



active  minds

***CHANGING
THE CULTURE***
around
mental health

2020 IMPACT REPORT



67%

of people 18-24
experiencing
anxiety or
depression

**DON'T SEEK
TREATMENT**

SUICIDE is the
**SECOND LEADING
CAUSE OF DEATH**
for young adults.

1 in 2 of us

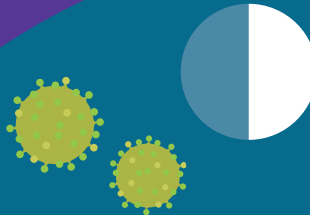
will experience a
mental health condition
in our lifetime.



HALF of all mental health issues begin by age 14.
THREE QUARTERS begin by age 24.

THIS IS WHY

we have to change the conversation.



HALF of students report
being **DEPRESSED OR ANXIOUS** amid
the context of the COVID-19 pandemic.

4 in 5 adults report the coronavirus pandemic as a
SIGNIFICANT SOURCE OF STRESS, while **3 in 5** report being
OVERWHELMED by the number of issues America faces.

Dear Friends,

It has been a full year since COVID-19 disrupted life as we knew it and many of us are still experiencing hardships, losses, and an increased toll on our mental health. During this time, our young adult constituency has also been adversely impacted by racial unrest and political divisiveness.

Through all of this, Active Minds stayed strong and focused, evolving to provide the tools needed to enhance young adult wellness, no matter what the year brought them. We innovated and reimaged. And we led.

We created virtual spaces where members of our community could gather safely to learn how to support their own needs and those of their friends, family and colleagues. Our network of advocates in high schools, on college campuses, and in work spaces ensured that even in our online and virtual settings the message that it's okay to not be okay was heard loud and clear.

ACTIVE MINDS WILL CONTINUE to keep the country's attention on the very important mental health culture changes underway. The conversation about mental health and its new place at the center of the national dialogue is critical... but will only stay at the top of the list of priorities if we keep it there. I hope you will read through this impact report to find out how Active Minds continues to change lives. It is because of friends, volunteers, donors and mental health advocates like you that we can continue to drive our movement forward for those who need it most.

Thank you.

Sincerely,



Alison K. Malmon
Founder and Executive Director



Steven A. Lerman
Chair, Board of Directors

Innovative & Forward-thinking

2020 was not 'business as usual' for Active Minds.

Our work this year proved that lasting, widespread change means the ability to innovate and **meet people where they are**—with language and tools that speak specifically to them.



Mental Health for Gamers

Active Minds and **Riot Games** brought resources to the gaming community, including tips & tricks for maintaining balance, overcoming tilt (frustration/anger), and helping a gamer who may be struggling.

Training for Influencers

In partnership with **Kindred**, Active Minds trained more than 100 social media and entertainment influencers on how to incorporate helpful mental health content into their platforms.

Resources for Faculty

Data shows students turn to faculty as a trusted resource for mental health support. Along with the **Association of College and University Educators** (ACUE), Active Minds released a new resource guide providing practical approaches for faculty to set supportive classroom environments.



active
minds

change the
conversation
mental

active
minds
...
NATIONAL CONFERENCE

active
minds
...
NATIONAL CONFERENCE

Actor Zac Levi

keynotes the Active Minds
National Conference, which
hosted a record-breaking

600 ATTENDEES

in February 2020.

Centering Young Adult Voices

Active Minds led and guided our partners in prioritizing the **needs and perspectives** of young adults when setting mental health policies and practices that affect this demographic, including focused efforts targeting marginalized communities.



Your Voice is Your Power

To help establish campus cultures that reflect and promote BIPOC student mental health — a demographic statistically less likely to receive mental health support than their white peers — Your Voice is Your Power launched in the fall with partnership from **just**.

Transforming First-Year Experiences

We worked with the **National Resource Center** to create recommendations for institutions to kick off conversations about mental health right away during First-Year Experience programs, setting a sense of support and understanding from day-one on campus.

High School-Focused PSA: It's Okay

High schoolers told us early in the pandemic that they didn't feel the mental health messages circulating at the time represented their experience. We met that with "It's Okay to Not Be Okay," viewed 80,000+ times, thanks to donors **Glenn Greenberg and Linda Vester**.

EXCERPT FROM AUG 10, 2020, BY ANDREA PETERSEN

THE WALL STREET JOURNAL.

