2018 IMPACT REPORT
Changing the conversation about mental health
We Believe…

By empowering the next generation to speak openly and to act, we can end the silence and change the conversation about mental health for everyone.

IT'S NOT THAT BAD
JUST BE HAPPY
DON'T BE SAD
YOU'LL GET OVER IT
YOU'RE OVERREACTING
I BELIEVE YOU.
Dear Friends

The importance of improving our mental health is becoming increasingly evident every day. The recent data released by the CDC citing increased suicides in our country, and the prevalent mental health struggles we see play out in our communities and on social media daily, underscore the extraordinary need to promote mental health education. At Active Minds, our message is clear: Mental health issues are real, and suicide can be prevented.

Earlier this year, the RAND Corporation released a groundbreaking study demonstrating that Active Minds changes mental health attitudes and increases the chances that people will reach out for help. This research underscores how Active Minds—pioneered 15 years ago and now with a presence on more than 600 campuses—is the path forward for improving mental health.

With this validating data in hand, we are now on a mission to grow to 1,000 college and high school campuses, and communities. We believe that everyone should understand that mental health is as important as physical health. We believe that by changing the mental health climate, we can save lives. We believe that every young person deserves an Active Minds in their community.

There is still so much to do, but your friendship and support continue to propel us forward. We’re so grateful to have you on this journey.

Alison K. Malmon
Founder and Executive Director

Steven A. Lerman
Chairman, Board of Directors
young people need our attention

**Mental health issues**
are prevalent among young adults

<table>
<thead>
<tr>
<th>39%</th>
<th>50%</th>
<th>2/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>of college students experience a significant mental health issue</td>
<td>of cases of mental health issues begin by age 14; 75% begin by age 24</td>
<td>of students with anxiety or depression don’t seek treatment</td>
</tr>
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**Mental illness is treatable**
and suicide is preventable

<table>
<thead>
<tr>
<th>2</th>
<th>280</th>
<th>67%</th>
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<tbody>
<tr>
<td>#2 leading cause of death among students is suicide</td>
<td>For every suicide, there are 280 people who think about it seriously but don’t act</td>
<td>of college students first tell a friend they are feeling suicidal before telling anyone else</td>
</tr>
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</table>

“Mental wellness doesn’t mean the absence of illness. It means that whatever you are experiencing, you have the tools, support, and the vision to come out on the other side.”

—Alison Malmon
research proves Active Minds’ impact

Research from a landmark new study by the RAND Corporation confirms what we’ve always found to be true—that Active Minds has a significant, positive impact on student health and well-being by creating a supportive climate for mental health on college campuses.

The longitudinal study conducted by the RAND Corporation, of more than 1,100 students at 12 colleges, found that Active Minds has a significant impact on student well-being. The research, published in the *Journal of the American Academy of Child & Adolescent Psychiatry* (July 2018), underscores how Active Minds’ model is a path forward to combating the mental health crisis among young people.

**Highlights from the study research:**

- Among the general student body, knowledge and positive attitudes about mental health increase as a result of an Active Minds presence, creating a more supportive campus climate and increasing the potential that students in distress will seek mental health services.

- As students become more involved with Active Minds, they are more likely to reach out to a classmate or friend who is struggling with a mental health issue such as depression, anxiety, or suicidal thoughts.

- Active Minds’ education programs meaningfully influence not only students’ knowledge and attitudes toward mental health issues, but also their behaviors.

- The impact is swift—knowledge, attitudes, and behaviors examined in the study positively changed within a single academic year.
“Something that’s common among all of us is that we’re here to talk about it, we’re here to raise awareness and to let people know that it is ok to struggle, it is ok to go through things and feel alone. We’re here to say you’re not alone, and Active Minds does a great job of accomplishing that on this campus.”

— Dane Block, Auburn University student

“This year, more students benefitted from Active Minds than ever before.

“I’ve loved the stories students have shared with us about how our presence on campus has made them feel less alone. It feels great to know we’re making a difference.”

— Active Minds at East Central University
7.3+ million students impacted by Active Minds’ presence on campus

7 institutions honored with the Active Minds Healthy Campus Award

3,842 mental health events for awareness and action

529,054 people reached through in-person programs

450+ campus chapters at high schools and colleges nationwide

155,199 mental health resources distributed to campuses through awareness campaigns

15,151 students joined a chapter as campus mental health advocates
a transformative year on campus

Top row, left to right
**Expanding Services**
Seven minority-serving colleges will launch new chapters thanks to generous support from ECMC Foundation. The group joins 111 existing minority-serving institutions with Active Minds chapters.

**Transform Your Campus: ID Card Campaign**
Active Minds partnered with Crisis Text Line and the National Suicide Prevention Lifeline to help students advocate to get crisis numbers printed on the back of student ID cards.

Bottom row, left to right
**Chronicle of Higher Education**
Anxiety Makes the Front Page—a cover story in The Chronicle of Higher Education was created in partnership with Active Minds.

