



active  
minds  
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2018  
IMPACT REPORT

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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.

~~IT'S NOT THAT BAD~~

~~JUST BE HAPPY~~

~~DON'T BE SAD~~

~~YOU'LL GET OVER IT~~

~~YOU'RE OVERREACTING~~

I BELIEVE YOU.

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# Dear Friends

The importance of improving our mental health is becoming increasingly evident every day. The recent data released by the CDC citing increased suicides in our country, and the prevalent mental health struggles we see play out in our communities and on social media daily, underscore the extraordinary need to promote mental health education. At Active Minds, our message is clear: Mental health issues are real, and suicide can be prevented.

Earlier this year, the RAND Corporation released a groundbreaking study demonstrating that Active Minds changes mental health attitudes and increases the chances that people will reach out for help. This research underscores how Active Minds—pioneered 15 years ago and now with a presence on more than 600 campuses—is the path forward for improving mental health.

With this validating data in hand, we are now on a mission to grow to 1,000 college and high school campuses, and communities. We believe that everyone should understand that mental health is as important as physical health. We believe that by changing the mental health climate, we can save lives. We believe that every young person deserves an Active Minds in their community.

There is still so much to do, but your friendship and support continue to propel us forward. We're so grateful to have you on this journey.



Alison K. Malmon  
Founder and Executive Director



Steven A. Lerman  
Chairman, Board of Directors

young people need our attention.

## Mental health issues

are prevalent among young adults

**39%**

of college students  
experience a significant  
mental health issue

**50%**

of cases  
of mental health issues  
begin by age 14;  
75% begin by age 24

**2/3**

of students  
with anxiety or depression  
don't seek treatment

## Mental illness is treatable

and suicide is preventable

**#2**

leading cause  
of death among students  
is suicide

**280**

For every suicide,  
there are 280 people  
who think about it seriously  
but don't act

**67%**

of college students  
first tell a friend  
they are feeling suicidal  
before telling anyone else

“Mental wellness doesn't mean the absence of illness. It means that whatever you are experiencing, you have the tools, support, and the vision to come out on the other side.”

— Alison Malmon

## research proves Active Minds' impact

Research from a landmark new study by the RAND Corporation confirms what we've always found to be true—that Active Minds has a significant, positive impact on student health and well-being by creating a supportive climate for mental health on college campuses.

The longitudinal study conducted by the RAND Corporation, of more than 1,100 students at 12 colleges, found that Active Minds has a significant impact on student well-being. The research, published in the *Journal of the American Academy of Child & Adolescent Psychiatry* (July 2018), underscores how Active Minds' model is a path forward to combating the mental health crisis among young people.

### Highlights from the study research:

- Among the general student body, knowledge and positive attitudes about mental health increase as a result of an Active Minds presence, creating a more supportive campus climate and increasing the potential that students in distress will seek mental health services.
- As students become more involved with Active Minds, they are more likely to reach out to a classmate or friend who is struggling with a mental health issue such as depression, anxiety, or suicidal thoughts.
- Active Minds' education programs meaningfully influence not only students' knowledge and attitudes toward mental health issues, but also their behaviors.
- The impact is swift—knowledge, attitudes, and behaviors examined in the study positively changed within a single academic year.



We were thrilled to be featured on NBC Nightly News on World Suicide Prevention Day. NBC Correspondent Kate Snow facilitated a lively discussion with Active Minds chapter members at Auburn University.



“Something that’s common among all of us is that we’re here to talk about it, we’re here to raise awareness and to let people know that it is ok to struggle, it is ok to go through things and feel alone. We’re here to say you’re not alone, and Active Minds does a great job of accomplishing that on this campus.”

— Dane Block,  
Auburn University student



**This year,**  
more students  
benefitted from  
Active Minds  
than ever before.



“I’ve loved the stories students have shared with us about how our presence on campus has made them feel less alone. It feels great to know we’re making a difference.”

— Active Minds at  
East Central University

7

institutions honored  
with the  
Active Minds  
Healthy Campus Award

3,842

mental health events  
for  
awareness and action



7.3+

million students  
impacted by  
Active Minds' presence  
on campus

529,054

people reached  
through  
in-person programs

450+

campus chapters  
at high schools  
and colleges nationwide

active  
minds  
•••●●

15,151

students joined  
a chapter as campus  
mental health advocates



155,199

mental health resources  
distributed to campuses  
through awareness  
campaigns



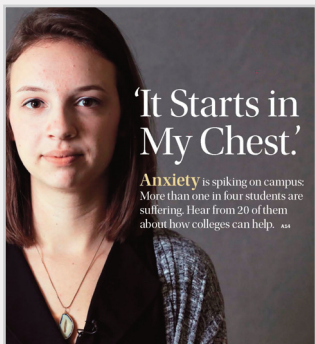
## a transformative year on campus



*Expanding Services*



*Transform Your Campus*



*Active Minds makes the front page*



*Active Minds Healthy Campus Award 2018*

Top row, left to right

### **Expanding Services**

Seven minority-serving colleges will launch new chapters thanks to generous support from ECMC Foundation. The group joins 111 existing minority-serving institutions with Active Minds chapters.

### **Transform Your Campus: ID Card Campaign**

Active Minds partnered with Crisis Text Line and the National Suicide Prevention Lifeline to help students advocate to get crisis numbers printed on the back of student ID cards.

