

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.

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**



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.

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

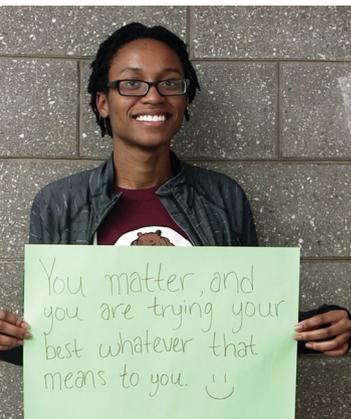
Social media ♥ Active Minds

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.



**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.



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.