

active minds

2022 Impact Report

Why we have to change the conversation...

50%
of us will experience a mental health condition in our lifetime

Close to
70%
of LGBQ+ students experienced persistent feelings of sadness or hopelessness during the past year

67%
of people 18-24 experiencing anxiety or depression do not seek treatment

Youth who felt connected to peers and trusted adults at school were **significantly less likely** than those who did not to report:

- Persistent feelings of sadness or hopelessness (35% vs. 53%)
- Seriously considering attempting suicide (14% vs. 26%)
- Attempted suicide (6% vs. 12%)

Find citations at: www.activeminds.org/fy22-impact-citations

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,

It's been nearly three years since the pandemic reshaped our lives, and in that time, we have seen an exponential growth in online meetings, more TikTok trends than imaginable, the return to schools after multiple years of virtual learning, and the steady, inevitable growth in the national discourse around supporting mental health initiatives for students and young adults.

But Active Minds isn't new to this — we've always been true to our commitment to changing the conversation around mental health. And as the topic becomes less stigmatized, the more work we have ahead of us.

I want to personally thank you for supporting the work that volunteers like me are accomplishing at Active Minds. You are making it possible for us to deliver some of the best resources and training in the nation for school mental health, workforce development, and peer-to-peer storytelling.

We are so grateful for the support and encouragement of our volunteers, donors, and mental health advocates. Together, we're inspiring a new generation to change the mental health culture on campuses, in schools, in the workplace, and across communities nationwide.

Thank you!

Nathan Blanken

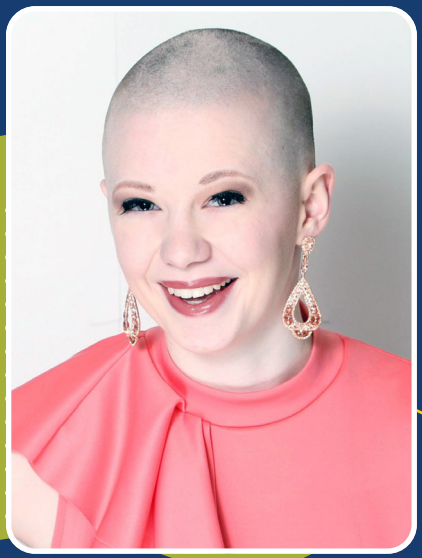


Nathan Blanken '24

University of Maryland
Current SAC President
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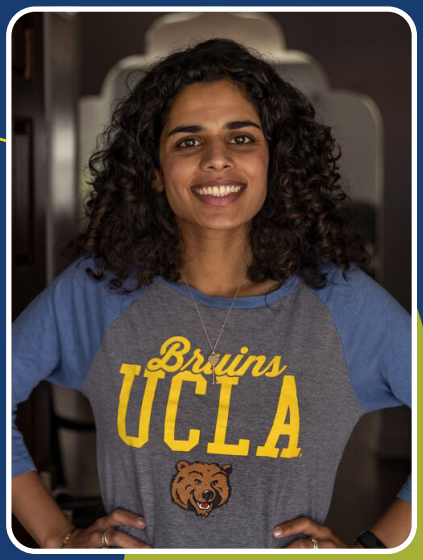
Out of the pandemic, into the fatigue...

COVID-19 placed mental health at the forefront of the conversation in 2020. Today, the pandemic emergency is receding; in its wake, the need for mental health resources has only grown larger.



"If you spend a lot of time on social media, you can easily find yourself bogged down by the amount of negativity and lack of respect for others' mental well-being. Active Minds rekindles my hope in humanity. Seeing hundreds of students come together to support and uplift one another is a refreshing and much-needed change. I hope the awareness brought by the pandemic of the importance of one's mental well-being carries into the post-pandemic world as a top priority."

— Sarah Pennington, SCAD



"Amidst all the chaos and uncertainties of this 'new' life, it's easy to feel overwhelmed. To anyone else who's feeling this way, please remember your feelings are valid and you're NOT alone in this!"

— Meera Varma, UCLA

As the need grows, our response does, too.

Active Minds occupies a unique place among organizations focused on mental health. We are using that specific strength in youth and young-adult-driven culture change to meet existing and emerging needs, and are testing new programs with the potential to measurably change the mental health culture.

In late 2021, Active Minds was **recognized by global philanthropist MacKenzie Scott with the largest unrestricted gift in the organization's history.** With this gift, Active Minds was able to roll out transformational growth plans including intentionally working with K-12 schools, deeper support for student needs on college campuses, and growth of our national staff and internship program.

Testing New Programs

K-12 Initiatives

When youth and young adults lead and elevate the conversation about mental health, this will result in school communities prioritizing resources for long-term care.