Coronavirus Turmoil Raises Depression Risks in Young Adults

Social isolation and vanished opportunities caused by Covid-19 bring a mental-health toll for those on the cusp of careers and adulthood

For Da'Trevion Moss, a 23-year-old college student at the University of Dubuque in Iowa, the Covid-19 pandemic has dealt a series of personal blows. His summer internship at a local hospital was canceled. Many of his plans for starting an on-campus chapter of Active Minds, a young adult mental health-advocacy organization, had to be shelved. And now he's anxious about going back to in-person classes as the virus continues to spread.

"I felt like my career, all the things I was looking forward to and planning, were all ruined," says Mr. Moss, who is starting his senior year and goes by Tre. "I was hurt and devastated by that."

The social isolation has made everything harder, he says. "I really thrive off face-to-face interactions. Not having that for the past four or five months has been really, really difficult."



Tre Moss, a member of the Active Minds Student Advisory Committee,

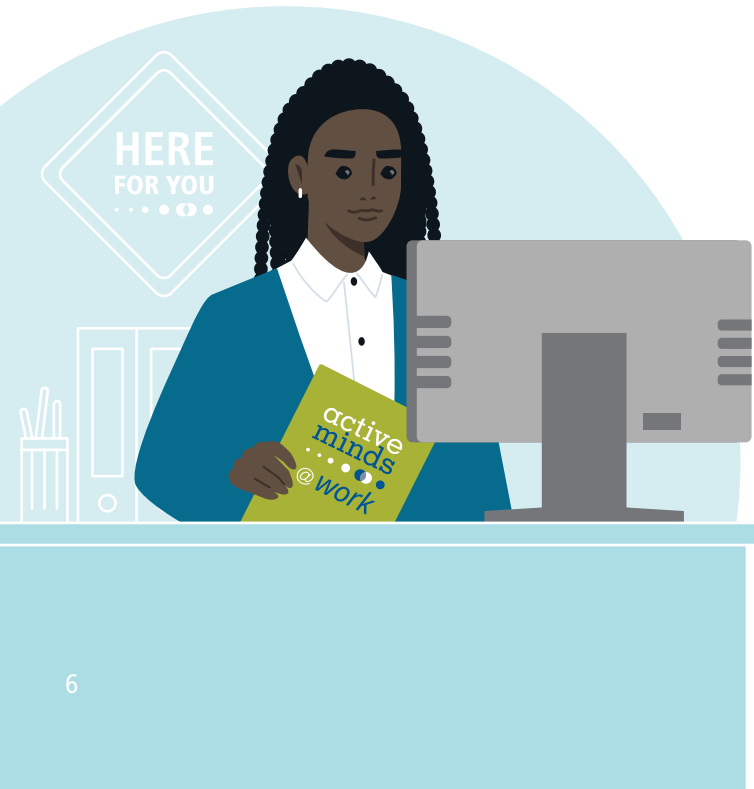
caught the attention of an administrator at his university by sharing his story and the perspective of so many young adults with the Wall Street Journal.

Through a follow-up, Tre leveraged this national coverage to secure major policy changes on campus as part of our **Your Voice Is Your Power** campaign, including getting crisis support lines added to the campus-wide course portal and syllabi of all faculty.

For this and so many other efforts in 2020,
**TRE WAS AWARDED ACTIVE MINDS'
FIRST-EVER SUE CIMBRICZ SPIRIT AWARD.**

Introducing: Active Minds @Work

Now with eighteen years of the Active Minds generation in the workforce, and especially in a year that brought a pandemic and all its related pressure, strain, and fatigue to offices nationwide, 2020 showed that the workplace was **ready for a new mental health culture.**



Active Minds @Work, our newest program offering that launched in 2019, supported companies like **Niantic**, **Meltwater**, and **City Year** who saw the value of creating a mental health culture of colleague-to-colleague, and even manager-to-employee, in addition to instituting company policies and benefits that serve their employees. Thanks to support from the **Bruce C. Abrams Foundation**, this program continues to grow and iterate as more employees return to the workplace in 2021.

With hospitality workplaces hit especially hard by safety protocols of the COVID-19 pandemic, Active Minds also partnered in 2020 with **Optum** to create a guide specifically for restaurants, coffee shops, bars, and hotels — all major employers of young adults — to address the mental wellbeing of their front-line employees.

