Dear Friends,

Turning 20 was such an exciting point in our lives; there was so much we had already accomplished and so much more to discover about the world ahead of us! We didn’t settle for the accomplishment of graduating soon, we leaned into discovery by adapting to change and allowing our curiosity to grow with our continued experiences. Active Minds is doing the same for its 20th anniversary by intentionally turning the conversation around mental health into actionable initiatives that will influence a culture of mental health wellness for youth and young adults for generations to come.

Our community has grown significantly over the past two decades and made tremendous progress in amplifying the conversation surrounding mental health action. None of this would be possible without you. The growth Active Minds has seen at the national level is a testament to the hard work and passion that our volunteers, donors, and mental health advocates have poured into this movement.

We are creating and sharing some of the best resources and training in the nation for school mental health, workforce development, and peer-to-peer storytelling. We’re looking forward to, together with you, driving a new decade of mental health mobilization for youth and young adults just like us.

Thank you!

Anushka Gupta
President, Active Minds Student Advisory Committee
New York University

Zoe Tait
Vice President, Active Minds Student Advisory Committee
University of California, San Diego
It started 20 years ago in Alison Malmon’s dorm bedroom, on one campus, with a simple premise:

**if we as students speak openly about our mental health, we can save lives.**

**Highlights from our earliest years (+ where we are now!):**

- **2003**
  - Incorporated in the District of Columbia after the first chapter started at Penn
  - 500+ chapters at high schools and colleges impacting 8 million students

- **2007**
  - Emerging Scholars Program launched
  - 90% of Emerging Scholars continued into the mental health field

- **2008**
  - Send Silence Packing® (SSP) launched
  - SSP exhibit presented 350+ times in 15 years (see page 8)

- **2010**
  - Inherited Active Minds Speakers Bureau
  - 1 million+ youth and young adults have attended Speakers ever since (see page 23)

- **2017**
  - V-A-R® introduced at 13th Active Minds Mental Health Conference
  - Now A.S.K. (see pages 13-14)
Today, Active Minds is the nation’s leading nonprofit organization mobilizing youth and young adults to change the culture around mental health.

Through our presence in more than 1,000 high schools, colleges, and communities, we reach more than 8+ million youth and young adults with mental health information, training, and leadership opportunities each year.

Together, we are changing the culture of mental health nationwide.
22% of high school students have seriously considered attempting suicide.

48% of young adults 18–25 experienced mental health symptoms during the pandemic.

60 million people experience mental illnesses each year in the U.S.

67% of young adults with mental health symptoms do not receive care.

30% of young people have a diagnosable mental illness.

Active Minds is celebrating our 20th anniversary, making this an opportune time to focus our work going forward. There is an escalating need, and Active Minds is uniquely meeting this demand.

*You can find full citations of these statistics on page 26.*
Mobilizing the Future

Active Minds is prepared to respond to the mental health needs of youth and young adults with a data-driven path forward, and a known and present solution is ready.

To reverse negative trends in youth mental health outcomes, our societal norms around mental health must improve. Research shows that in times of need, youth and young adults prefer to talk to peers rather than a professional or adult.

It is critical we engage youth and young adults as a key part of the solution.

Young people know best what they need, and we provide it.
Active Minds programs equip and encourage young people to voice their needs, inform the solutions and create pathways for change.

**School Mental Health**
*Chapters, Youth Leadership Resources and Training*
Mobilizing and empowering youth and young adults to change the conversation about mental health and engage in our proven peer-to-peer approach in colleges and K-12 schools.

**Community Initiatives**
*A.S.K., Speakers, Send Silence Packing®*
Providing educational and community-centered events and experiences that change how we think, talk, and feel about mental health.

**Workforce Development**
*Cause + Career®, Emerging Scholars*
Supporting emerging and pivoting young professionals to pursue mental health advocacy as a career.