Behind the Backpacks

Send Silence Packing saw its **300th display hosted, and its largest tour, and went virtual** to meet the needs of the pandemic with Behind the Backpacks at activeminds.org/behind-the-backpacks.

Evokate

Launched in 2022 with guidance from our National Mental Health Advisory Board (NAB), this advocacy guide pushes forward the ideas and leadership of the next generation to create lasting change for mental health.

We put the mic in young adults' hands

Youth and young adult voices have always been at the forefront of our mental health conversations. Our creative, innovative, and passionate young adult leaders showed up and spoke out on bigger and wider platforms than ever before.



"Vulnerability is so powerful and vulnerability is like the enemy to anything that you keep in. Because the moment that you tap into that, you can share so much and you can build connections... "

Jorge Alvarez, Rutgers University-New Brunswick

White House Mental Health Youth Action Forum

The White House invited youth from around the country to its Mental Health Youth Action Forum, with Active Minds having the largest representation of any organization. First Lady Jill Biden (pictured left, far right), Surgeon General Vivek Murthy (pictured left, far left), and singer/actress Selena Gomez (pictured left, left-center) shared the stage with young advocates like Jorge Alvarez (pictured left, right-center), who communicated the vital necessity of a new culture around mental health.

Follow Jorge at @ijorgealvarez for more inspiring mental health content!

Active Minds' 2022 DC Fundraiser

At our annual fundraiser in Washington, DC, Jaylen Waithe stole the show with a powerful testimony on his tireless work using numerous Active Minds programs to mobilize for better mental health literacy, conversations, and a destigmatized mental health culture in his school district.



"When it comes to doing our best to support youth and young adult mental health, bringing mental health conversations to the classroom is only half the battle. We also need to be inspiring parents and other guardians to talk to their kids about mental health at home."

Geela Margo Ramos, University of Central Florida



"Every single person has the unique opportunity to be a beacon to others. Everyone has the opportunity to be a part of the greater solution of mental health normalization and destigmatization."

Jaylen Waithe, Battlefield High School

The Match, with Rory McIlroy

Thanks to our partner, United Health Foundation, the philanthropic arm of Optum and United Healthcare, Active Minds was featured on a national broadcast stage with millions of viewers. Geela Margo Ramos (pictured above), an Active Minds young advocate, briefed one of the world's top professional golfers, Rory McIlroy, about the need for change in the mental health culture. Rory amplified that message during the televised match, and spent time with Geela to better understand the need directly from the young adult perspective.

We find power in partnership.

Active Minds' partners helped fund important work in reaching high-risk populations that are uniquely affected by mental health struggles, barriers, and stigmas. Just a few of those partners include:

A Systems Enabler grant from **The Upswing Fund for Adolescent Mental Health** launched Active Minds' Your Voice is Your Power program for high school students, to provide mental health resources for BIPOC and LGBTQ+ youth in high schools across the country.

Snap Inc. leveraged their platform and Snap Stars to inspire our network, including Yusuf Omar who keynoted the 2022 National Conference. In addition, a generous grant is advancing efforts to research, grow, and expand the diversity of the Active Minds Chapter Network, leading to exciting partnerships with The Trevor Project, UNCF, and more.

Well Being Trust + Young Invincibles partnered with Active Minds to empower a paid, young adult National Advisory Board, who created EvokateApp.org: an advocacy tool to address root causes of mental distress, for marginalized communities especially.

United Health Foundation, the philanthropic arm of Optum and United Healthcare, granted Active Minds $3 million to bring our proven peer-to-peer mental health model to middle schools nationwide in support of our goal to engage 1,000 new K-12 schools in 1,000 days. Our new We Are Active Minds Middle School program will pilot in Florida, North Carolina, and Minnesota in the fall of 2023.

Emerging Active Minds Leaders are Breaking Barriers

Every year, supported by the Scattergood Foundation, our Emerging Scholars Fellowship expands the body of literature, creative expression, and discourse devoted to mental health with emphasis on health equity and antiracism in young adults.

2022 Emerging Scholars

Jasmine Barnes
Brandon Bond
Saharra Dixon
Gabrille S. Evans
Praise Iyieware
Harshi Matada
Janita Aidona Matoke
Misha Mehta
Taina Quiles
Parna Shakouri
Karyn Stovall
Evan-Taylor Willis



Integrative Wellness Pop-Up Barber Shop Motivated to explore innovative methods of how to integrate cultural values and sensitivity to mental health strategies, Brandon Bond (University of Michigan) examined the sense of belongingness on campus, self-esteem, and self-perception of well-being for students of African descent in a pilot pop-up event on campus.



"I'm Picking Me": Exploring the Experiences of Black Women with Body-Focused Repetitive Behaviors (BFRBs) Saharra Dixon (University of Massachusetts Amherst) shed light on BFRBs for Black women. She created an online community to support women and discuss their experiences.

