2019 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.
Dear Friends

A cultural shift is underway, and Active Minds is leading the change. In 2018–2019 more than ever before we have witnessed heightened engagement from new partners, new high-profile ambassadors, and a wider community of advocates to talk about mental health. Together, we are working to proclaim the importance of this movement, and to join our efforts to profoundly change the conversation about mental health.

This conversation is timely: in 2019 the Centers for Disease Control and Prevention released data demonstrating a tragic 56% increase in deaths by suicide among young people ages 10–24 (from 2007 to 2017). Experts believe that work like that of Active Minds and our peers has slowed this increase, but fully reversing these statistics will take everyone changing the way we talk about, value, and promote mental health.

The key message from Active Minds remains clear: you don’t have to be an expert to support a friend or loved one who is struggling, you just have to be there. This simple reminder was at the core of our work in 2019, particularly with the launch of Active Minds’ new Validate-Appreciate-Refer (V-A-R) conversation tool for everyday struggles. Simple yet effective tools like V-A-R help change a cultural attitude toward mental health and give everyone the ability to be a part of a community of support, and the confidence to seek the care they need and deserve.

Thank you for being one of our powerful voices sharing the message, “the world needs you here,” and for lending your perspective to the conversation about mental health.

Alison K. Malmon
Founder and Executive Director

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

**Mental health struggles affect us all**

- **50%**
  - of us will experience a mental health struggle in our lifetime

- **75%**
  - of cases of mental health issues begin by age 24

- **100%**
  - of people deserve to get the help they need as soon as they need it

It is critical that we educate young adults

- **# 2**
  - leading cause of death among young adults is suicide

- **67%**
  - of young adults report they would tell a friend they are struggling before telling anyone else

- **100%**
  - of us can be prepared to help a friend in need

“It’s not just that we’re talking about mental health when there’s a crisis, but that we’re talking about mental health every day.”

— Alison Malmon
Changing the conversation about mental health requires many voices. This year brought new ones to our Active Minds network.

New partners

In 2019, Active Minds welcomed six national fraternity and sorority partners to our work. Together with Pi Kappa Phi, Alpha Chi Omega, Sigma Nu, and Zeta Tau Alpha—who comprise the Harm Reduction Alliance—and thanks to funding from the Bruce C. Abrams Foundation, we revamped our popular V-A-R conversation guide and launched new resources for Greek organizations, high schools, and our general network. Active Minds was also voted to be a philanthropic partner for Alpha Sigma Phi, and a mission partner for Sigma Beta Rho.

Active Minds welcomed new corporate partners to the movement to change the culture around mental health. Companies and their foundations including Color Street Foundation, just., Riot Games, and Schmidt’s Naturals all partnered to bring actionable tools and informational events to young adults nationwide.

Top to bottom: Alpha Sigma Phi conference, V-A-R conversation guide, mental health-themed nail strips by Color Street
new voices...Active Minds ambassadors

An incredible array of celebrities and experts are joining forces with Active Minds, using their influence to underscore the many commonalities we all share in navigating mental health.

■ **Zac Levi**  
Actress, *Shazam!*  

“As someone who has dealt with mental health throughout my life, and who was blessed enough to be able to find the proper tools and healing that I needed in my darkest hour, I am fully committed to fighting for this cause for the rest of my life.”

■ **Wengie**  
Singer and YouTube Personality

“I will always be here for you. I believe mental health is just as important as physical health. That’s why I’m so proud to partner with Active Minds to change the conversation about mental health for everyone.”

■ **Yvette Nacer**  
Actress, *Hadestown*

“I dream of a world where those who are suffering can feel safe to share their struggles and know they are not alone. The more we can normalize having real conversations surrounding mental health, the more we can remove the stigma attached to it.”
new voices...Active Minds speakers

Since 2009, more than one million people have heard our Active Minds Speakers’ stories of hope. These new voices now share their uniquely personal stories, showing mental health struggles are common.

■ **Dr. Kristen Lee**

Dr. Kris is a recovering perfectionist, proud mother and an internationally recognized award-winning author, clinician, researcher, educator, speaker and activist with over twenty years of experience.

■ **Abraham Sculley**

Abraham fell into a deep depression as a freshman at college, but had never talked about mental health growing up in a Jamaican American household, nor how to seek help. He took a 3-month hiatus from school, returned and completed his degree, and his depression became the catalyst for his purpose: he is now a mental health advocate, speaking around the country about his life, his story, and his passion for mental health awareness.

■ **Diana Chao**

Diana was diagnosed with bipolar disorder at age 13 and is a suicide attempt survivor and suicide loss survivor. Diana shares with audiences what it was like growing up below the poverty line with parents who didn’t speak English, and the power that even the smallest acts of kindness have had on her life.

Left, top to bottom: Zac Levi, Wengie, Yvette Nacer
Right, top to bottom: Dr. Kris, Abraham Sculley, Diana Chao
Our circle has widened: young adults who have grown up as part of the Active Minds generation are now becoming influencers in their workplaces and communities. Thanks in part to this broader network, we are reaching more young adults than ever.