**Advocacy and Policy**
*Equitable and accessible mental health support*
Bolstering policies that normalize mental health so that it is equally talked about, educated on, cared for, and valued as physical health.

**Impact Evaluation and Thought-Leadership**
*Empowering growth in our community*
Driving the conversation and data behind this generation’s culture of mental health mobilization. Empowering growth in our community.
Mental Health Advocacy Academy

Active Minds welcomed its largest cohort into the third annual Active Minds Mental Health Advocacy Academy. During a week of interactive learning sessions, we educated students on advocacy, state and federal policymaking, health equity, the power of storytelling, and how to build their own campaigns to strengthen the mental health advocacy movement.

Special thanks to Houlihan Lokey for support of the summer 2023 Advocacy Academy.

Your Voice is Your Power (YVYP) Hub

Active Minds is coming together with youth advocates to create a resource hub with special focus on high school students with identities that have historically been most marginalized in mental health and for whom the largest disparities still exist. From workshop sessions, where students can learn about topics like retention and recruitment for school clubs and building positive partnerships with school administration, to toolkits and media pieces on topics like the connection between perfectionism and mental health, Active Minds wants high school students to engage in advocacy for themselves and for others with support from these materials.

Special thanks to Urban Outfitters, Rite Aid Healthy Futures, and UGG for supporting the creation of the YVYP Hub.

activeminds.org/your-voice-is-your-power

The YVYP Resource Hub is launching in Spring 2024. Sign up here to get the latest updates!
Active Minds relaunched Send Silence Packing® this summer after researching and redesigning the nationally acclaimed program to focus on a wraparound experience for hosts and community members for long-term impact that promotes ongoing conversations about mental health.

We launched our inaugural 2.0 immersive tour at the University of Maryland this fall semester, where we had more than 1,000 students and staff weave through our story labyrinth of 100 stories on 100 backpacks complete with hopeful resources, and a Hope Wall encouraging reflection and uplifting messages. The tour then continued through the semester, traveling to 20 locations including a marquee stop at Gillette Stadium with KyleCares Foundation and the Patriots Foundation.

Special thanks to the RSM US Foundation and The Brian R. Friedman Kindness Fund for their support of Send Silence Packing®.
The 2023 National Mental Health Conference

The Active Minds community came back together in person this summer at the Capital Hilton in Washington, D.C., where nearly 400 attendees met with other like-minded advocates from across the country including platinum-certified pop songstress Em Beihold! It included two days of workshops, networking with mental health professionals, and excellent panels on the state of mental health.

See you this year at the 2024 National Mental Health Conference August 2-3, 2024!

activeminds.org/programs/national-conference-2024
**Stress Less Week**

**Stress Less Week** spreads the message that speaking up about one’s struggles is a sign of strength and promoting self-care is a priority. Active Minds runs this program with support from **Murad** both in the spring and in the fall.

“Our event made me so extremely emotional. I loved seeing how everyone from my school came and appreciated Active Minds and really got to de-stress even during a stressful time, pending the upcoming exam period. I absolutely loved this event and all of the hard work truly paid off. We had so much attendance and people truly loved this event. We are so grateful for this opportunity and hope to work with you all again!” - Isabella Sidoruk, Tufts University

*Special thanks to Snap, Inc., the Flourish Arbonne Foundation, the J. Willard and Alice S. Marriott Foundation, Harry’s, Eventbrite, and The ECMC Foundation for wider support of the Active Minds Chapter Network and its programming.*

*You can find full citations of these statistics on page 26.*
We Are Committed
to Mental Health Mobilization

Transforming Mental Health Passion into Profession

Thousands of young adults in the Active Minds network graduate every year wondering how they can continue to champion mental health culture through their profession. Active Minds answered this question by launching Cause + Career®, the first-ever career site featuring mental health-focused positions from all sectors and industries.

Structured as a professional resource site, Cause + Career® features a job board, mentorship and networking opportunities, and other tools that nurture working professionals’ passion for mental health.

