

# FAQs & Talking Points about Active Minds



## The Elevator Pitch:

Active Minds is the nation's leading nonprofit organization supporting mental health awareness and education for young adults. Powered by a network on more than 800 high school and college campuses, in workplaces and communities, and through a vast public audience, Active Minds is creating communities of support and saving lives.

## Who do we serve/where do we work?

Active Minds embraces the power of peers to change the conversation about mental health and reach people where they are – on campus, at home, at work, and in their communities. We believe young people will be the drivers of change. Students involved with Active Minds encourage their peers and networks to learn about, talk about, and seek help for mental health issues just as they would for a physical issue: without shame or silence.

## Why did Active Minds begin?

Active Minds was founded in 2003 by Alison Malmon, then 21-years-old, after the tragic suicide of her only brother Brian. Alison, a psychology major at UPenn, was stunned to find that mental health and suicide were not discussed readily by those who were charged with supporting students on campus, in some of their most vulnerable years. In honor of her brother, determined to prevent others from suffering in silence like he had, Alison set out to mobilize students to change the conversation around mental health.

## Quick Stats about Mental Health

- Approximately 1/3 of college students live with some kind of mental health issue. (Healthy Minds Study)
- 10% of college students have struggled with thoughts of suicide in the past year. (American College Health Assessment)
- Suicide is the 2nd leading cause of death among young adults. (CDC)
- While mental health diagnoses among young adults have increased over the past ten years, so have treatment levels and stigma has decreased substantially (Healthy Minds Study)

## Key Messages

Mental health is for everyone. Seeking support and talking about what we are going through is the opposite of weak: it shows incredible strength. We can be there for the people around us with these important messages:

- **I'm here for you.** Those simple, yet powerful, words can mean so much to someone who is struggling. #hereforyou
- **The World Needs You Here.** We want all to know that the world needs them here. #needyouhere

## How can you support the work of Active Minds?

- **Donate and fundraise:** every dollar supports our life-saving work. Active Minds values financial transparency and has been recognized with top-ratings by GuideStar Exchange and GreatNonProfits. Learn more on our website: [activeminds.org/about-us/financials](https://activeminds.org/about-us/financials)
- **Raise awareness:** Offer programs, events, and campaigns that raise awareness about mental health and Active Minds. Learn more: [activeminds.org/programs](https://activeminds.org/programs)