5,178 members nationwide.

2015
Honoring campus excellence
Several colleges go above and beyond in promoting student mental and physical health. We honor five of them with our first Healthy Campus Award, with additional awards in subsequent years.

2015
We are BRAVE
We become one of Crisis Text Line’s first partners with our keyword “BRAVE”. Along with the National Suicide Prevention Lifeline, the text line becomes a primary way of connecting students in crisis to immediate help.
2014

Policy change through students
We pilot Transform Your Campus to train students on how to advocate for policy solutions that support mental health on their campuses. In the first 18 months, 226 campuses sign up.

2007

Washingtonian of the Year
Our innovative approach begins to attract attention. Alison is selected as Washingtonian of the Year and is later featured on NBC Nightly News and in CBS spots that still run today.

2015

Social media ♥ Active Minds
Our messages of hope and support go viral on social media, as we reach out to students wherever they are. One post receives an astounding 4.8 million views on Facebook, with eight others each surpassing 1 million views.

2015

Active Minds and California
California leads the way with the Mental Health Services Act and taps Active Minds to reach out to students throughout the state as part of a multi-year partnership.

2016

Ambassador for mental health
The actor Wentworth Miller, best known for the TV series “Prison Break,” becomes our ambassador for mental health, using his celebrity and reach to share his story and that of Active Minds.

2017

NFL players #NeedYouHere
As part of a partnership with the players’ association, NFL players receive our “The World Needs You Here” bracelet and begin spreading our message that mental health is just as important as physical health.
Mental health issues are prevalent among young adults

- 39% of college students experience a significant mental health issue
- 50% of cases of mental health issues begin by age 14; 75% begin by age 24
- 2/3 of students with anxiety or depression don’t seek treatment

Mental illness is treatable and suicide is preventable

- #2 leading cause of death among students is suicide
- 85% of those with mental illness do not die by suicide—because mental illnesses are treatable
- 67% of college students first tell a friend they are feeling suicidal before telling anyone else
In one year, we reached 529,523 students through campus awareness campaigns and events, and positively impacted campus environments through 450+ chapters located at high schools and colleges nationwide.

This is How We’re Saving Lives

Our programs and services—focus on mental health awareness and suicide prevention for teens and young adults.
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Our Directors and Advisors

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Left: Alison K. Malmon, Founder & Executive Director
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as of June 30, 2017

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Former Congressman Patrick J. Kennedy (D-RI) has been an advisor to Active Minds since 2007. A lifelong mental health advocate, Mr. Kennedy was lead sponsor of the groundbreaking Mental Health Parity and Addiction Equity Act, which requires insurance companies to treat illnesses of the brain the same way they treat illnesses of the body.
Our Financials
July 1, 2016 – June 30, 2017

Active Minds is a 501(c)3 nonprofit organization. Our operating revenues and gains for FY17 were $2,019,874. Our expenses were $2,245,561. Net assets were $435,587.

Because of the treatment of multi-year grants in nonprofit accounting, the audit noted a modest net loss of $135,737, which will be offset in FY18 statements.

The audit confirms that Active Minds is laying the foundation to reach its strategic goals and is a good steward of donor funds. Between FY16 and FY17:

- Program spending grew 17% from $1.5 million to $1.8 million as we made purposeful investments in many program areas.
- Fundraising expense as a percentage of total expense decreased 2%.
- Number of employees grew from 12 to 15 as we became fully staffed.

As always, we seek to maximize the generosity of our supporters. For FY17, 83 cents of every dollar went directly to education, training, research, advocacy, and student mobilization. This means we kept our combined administrative and fundraising costs well below the industry standard 25 percent.

We continue to be recognized as a GreatNonProfits Top-Rated Nonprofit and a GuideStar Exchange Platinum participant. Complete audited financial statements and IRS Form 990s are available at activeminds.org.
Active Minds is made possible by those who believe—as we do—that mental health is just as important as physical health and early intervention is key to suicide prevention. We thank our generous donors for supporting our lifesaving mission.

Corporate and Foundation Sponsors
Annual gifts from corporations and foundations allow Active Minds to make a positive difference every day for those who rely on our services. Thank you to these generous donors for their support of our work.

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We are sincerely grateful for the commitment of our donors to providing students with help and hope through Active Minds.

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“You are not alone and you are not weak. Continue to FIGHT because the world needs you.”

— Kyle Wilber, Dallas Cowboys
Kyle chose Active Minds for the NFL’s My Cause, My Cleats Week after receiving a “The World Needs You Here” bracelet through our partnership with the NFL Players Association.
“We are on a mission to save lives and build strong families and communities. In the next five years, we intend to double our reach to 1,000 total campuses. We invite you to join us.”

— Active Minds Strategic Plan 2017–2022

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| **6** institutions honored with the Active Minds Healthy Campus Award |
| **3,662** mental health events for awareness and action |
| **5.4** million students impacted by Active Minds’ presence on campus |
| **529,523** people reached through in-person programs |
| **450+** campus chapters at high schools and colleges nationwide |
| **15,762** students joined a chapter as campus mental health advocates |
| **140,000** mental health resources distributed to campuses in awareness campaign kits |