Special thanks to Pinterest and the Bruce C. Abrams Foundation for advancing our Workforce Development portfolio.

Which mental health career is for you?
Take the Quiz

causeandcareer.org
Successful Strategies for Creating an Inclusive Mental Health Culture

Active Minds joined the United Negro College Fund (UNCF) in sharing successful strategies for promoting mental health on campus in their new report, *Lessons from Black Colleges on Mental Health and Wellbeing*. This resource has now been used by multiple HBCU campuses, covering topics like building and leveraging partnerships, increasing access to mental health support, and centering student voices.

*Special thanks to Snap, Inc. for making this partnership and report possible.*

[Read it](activeminds.org/uncf-report-2023)
the best way to help a friend is to a.s.k.

Spotted! Surgeon General Dr. Vivek Murthy joined Active Minds and MTV for our A.S.K.tivation tour, to share A.S.K. (and our connection bracelets!) with schools and communities nationwide.
New research from MTV Entertainment Studios (MTVE Studios) validated a longstanding belief that young adults are most likely to turn to a friend first when struggling with their mental health; however, 70% of peers do not feel prepared to provide support.

This fall Active Minds partnered with MTVE Studios to spearhead an innovative mental health campaign that positions youth and young adults to simply and effectively help people in their lives through emotional challenges. Born from Active Minds’ Validate, Appreciate, Refer® (V-A-R) conversation guide, A.S.K. Acknowledge, Support, and Keep-In-Touch is the new highly memorable, multi-media campaign rolled out at key cultural events and campuses nationwide. It combines two decades of expertise championing peer-to-peer mental health programs for youth and young adults with MTVE Studio’s Mental Health is Health initiative’s global platform.

**acknowledge**
Create a supportive space by letting them know you’re here for them.

**support**
Validate their feelings and ask them what they need.

**keep-in-touch**
Check back in regularly and consistently.

A.S.K. will be replacing V-A-R® in Spring 2024. Sign up here to get the latest updates.
We Are Led by Youth and Young Adults

Student Advisory Committee
Serving July 2022 – June 2023

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California State University, East Bay

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Ithaca College

Emily Muench
Baldwin Wallace University

681 new K-12 schools were added to our network in 500 days!

The goal to welcome 1,000 K-12 schools into the Active Minds community in 1,000 days continues!

New to Active Minds?
Join our movement and bring mental health resources to your school.

Thank you to United Health Foundation, Jack Kent Cooke Foundation, Flourish Arbonne Foundation, J. Willard and Alice S. Marriott Foundation, and Humble Bundle for their support of our 1k in 1k goal.
Active Minds Student Ambassadors
Serving July 2022 – June 2023

Medhansh Bhagchandani
The John Cooper School

Sriya Sai Pushpa Dalta
El Camino Real Charter High School

Anushka Gupta
New York University

Ayushi Jain
St. Bonaventure University

Sarah Lappi
McGill University

Michal Loren
Brown University

Anantha Korrapati
University of Alabama, Birmingham

Gabi Necastro
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Emma Smith
Drexel University

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University of Wisconsin, Whitewater

Zoe Tait
University of California, San Diego

Natalie Tuinstra
University of North Carolina, Chapel Hill

Amylyn Unelli
Trent University

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Angela Yang
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President, Active Minds Student Advisory Committee

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Former Board Chairperson and Executive Director, National Mental Health Awareness Campaign

Alison K. Malmon
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Ilene Rosenstein, PhD
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David Roter
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Arjun Shah
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**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.