1000 SCHOOLS
IN 1000 DAYS



Our Kids are Not Alright.

From 2009 to 2019, the proportion of high school students reporting persistent feelings of sadness or hopelessness increased by 40%. Those seriously considering attempting suicide increased by 36% and the share creating a suicide plan increased by 44%.

Our students need the language and tools to help them help each other. That's what Active Minds is resolved to provide.

Last summer, we committed to bringing our proven model to 1,000 K-12 schools in the next 1,000 days.

Thank you to our earliest 1K in 1K signature partners:

UNITED HEALTH FOUNDATION

Supporting pilots of our middle school programming in:



Florida



Minnesota



North Carolina

Humble

Funding concerted focus in:



Texas

1k in 1k

Aligned with national frameworks for social-emotional learning, Active Minds programs for K-12 schools impact students' mental health knowledge, attitudes, and applied critical upstander skills.

K-12 schools nationwide are addressing youth and young adult mental health through:

Active Minds Chapters

Proven to impact mental health knowledge, attitudes, and behaviors—even among the general student body—within one school year. In 2023, Active Minds will pilot middle school variations on chapters.

Active Minds' Peer-to-Peer Curriculum

Empowers and prepares students with the knowledge and skills to start conversations about mental health. In 2023, Active Minds will pilot both student and trusted-adult trainings designed for middle school mental health needs.

Active Minds Mental Health Advocacy Academy

First launched in 2021, this is the only leadership development and mental health advocacy academy to empower BIPOC and LGBTQ+ high school students. In summer 2023, the Academy will expand to its largest-ever nationwide cohort.

Mental Health Education and Training for K-12 Schools

Active Minds' professional speakers and trainers provide engaging, encouraging, and safe mental health education and training tailored for K-12 students, educators, and staff. In 2023, training will roll out for Youth Champions—trusted adults working to support students' well-being in all areas of their lives.

Additional support from:

Flourish Arbonne Foundation
The J. Willard and Alice S. Marriott Foundation

Our Leaders

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Serving July 2021 - June 2022

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University of Maryland - College Park

Gregory Carnesi
Arizona State University

Stephen Chen
Savannah College of Art and Design

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University of California, Riverside

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University of North Texas

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Serving July 2021 - June 2022

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Amylyn Unelli
Trent University

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Arlington High School

Cassie Bates
Morningside College

Evan Aldridge
University of North Carolina at Chapel Hill

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Jenna Williamson
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Kianna Victor
Randallstown High School

Kyra Berry
Loyola University, Maryland

Melissa Jara
Bergen Community College

Rushika Prasad
The John Cooper School

Zane Landin
California State Polytechnic University, Pomona

Zoe Tait
University of California San Diego

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Rachel Cohen
Jeremy Fine
Serena Jackson
Kelly Maguire
Rose Nguyen
Rachel Nielsen
Jimena Perez
Manu Perinchery
Shirly Rodas
Carissa Samuel
Trace Terrell
Hailey Vargas
Jaylen Waithe
Zainab Zarnish
Emma Zgonena
Olivia Zhen

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Associate Vice Provost, Campus Wellness and Education, University of Southern California

David Roter
VP, Global Agency Partnerships, Snap Inc.

Arjun Shah
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10 Years of Spike Classic

2022 marked the 10th and final official running of the Spike Classic, an annual 5k race to support Active Minds. The Spike Classic was founded in 2013 by former Board member Sue Cimbricz (d. 2020) and then-student Sally Marx, to remember Sue's son and Sally's friend Sam Freeling. Over the years the Spike Classic raised more than $100,000 for Active Minds' programs and projects, and we thank the Spike Classic community for all their past, present, and future support of a new culture around mental health.



Corporate and Foundation Supporters

Annual and multi-year commitments from corporations and foundations allow Active Minds to mobilize youth and young adults nationwide in creating a new culture around mental health. Thank you to these generous donors.

$1,000,000+

Snap, Inc.

$250,000–$999,999

Hemera Foundation

Pinterest

$100,000–$249,000

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Special thanks to the following student partners that fundraised and/or contributed $250+ in FY2022:

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- Beta Tau Chapter
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Kappa Kappa Gamma:

- Alpha Deuteron Chapter
- Epsilon Eta Chapter
- Epsilon Lambda Chapter
- Eta Delta Chapter
- Eta Tau Chapter
- Omicron Deuteron Chapter
- Zeta Rho Chapter

Note: gifts made July 1, 2021 - June 30, 2022

Individual Donors

We are sincerely grateful for our donors, who through their commitments are equipping a movement with the mental health knowledge, tools, and resources needed to create lasting change in the way they view and talk about mental health.