“You Good?” campaign launched with NFLPA for Mental Health Awareness Month

The 2019 Active Minds National Conference sold out for the first time, with more than 500 people joining to discuss the theme of “Building a Mental Health Culture.” Keynote remarks came from leading experts including Cynthia Bissett Germanotta, who co-founded the Born This Way Foundation with her daughter Lady Gaga.

Active Minds launched @Work: a range of engagement options for employers to incorporate mental health culture setting tools into their employee’s workplace.

Alison Malmon as second ever presenter at the Biden Institute, University of Delaware

With ECMC Foundation support, Active Minds translated our popular pockets guides into Spanish

Along with the Citrone 33 Foundation’s EMBRACE Pittsburgh campaign, we co-launched the “Yinz Good?” regional campaign.
...everywhere

The Active Minds community advocated for federal legislation requiring mental health crisis numbers to be added to student ID cards. Thanks to Active Minds’ related Transform Your Campus advocacy efforts, 262,704 more students can easily access these free, 24/7 resources.

Snapchat featured Active Minds resources for World Suicide Prevention and World Mental Health Days

Schmidt’s Naturals joined Active Minds to promote greater connection.

Active Minds was featured prominently across the media outlets this year, including the New York Times, Boston Globe, Forbes, Cosmopolitan, Thrive Global, Boston’s WBUR Radio, Chronicle of Higher Education, and more, bringing our message of hope and understanding to audiences across the country.

A visitor to the Spring 2019 Send Silence Packing® tour took a brief video of the exhibit and posted it to Twitter. Within a week the video went viral, and was viewed more than 4 million times.

Alison profiled in Forbes as an entrepreneur scaling mental health

Active Minds was honored to present to Kindred Mental Health Quest, Mind | Matters in June
This year, more students, campuses, and communities benefited from Active Minds than ever before.

105 campuses have enacted policy changes using Active Minds tools

277,726 social media followers on national accounts

7,809 events held to change the culture around mental health nationwide
1,041,008 people directly reached
8+ million students on Active Minds campuses
762 high schools, colleges, universities, and communities with Active Minds programs
8 new national partners activated this year
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In Memoriam

Sue Cimbricz

Stephanie Pinder-Amaker, PhD  
Director, College Mental Health Program, McLean Hospital; Instructor, Department of Psychiatry, Harvard Medical School

Daniel S. Pine, MD  
Chief of Child and Adolescent Research, Mood and Anxiety Disorders Program, National Institute of Mental Health

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In Memoriam

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as of June 30, 2019

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In Memory of Sue Cimbricz
After her son, Sam, died by suicide, Sue Cimbricz put her whole self into changing the culture around mental health. There wasn’t an event, a board meeting, or a conversation that Sue didn’t join—with all her heart. Her friends and family became Active Minds’ friends and family, and our biggest supporters. She cared deeply for young adults, for her own sons Zack and Sam, and for her extended family at Active Minds. We lost a champion when Sue died of pancreatic cancer in early 2020. Active Minds is forever changed because of her, and we miss her deeply.

Spike Classic
Sue Cimbricz hosted this annual 5k run with friend Sally Marx, honoring the memory of her son Sam Freeling.

Casino Night
Board vice chair, Sue Cimbricz with board chair, Steve Lerman, at the Active Minds DC Casino Night in 2018.
Our Financials
July 1, 2018 – June 30, 2019

Active Minds is a 501(c)3 nonprofit organization. Our operating revenues for Fiscal Year 2019 were $2,884,967 plus donor restricted revenue of $1,590,134 for a total of $4,475,101. Our expenses were $2,067,500. Thanks to this fiscal year’s high donor restricted revenue, our net assets in Fiscal Year 2019 were $2,753,424.

Because of the treatment of multi-year grants in nonprofit accounting, we realized significant growth of net assets at $2,407,601 that will be spent in subsequent fiscal years.

The clear strength of our diverse revenue sources, and the good stewardship of our donor funds have enabled Active Minds to not just meet but exceed growth goals in our five-year strategic plan both financially and, as a result of our strong financial performance, programmatically.

In 2019 GreatNonProfits recognized Active Minds for the sixth straight year as a 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.

*In addition, Active Minds received $1,590,134 in donor restricted revenue that will be used in subsequent fiscal years
Our Supporters
Gifts made July 1, 2018 – June 30, 2019

Active Minds is stronger because of our supporters. Our success is not ours alone: it is shared, and a shining testament to our partnership with these listed organizations, foundations, and individuals. We thank our generous donors for supporting our lifesaving mission this year.

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.

$100,000+
California Mental Health Services Authority
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Work From Om

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

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*Note: Sue Cimbricz is a team member who has supported the organization in various capacities.
In its second season, the CW’s *All American* featured a character storyline addressing serious mental health struggles. We were thrilled that Active Minds was featured as a resource following the mid-season finale for fans who are ready to help change the conversation about mental health.
“In fifteen years working at this campus, Send Silence Packing® was the single most-powerful display I have ever seen here. One cannot walk through it and not be changed.”

— Anonymous exhibit attendee
Changing the conversation about mental health