*Donors from July 1, 2022-June 30, 2023*

<table>
<thead>
<tr>
<th>Amount</th>
<th>Companies</th>
</tr>
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<tbody>
<tr>
<td>$1,000,000+</td>
<td>ICONIQ, United Health Foundation</td>
</tr>
<tr>
<td>$500,000-$999,999</td>
<td>Jack Kent Cooke Foundation, Flourish Arbonne Foundation</td>
</tr>
<tr>
<td>$250,000-$499,999</td>
<td>Eventbrite, Humble Bundle, Pinterest, Snap, Inc., Urban Outfitters</td>
</tr>
<tr>
<td>$100,000-$249,999</td>
<td>Atlas Kardia Foundation, ECMC Foundation, Harry’s, J. Willard and Alice S. Marriott Foundation, The JIB Fund, Paramount, Rite Aid Healthy Futures, RSM US Foundation, Scripps Research Translational Institute</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>Aetna, Church &amp; Dwight, Murad, Nintendo, Well Being Trust</td>
</tr>
<tr>
<td>$25,000-$49,999</td>
<td>Bruce C. Abrams Family Foundation, Foundation 43 by Chubbies, Galena-Yorktown Foundation, Inseparable, Macy’s, Inc. Mondelez International, Rabaut Family Foundation, Scattergood Foundation, Tractenberg, Trellance, Unilever</td>
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$1,000-$4,999
Anonymous
Advanced Enterprise Solutions
Albert and Lillian Small Foundation
Amazon Smile
Amber/Booth
Aronson Foundation
Bright Funds
Cambridge Athletic Association
The Clorox Company
Constellation
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Special thanks to the following student partners that fundraised and/or contributed $250+ in FY2023:

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Gamma Iota Chapter
Kappa Kappa Gamma
Southwest Florida Alumnae Association
Kappa Kappa Gamma, Spokane, Washington Alumnae Association

Thank you so much to our generous donors!
Individual Donors

We are sincerely grateful for our donors who, through their commitments, are equipping a mental health movement with the knowledge, tools, and resources needed to create lasting change in the way we view and talk about mental health. *Donors from July 1, 2022-June 30, 2023*

**$100,000+**
Indira Foundation

**$50,000-$99,999**
Elizabeth DeLucia
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Alice Park & Jeremy George
Barbara Gilston
Victoria & Gentry Grantham
Melissa Green
Robin Gross & Anthony Lehv
Bonnie & Alan Hammerschlag
There are a lot of good life skills that can be learned on the soccer field!

Representatives from Active Minds joined the New England Revolution in October 2023 to host a soccer clinic in St. Paul, MN for children ages 6-14 to understand the importance of communicating their feelings and how active listening can help others feel supported.

Thank you to the United Health Foundation and the PTA for making this possible.
Meet our new speakers

We are excited to welcome two new K-12 speakers (Donovan Taylor Hall and Active Minds alum Dayna Altman) and two new workplace speakers (Anthony Sartori and Aisha Moore)!

$250-$499
Anonymous
Jamie & James Abelson
Heidi Ackerman
Usman Ahmad & Tara Culkin
David Altschuler
Kristin Andersen
Mary & Richard Anderson
Micki & Phil Armour

Susan & Arthur Aronoff
Shelley & Mark Austrian
Joan & Thomas Bak
Lindsey Baltzglier
Craig Bardenheuer
Jennelle Barosin
Andrew Barrett
Matthew Berge
Annie Brin Billian & Mark Billian
Allen Blumberg
Anna Brady
Joanna Brody
Donald Bryant
Sally Buckman & Robert Shaw
Sophia Buslik
Beth Carlisle
Christine Cierpial
Annita Coburn
Kennedy Cogan
Allison Cohn
Susan & James Cole
Margo & Mark Collins
Christian Comito
Joanne & Frank Crantz
Amy & Brain Cropp
Elena & Michael Cunningham
Holly Curtis
Charles Dickson
Stuart Dolnick
Katherine Dumouchel