$1,000,000+

MacKenzie Scott

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Adam Fechter

4,006
total events







The **KyleCares Foundation** created 20 new Active Minds high school chapters in New England thanks to their outreach to area schools. In memory of their son, Kyle, Jim Johnson and family briefed high school adminstrators on a variety of mental health organizations that can help their students. Join the Johnson family in advocating in your local schools:



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Note: gifts made July 1, 2021 - June 30, 2022

300 Send Silence Packing Stops

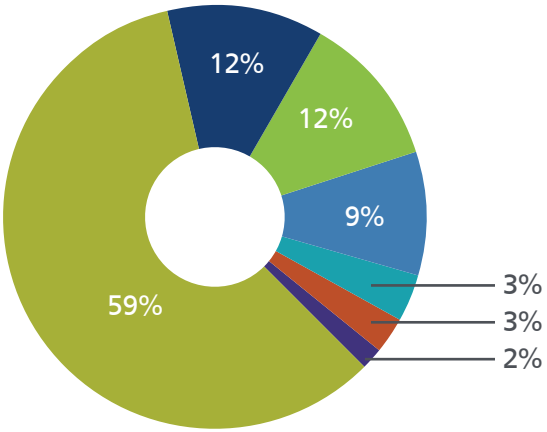
Launched on the National Mall in Washington, DC in 2008, Send Silence Packing is a long-standing marquee program at Active Minds. In order to reach folks who are too often left out of the conversation around mental health — such as communities of color, rural communities, high schools, community colleges, and more — Active Minds now offers a Program Fund to significantly reduce or eliminate the cost of paid programs like this one.



Financials

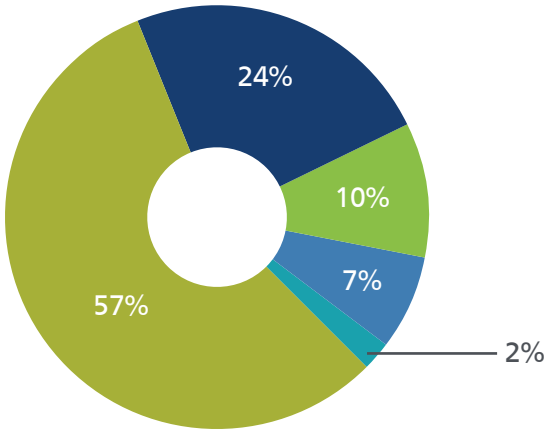
The impact we are able to make with thousands of youth and young adults nationwide is directly enabled by the financial resources and sustainable growth of our organization. In FY 2021–2022, a transformative $4 million contribution from MacKenzie Scott allowed Active Minds to lean in on our long-term visions even sooner than planned, thanks to years of thoughtful stewardship of our supporters' contributions that had us well-positioned to activate on her generous contribution. We continue to be ranked a Four-Star Charity by Charity Navigator, and Top-Rated by GreatNonprofits.

where our dollars come from...



Contributions & Gifts	$5,887,222
Program Revenue	$939,313
Corporations	$1,205,949
Government Contracts	$267,690
Special Events	$364,711
Foundation Grants	$1,162,103
Other	$150,138
TOTAL	**$9,977,126**

your dollars at work...



Program Services	
Chapters & Youth Mobilization	$2,662,724
Education & Training	$1,122,756
School & Local Advocacy	$94,219
Supporting Services	
Fundraising	$489,038
Management & General	$340,009
TOTAL	**$4,708,746**
Change in Net Assets	**$5,268,380**

Note: financials cover July 1, 2021–June 30, 2022

Our Values

As we work to forever change how mental health is valued and prioritized, our team is committed to upholding these core organizational values:

1. BE RADICALLY AUTHENTIC.

Our words and actions are real: approachable, reassuring, and practical. We all have mental health, and we meet our community where they are, exactly as they are. The community we inspire brings their whole selves, and are respected for their unique expertise—which includes lived experience. All are welcome and the way we communicate affirms that.

2. EMPOWER THE COMMUNITY.

We actively listen to each other and amplify our community. We value partnership and recognize that our ideas are better when perspectives from up, down, and across the team and community are sought, heard, and considered. We raise each other up to ensure all voices are heard.

3. PURSUE SMART, BOLD INNOVATION.

We shape the next-gen social norms and solutions for mental health to continuously and boldly evolve. We are driven by our "why" and are committed to excellence as we respond and adapt with agility. We are forward-thinking and always learning.

4. INSPIRE EQUITABLE AND JUSTICE-DRIVEN ACTION.

An emotionally healthy world is not possible without a just world. We believe that equity and social justice are paramount to our work and we use that lens as we look to make change in our world.

Thank you for your support!





“Together, we’re inspiring a new generation to change the mental health culture on campuses, in schools, in the workplace, and across communities nationwide.”

-Nathan Blanken

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