



active  
minds  
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2017 REPORT

Changing the  
conversation about  
mental health  
since 2003



years  
of IMPACT

## 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.



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.

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.

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

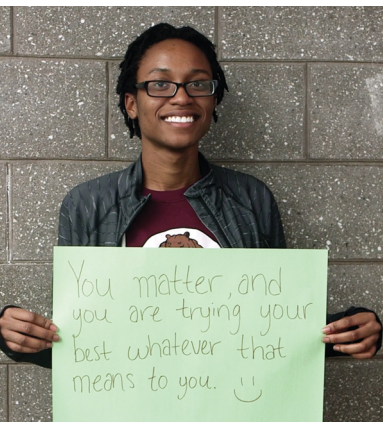
**Unprecedented \$1 million gift**

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.



**Changing the conversation about mental health**

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.

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.

## 15 YEARS of impact



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.

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.

active  
minds  
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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

ACTIVE MINDS'

presence on

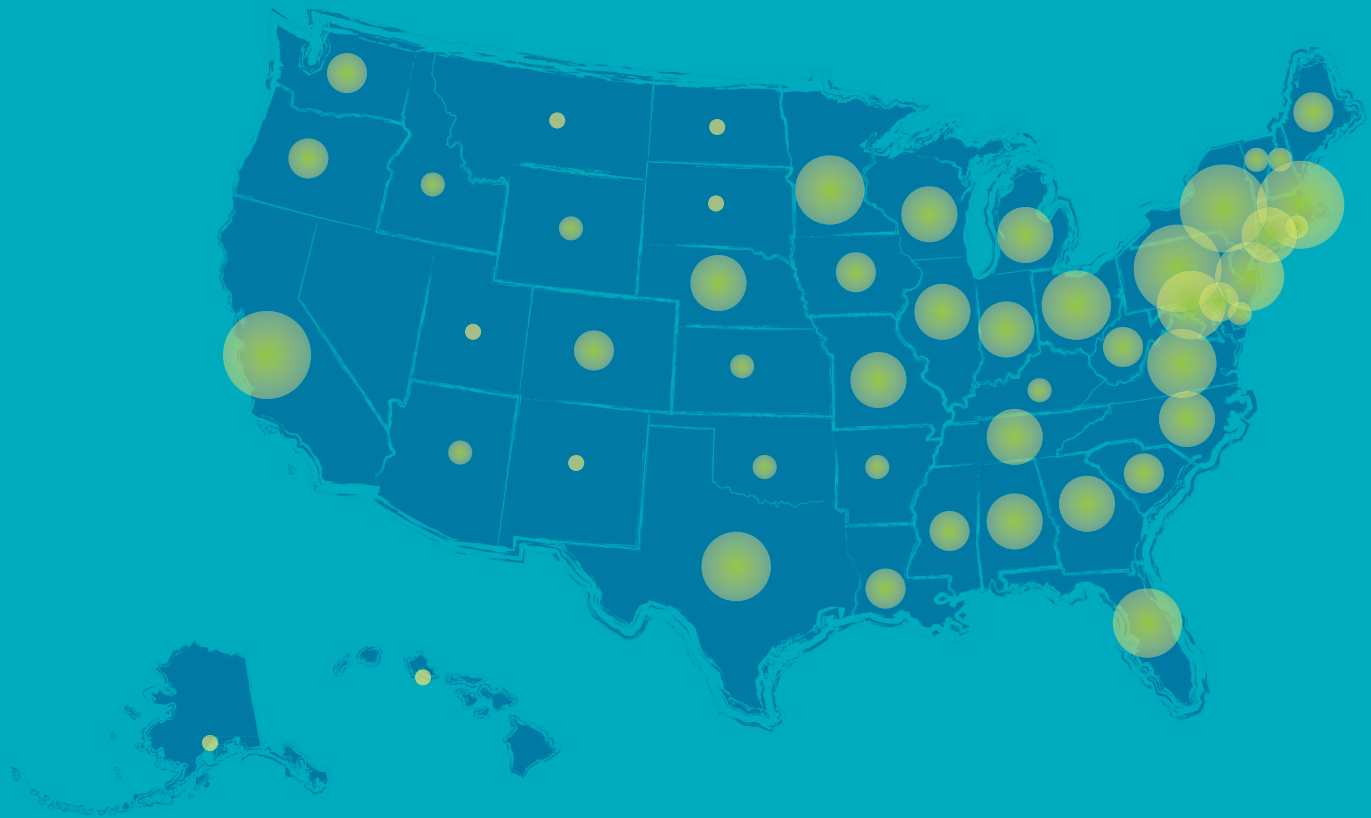
**611**

campuses benefits

**5.4+**

million students

## This is How We're Saving Lives



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

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.



## 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.





### Where our dollars come from...

Contributions & Gifts	\$502,997
Program Revenue	\$484,985
Foundation Grants	\$427,147
Government	\$337,632
Special Events	\$261,907
Other	\$ 5,206
<b>Total</b>	<b>\$2,019,874</b>



### Your dollars at work...

#### Program services

Education	\$453,688
Student Mobilization	\$278,234
Advocacy	\$272,963
Training	\$207,881
Research	\$79,736

#### Supporting services

Fundraising	\$202,261
Management & General	\$139,390
<b>Total</b>	<b>\$2,040,800</b>

## 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](http://activeminds.org).



# Our Supporters

Gifts made July 1, 2016 – June 30, 2017

*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.

### \$50,000+

California Mental Health Services Authority  
Jacob and Hilda Blaustein Foundation  
Margaret Clark Morgan Foundation  