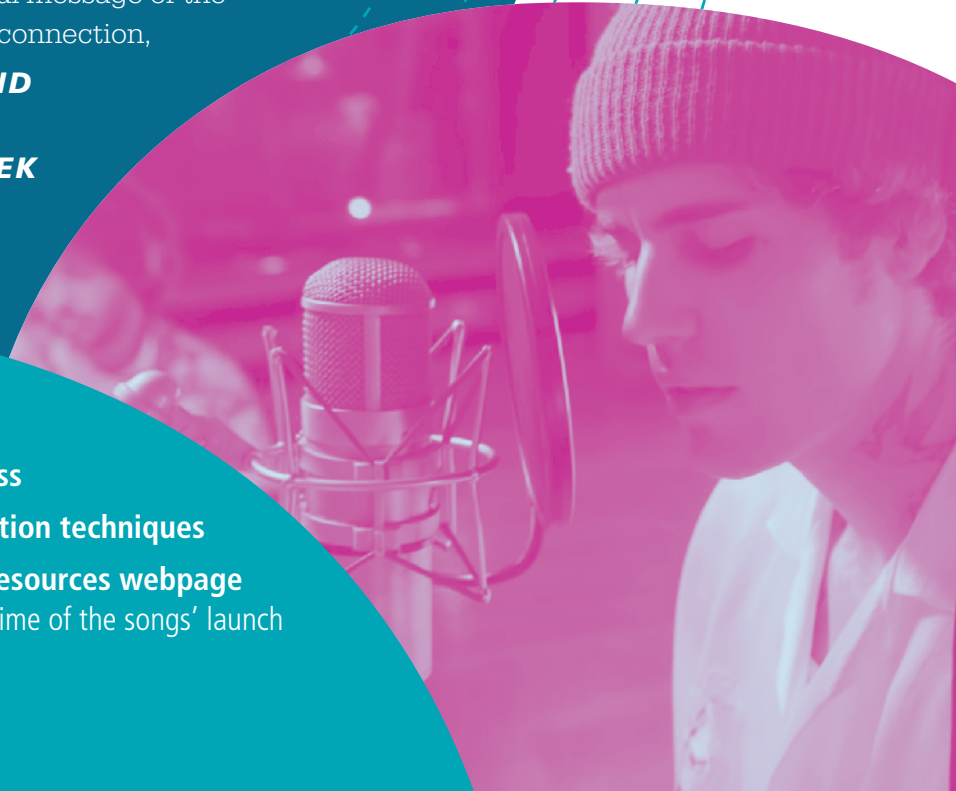
Justin and Hailey Bieber generously donated \$100,000 to Active Minds in 2020

in honor of the launch of their Facebook Watch show.

Then, Justin Bieber and Benny Blanco promoted Active Minds' mental health resources in connection with the release of their new song, "Lonely." Filled with a powerful message of the pain experienced in not feeling genuine connection,

***"LONELY" BY JUSTIN BIEBER AND
BENNY BLANCO RESULTED IN
30,000 VISITS WITHIN ONE WEEK
TO A RESOURCE PAGE AT
ACTIVEMINDS.ORG/LONELY***

- **1 in 4** visitors to Active Minds' Lonely resource page checked out our **Signs & Symptoms of Mental Illness**
- **1 in 8** chose to learn **copng and distraction techniques**
- The Active Minds **Get Help Now Crisis Resources webpage** saw a **50% increase** in visits during the time of the songs' launch



A PIVOTAL MOMENT IN HISTORY:

Mental Health and the COVID-19 Pandemic

MARCH

- Students are sent home for remote learning with hardly a chance to pack their belongings.
- The Active Minds Send Silence Packing® Spring tour is cancelled, staff and exhibit brought home.
- In-person Active Minds Speaker presentations, Chapter programs and meetings are cancelled.
- Active Minds launches its COVID-19 website resource hub.

MAY

- Our campaign **HERE FOR YOU** launches to spread connection and community in a physically-distanced world.
- Active Minds produces 35 free webinars and widely-disseminated blog posts in less than two months on topics like *Communicating in Quarantine* and *Anxiety in the time of COVID-19* with viewership as high as 2,000 during and after individual sessions.



2020



- Active Minds releases survey results from students across the country — 20% of college students reported their mental health significantly worsening under COVID-19.
- In response to struggles with isolation, and thanks to funding from just., Active Minds opened our Student Slack Network normally limited to leaders of chapters to foster community and connection.

APRIL

- In response to our student survey findings, Active Minds launches a new outbound texting service to push unique mental health content to young adults, in a method they want to receive.
- Work begins on a digital complement for our now-sidelined Send Silence Packing® exhibit: Behind the Backpacks.

JUNE



Active Minds Ambassadors and volunteers nationwide post the **HERE FOR YOU** symbol in windows and online during Mental Health Awareness month in May.

DECEMBER

- Active Minds announces our first-ever completely digital National Conference for February 2021, in place of our longstanding annual gathering bringing together 1,200 registrants and featuring 44 speakers and 15 hours of content across three days — all accessible right from home.