**Active Minds Healthy Campus Award 2018**
Seven colleges and universities received the Healthy Campus Award for their efforts to promote and protect the mental health, physical health, and overall well-being of their students.
**In conversation with Brené Brown**
During an exclusive webinar, Alison Malmon and Brené Brown, author of *Dare to Lead*, discussed the intersection of mental health and leadership in the workplace.

**A new partnership with Riot Games**
We teamed up with Riot Games to develop new features for the Active Minds website in an effort to reach more high school and college students this year.

**Send Silence Packing**
For more than a decade, Send Silence Packing® has traveled the country to raise mental health awareness and inspire action for suicide prevention. This year the tour celebrated its 200th stop at UCLA.

**#HereForYou**
V-A-R is Active Minds’ new conversation guide on how to listen, respond, and help someone cope. You don’t need to be an expert to help someone, you just need to be there.
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Left: Alison K. Malmon, Founder & Executive Director, was a featured presenter on “Mental Health and the Next Generation” at the Milken Institute Global Conference.
Dr. Stephanie Pinder-Amaker is the founding director of McLean Hospital’s College Mental Health Program. An advisor to Active Minds since 2017, she has over 25 years of experience in college student mental health treatment, administration, and policy.
Our Financials
July 1, 2017 – June 30, 2018

Active Minds is a 501(c)3 nonprofit organization. Our operating revenues for Fiscal Year 2018 were $2,218,245. Our expenses were $2,308,009. Net assets were $345,823.

Because of the treatment of multi-year grants in nonprofit accounting, the audit noted a modest net loss of $89,764, which will be offset in FY19 statements.

The current audited statements confirm that Active Minds is laying the foundation to reach its five-year strategic goals, has diverse revenue sources, and is a good steward of donor funds. In FY17–18:

- Program spending of $1.6 million brought our Send Silence Packing exhibit to 29 colleges and high schools, sponsored 129 speaking engagements in 28 states, and supported 479 chapters in training more than 17,000 volunteer members.
- Revenues increased 10% from last year.
- We invested in our operational capacity by creating and launching a new user-friendly, mobile-ready website, and new corresponding data management tool.

For the fifth year in a row, we have been recognized as a GreatNonProfits Top-Rated Nonprofit. Our commitment to transparency is recognized as a GuideStar Exchange Platinum participant. Complete audited financial statements, including auditor's notes, and our most recent IRS Form 990s are available at www.activeminds.org.
Our Supporters
Gifts made July 1, 2017 – June 30, 2018

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
Peg’s Foundation

$20,000 to $49,999
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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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- Selma & Shaun Finnie
- Charla & Steven Lerman
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- Behavioral Health System Baltimore
- Cannonball Foundation
- Chipotle Mexican Grill
- Community Foundation for the National Capital Region
- Cork & Fork
- HeadFirst
- HEDGEHOUSE
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- JF Restore Salon & Spa
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- Kirkland & Ellis LLP
- M. Gemi
- Mama’s Link
- Manhattan Theatre Club
- Martha Stewart Living Magazine
- McKittrick Hotel
- Porter House Bar & Grill
- Schneider’s of Capitol Hill
- Sea Glass Fine Art Photography
- T. Rowe Price Program for Charitable Giving
- The Art Registry
- The Maritime Hotel
- Thomas Fallon Photography
- United Way of Greater Philadelphia & Southern New Jersey

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**Total Wine**
- Vera Causa Sports
- Work From Om

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- The Art Registry
- The Maritime Hotel
- Thomas Fallon Photography
- United Way of Greater Philadelphia & Southern New Jersey
“When we’re open about mental health, the stigma lessens. It takes only a few people, and then a few more, to change the conversation so mental health issues are seen as common and people get help when they need it. Active Minds is making this change happen with the next generation. If you want to make a difference, I recommend Active Minds.”

— Brad Feld and Amy Batchelor
Anchor Point Foundation, Leadership Gift Donors
Actors, musicians, athletes, and social media influencers who use their platforms to speak up about mental health are helping make the world a better place for students who are struggling. We are thrilled to have Oakland Raiders Linebacker, Kyle Wilber, as an Active Minds ambassador.
Active Minds hosted its first Alumni Meetups this year! Former Active Minds chapter members and mental health advocates gathered in 11 cities across the US, all in one night:

Boston, MA
Denver, CO
Houston, TX
Los Angeles, CA
New York, NY
Orange County, CA
Sacramento, CA
San Diego, CA
San Francisco, CA
Washington, DC
Philadelphia, PA

activeminds.org/alumni

Spike Classic
Now in its 6th year, the Spike Classic is an annual 5k run/walk to honor the memory of Sam Freeling, held every year the day before Thanksgiving. The event is hosted by his mother and Active Minds board member Sue Cimbricz.

To see the complete list of donors, please visit activeminds.org/2018donors
presence on 600+ campuses through chapters and programs benefits 7.3+ million students
we’re saving lives in all 50 states