Matthew Silverman Memorial Foundation

### \$25,000 to \$49,999

J. Willard and Alice Marriott Foundation  
Kognito  
NFL Players Association  
Sylvan C. Herman Foundation  
Thomas Scattergood Behavioral Health Foundation

### \$10,000 to \$24,999

Bruce C. Abrams Family Foundation  
Harris Family Foundation  
Israel and Mollie Myers Foundation  
KBR Foundation

### \$5,000 to \$9,999

Arnold & Porter Kaye Scholer  
Bradford Portraits  
CBS Corporation  
Celebrity Family Feud  
Eagle Bank  
ECMC Foundation  
Elvis Duran Group  
Family Support Foundation for Mental Illness  
Foundation for California Community Colleges  
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### \$1,000 to \$4,999

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### \$500 to \$999

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### **\$250 to \$499**

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Walsh Jesuit Mens Lacrosse  
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ZOMAR

## **Individual Donors**

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

### **\$20,000+**

Candy & Greg Fazakerley  
Charla & Steven Lerman

### **\$5,000 to \$19,999**

Paul Di Vito & John Silvia  
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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.



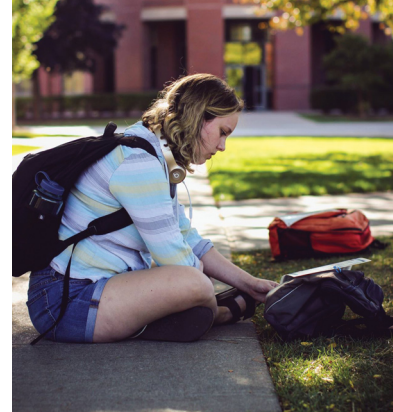
“We are on a mission to save lives and build strong families and communities. In the next five years, we intend to double our reach to 1,000 total campuses. We invite you to join us.”

— Active Minds Strategic Plan  
2017–2022

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Kevin Zupancic  
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**This year,**  
more people  
benefitted from  
Active Minds  
than ever before.

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

active  
minds  
.....

15,762

students joined  
a chapter as campus  
mental health advocates



140,000

mental health resources  
distributed to campuses  
in awareness campaign kits



Active Minds

2001 S Street NW, Suite 630  
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