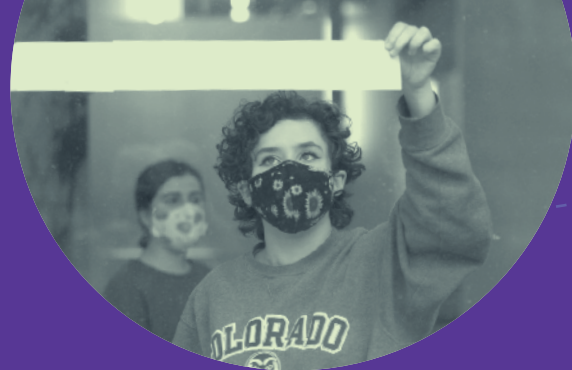
- Active Minds releases findings from a second nationwide survey, sharing how students and professionals are coping and their thoughts on returning to school or work.
- Media coverage of our survey data includes US News and World Report, The Chronicle of Higher Education, Forbes, and the Philadelphia Inquirer.

SEPTEMBER

- Active Minds launches our first-ever Spirit Week, a virtual call-to-action highlighting the five pillars of our work: awareness, education, advocacy, community, and connection.
- Campuses and workplaces nationwide joined to share mental health tips, tools, and resources in their communities and participate in large-scale fundraising efforts to support Active Minds.

OCTOBER

**BECAUSE WE MEET PEOPLE
WHERE THEY ARE,
EVEN THROUGH A PANDEMIC,
LAST YEAR WE SAW —**



15,137

**VOLUNTEER LEADERS
CHANGING THEIR
LOCAL CULTURE AROUND
MENTAL HEALTH**

1,798,646

**PEOPLE REACHED BY
ACTIVE MINDS PROGRAMS**



176 **CAMPUSES**
**ACHIEVING POLICY CHANGES
TO BENEFIT YOUNG ADULT
MENTAL HEALTH —**

**INCLUDING 89 ENACTING
CHANGES TO BENEFIT STUDENTS
WHO ARE BLACK, INDIGENOUS,
AND PEOPLE OF COLOR
USING OUR “YOUR VOICE
IS YOUR POWER” CAMPAIGN**

100th

**HIGH SCHOOL-BASED
CHAPTER REGISTERED,
BRINGING THE TOTAL
NUMBER OF ACTIVE MINDS
CHAPTERS TO 613,
PRESENT IN ALL 50 STATES**

**800+ PROFESSIONALS
COACHED THROUGH
ACTIVE MINDS @WORK
IN ITS INAUGURAL YEAR**

841

**COMMUNITIES
WITH SIGNIFICANT
ACTIVE MINDS PRESENCE
NATIONWIDE**

**234 PIECES
OF MEDIA COVERAGE
MENTIONING ACTIVE MINDS**

3,250

**ACTIVITIES AND EVENTS HOSTED
LIVE AND VIRTUALLY BY THE
ACTIVE MINDS COMMUNITY**



101

**TALKS DELIVERED
VIRTUALLY BY
ACTIVE MINDS
SPEAKERS
DURING COVID-19**

*I've met and helped
countless incredibly strong and
resilient peers who also struggle with
major mental health diagnoses.*

— STEPHEN CHEN, Savannah College of Art & Design



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Hello, New Partners

Active Minds welcomes the newest partners in our **mental health culture-changing community.**

The Flourish Arbonne Foundation is helping Active Minds to expand our work in high schools and communities nationwide. Arbonne's Independent Consultants also joined our first ever Spirit Week and brought Active Minds to local communities across the United States.

Kendra Scott and Active Minds launched a national partnership in January 2021, with a focused goal to build connection in a distanced world through Active Minds' V-A-R conversation guide, and by advocating for improved policies that support a better mental health culture.

In 2021, Active Minds and the **Well Being Trust** are working together with **Young Invincibles** to create advocacy training and resources for young advocates nationwide.

It's about fostering a resilient student community.

— MACY FAUST, SAC Member, University of North Texas, Denton

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Annual gifts from corporations and foundations allow Active Minds to make a **positive difference every day** for those who rely on our work. Thank you to these generous donors.

\$100,000+

California Mental Health Services Authority
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With Active Minds, I was able to find my voice as a mental health advocate. I felt like I truly belonged, and as someone who hadn't felt such a feeling in years, that was powerful.

— GREGORY CARNESI, Arizona State University

Note: gifts made July 1, 2019 — June 30, 2020

\$1,000 – \$4,999

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AREN'T
ALONE!