Cathy Elias
Marianne England
Amy Everson
Alex Farley
Daien & Ken Feinberg
Ira Fishman
Alicia Ford
Julius Genachowski
Evandro Gigante
Deborah Gilboa
Alan Glasberg
Mark Gleason
Susan & P. Thomas Glynn
Sabrina Gmuca Pitonyak
Norman Goldberg
Amy & Kenneth Goodman
Amy Gorman
Praveen Gottipati
Alison Graham
Michael Hajduk
Lila Hanasab
Whitney Haring-Smith
Matthew Held
Leslie Henshaw
Pamela & Timothy Hocevar
Tambrey & Robert Hoehl
Samantha Hoff
Humza Iqbal
Peg & Dan Jacobs

activeminds.org/programs/iam-speakers
Denise Jankovec
William Jeffrey
Thomas Jensen
David Jones
Richard Kadison
Suzanne & Douglas Kahn
Sunny Kanneganti
Mike Kaping
Alyssa Kawala
Samuel Klein
Kim Kressatay
Sam Langel
Suan Larocca-Debaun & David Debaun
Carol F. Lee
Jeannine & Christopher Lee
The Leibowitz-Marcus Family
Kelly Leong
DeQuincy Lezine
Murray Lieberman
John Loughner
Kathleen Loughner
Jennifer & Matt Mandel
Tracy & Bill Mann
Lester Marion
Vivien Marion
Barbara & Rick Marsh
John Martin
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Julie McCallister
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Cannon Montague
Patrick Moore
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Marilyn & Brian Nasky
Marisa Nemcik & Matthew Price
Ahman Noor
Darby Pearson
Anne Philipps
Suzanne Pickens
Darci & Kenneth Pickering
Cheryl & Ralph Pinkus
David Pinskey
Susan Pondfield & William Mentlik
Romina Potter
Lakshminarayana Potu
Allison Powers
Suzanne Michelle Pugh
Barbara Quinn
Azadbir Rai
Nancy & Steve Raskin
Michael Reinhardt
Susan Reynolds
Jonathan Rick
Haley Rogers
William Rogers
Charles Rossotti
Michele Goldfarb & Anthony Rostain
Richard Ruffner
Karmen Rumachik
Didi & Michael Sacks
Trina Saha
Vincent Salucci
Janice Samano
Dara Sanandaji
Beth Sapiro
Timothy Schaffer
Emily Schmitt
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Alan Sette
Ann Sherman
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Frances Walters
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Shayne Weinstein
Scott Weir
Kenneth Wexler
Janet White
Ann Wilson
Mary Wink
Shannon & Matthew Winters
Bronya Zamarin
Chad Zamarin
Carol Zimmet
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 FY2022-2023, we committed to a transformative five-year strategy to jettison our long-term visions of mobilizing youth and young adults in mental health into reality. Thanks to years of thoughtful stewardship of our supporters’ contributions, we are well-positioned for this growth.

Where our dollars come from...

![chart showing contributions by category: Contributions & Gifts (43%), Foundation Grants (22%), Corporations (17%), Program Revenue (11%), Other (7%), Special Events (5%), Government Contracts (3%), Total $11,119,249]

Your dollars at work...

![chart showing program services by category: Chapters & Youth Mobilization (60%), Education & Training (17%), School Policy Change & Workforce Development (11%), Fundraising (7%), Management & General (5%), Total $7,803,423, Change in Net Assets $3,315,827]

Note: financials cover July 1, 2022-June 30, 2023
The mental health crisis experienced by youth and young adults has become one of the most pressing public health issues of this time.

After a phase of rapid growth, Active Minds is launching a new strategic plan to guide our newest efforts.

Creating an effective movement of youth and young adult mental health champions is an ambitious goal that will stretch us and take time, effort, and learning. We are carefully considering how to innovate and respond to the needs of the individuals and groups who Active Minds can reach, knowing that we must remain flexible and responsive to their specific needs.

Ultimately, we are working to **create a movement** that forever changes how mental health is valued and prioritized in society.

Read the FY2024-2028 Strategic Plan
activeminds.org/about-us/mission-and-impact