SELF-CARE
ISN'T
SELFISH

HERE
FOR YOU
... ● ● ● ● ●
activeminds.org

It's
OKAY
to not be
OKAY

Big Moods,

longtime friend and partner of
Active Minds, distributed more than
60,000 stickers pro-bono, **SENDING
OUR IMPORTANT MENTAL
HEALTH MESSAGES
NATIONWIDE.**

Individual Donors

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

\$50,000+

Elizabeth DeLucia
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*I realized the importance of educating and
advocating for mental health in my community.*
— ANUSHKA GUPTA, John L. Miller Great Neck North High School

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* *In memoriam*

ACTIVE MINDS IS HONORED TO HELP FAMILIES REMEMBER AND SHARE THEIR LOVED ONES' STORIES AND LEGACIES THROUGH OUR WORK. THE KEEFER FAMILY IS *ONE EXAMPLE* OF THE MANY WAYS WE SUPPORTED SURVIVING FAMILIES IN 2020 AND OVER THE PAST 20 YEARS.

Remembering a Loved Son

After losing Sean to suicide, the Keefer family — dad Chris, mom Christine, and sisters Madison and Lindsey — wanted to remember Sean, and help ensure others didn't have to go through the type of pain that they experienced. They started giving to Active Minds, and invited their community to join them. They believed that the Active Minds model for creating an empathetic culture through supportive messaging and actionable resources for young adults offered a different way to understand mental health struggles and, most importantly, to see a path forward.

They shared Sean's story to help others who are struggling.

Sean is featured in our latest innovation in suicide prevention education, Send Silence Packing®: Behind the Backpacks. This digital experience is a complement to our iconic Send Silence Packing exhibit as well as a stand-alone tool that can be accessed anywhere anytime. Visitors to this online gallery learn about suicide's impact, how their everyday actions can help to create a new and better culture around mental health with reduced suicide rates, and can share their own message of hope by answering the simple question: *what would you say to someone who's struggling?* This immersive experience is supported by generous funding from the **RSM US Foundation**.



Financials

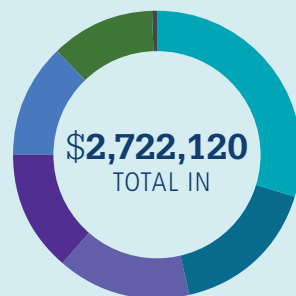
We're proud to have **navigated** the challenges realized last year, during which the COVID-19 pandemic slowed revenue generation for many nonprofits nationwide.

Despite the strain, Active Minds was able to conclude the year financially secure and to use these resources to **continue reaching millions** with our vital mental health programs and our key message that *'it's okay to not be okay.'*



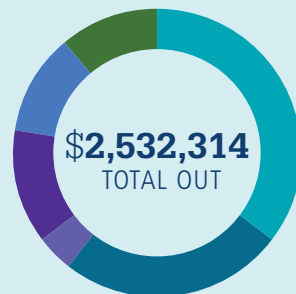
In 2020 Charity Navigator acknowledged Active Minds for the first time, rating us a **Four-Star Charity** — their highest rating — and affirming for our current and widening audience that Active Minds values transparency, accountability, and fiscal responsibility.

WHERE DOLLARS COME FROM



Contributions & Gifts	\$812,530
Program Revenue	\$454,622
Corporations	\$404,843
Government Contracts	\$376,602
Special Events	\$341,699
Foundation Grants	\$319,050
Other	\$12,774

DOLLARS AT WORK



PROGRAM SERVICES	
Education	\$897,900
Student Mobilization	\$637,813
Advocacy	\$104,500
Training	\$324,750
SUPPORTING SERVICES	
Fundraising	\$290,510
Management & General	\$276,841
<hr/>	
Change in Net Assets	\$189,672

*Note: financials cover
July 1, 2019 — June 30, 2020*

HONORING 20 YEARS

My Brother Brian

My brother Brian was wickedly smart, had an amazing, dry wit, an unexpectedly low bass singing voice, a terrible layup, and was a great friend. He made you laugh, challenged what you knew or thought you knew, and just made you feel good. He was my other half.

Brian died by suicide in March, 2000. I was suddenly alone. The chaos in my life and in my head after Brian's death was uncomfortable and painful. But it was in the chaos that I learned the most important lesson — it's okay to not be okay. And it was in this discomfort that Active Minds was born to honor Brian's struggle and create better paths for others who struggle.

Brian's death made it inexplicably clear that mental health must be spoken about and treated the same way we treat all other health issues — openly and honestly.

And when our world falls apart, we need to know that piece by piece we can rebuild it — together.

That is how I've gotten through these past 20 years. The people I've met and that have joined me in the Active Minds community, the stories I've heard from so many of you, and the times I am still able to remember, have kept Brian with me.

— ALISON

FOUNDER AND EXECUTIVE DIRECTOR





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