Bottom row, left to right

### **Chronicle of Higher Education**

Anxiety Makes the Front Page—a cover story in *The Chronicle of Higher Education* was created in partnership with Active Minds.

### **Active Minds Healthy Campus Award 2018**

Seven colleges and universities received the Healthy Campus Award for their efforts to promote and protect the mental health, physical health, and overall well-being of their students.



...and everywhere

Top row, left to right

### In conversation with Brené Brown

During an exclusive webinar, Alison Malmon and Brené Brown, author of *Dare to Lead*, discussed the intersection of mental health and leadership in the workplace.

### A new partnership with Riot Games

We teamed up with Riot Games to develop new features for the Active Minds website in an effort to reach more high school and college students this year.



*Brené Brown*



*Riot Games  
a new partnership*

Bottom row, left to right

### Send Silence Packing

For more than a decade, Send Silence Packing® has traveled the country to raise mental health awareness and inspire action for suicide prevention. This year the tour celebrated its 200th stop at UCLA.

### #HereForYou

V-A-R is Active Minds' new conversation guide on how to listen, respond, and help someone cope. You don't need to be an expert to help someone, you just need to be there.



*Send Silence Packing®*



*#HereForYou*



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Left: Alison K. Malmon, Founder & Executive Director, was a featured presenter on "Mental Health and the Next Generation" at the Milken Institute Global Conference.

## National Advisory Committee

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Director, College Mental Health Program, McLean Hospital; Instructor, Department of Psychiatry, Harvard Medical School

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as of June 30, 2018

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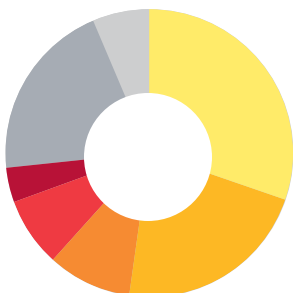
Dr. Stephanie Pinder-Amaker is the founding director of McLean Hospital's College Mental Health Program. An advisor to Active Minds since 2017, she has over 25 years of experience in college student mental health treatment, administration, and policy.





Where our dollars come from...

Contributions & Gifts	\$645,973
Program Revenue	\$522,391
Government Contracts	\$412,690
Foundation Grants	\$334,961
Special Events	\$296,588
Other	\$ 5,372
<b>Total</b>	<b>\$2,218,245</b>



Your dollars at work...

<b>Program services</b>	
Education	\$682,036
Student Mobilization	\$494,922
Advocacy	\$214,626
Training	\$176,128
Research	\$ 86,110
<b>Supporting services</b>	
Fundraising	\$456,889
Management & General	\$139,390
<b>Total</b>	<b>\$2,308,009</b>

## Our Financials

July 1, 2017 – June 30, 2018

Active Minds is a 501(c)3 nonprofit organization. Our operating revenues for Fiscal Year 2018 were \$2,218,245. Our expenses were \$2,308,009. Net assets were \$345,823.

Because of the treatment of multi-year grants in nonprofit accounting, the audit noted a modest net loss of \$89,764, which will be offset in FY19 statements.

The current audited statements confirm that Active Minds is laying the foundation to reach its five-year strategic goals, has diverse revenue sources, and is a good steward of donor funds. In FY17–18:

- Program spending of \$1.6 million brought our Send Silence Packing exhibit to 29 colleges and high schools, sponsored 129 speaking engagements in 28 states, and supported 479 chapters in training more than 17,000 volunteer members.
- Revenues increased 10% from last year.
- We invested in our operational capacity by creating and launching a new user-friendly, mobile-ready website, and new corresponding data management tool.

For the fifth year in a row, we have been recognized as a GreatNonProfits 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](http://www.activeminds.org).



# Our Supporters

Gifts made July 1, 2017 – June 30, 2018

*Active Minds is made possible by those who believe—as we do—that mental health is just as important as physical health and early intervention is key to suicide prevention. We thank our generous donors for supporting our lifesaving mission.*

## 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.

### \$50,000+

California Mental Health Services Authority  
Peg's Foundation

### \$20,000 to \$49,999

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### \$5,000 to \$19,999

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## **Individual Donors**

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

### **\$50,000+**

Leah & Bennett Schlenger  
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### **\$20,000 to \$49,999**

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Sara & Raja Chennamsetti

“When we’re open about mental health, the stigma lessens. It takes only a few people, and then a few more, to change the conversation so mental health issues are seen as common and people get help when they need it. Active Minds is making this change happen with the next generation. If you want to make a difference, I recommend Active Minds.”

— Brad Feld and Amy Batchelor  
Anchor Point Foundation, Leadership Gift Donors



# KYLE WILBER

Actors, musicians, athletes, and social media influencers who use their platforms to speak up about mental health are helping make the world a better place for students who are struggling. We are thrilled to have Oakland Raiders Linebacker, Kyle Wilber, as an Active Minds ambassador.



Krista Chichester  
 Erin & Raymond Childs  
 Lisa Glufing & Paul Cicelski  
 Jackie Cohen  
 Myra & Rick Cohen  
 Andy Cohn  
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Active Minds hosted its first  
Alumni Meetups this year!  
Former Active Minds chapter  
members and mental health  
advocates gathered in 11 cities  
across the US, all in one night:

Boston, MA  
Denver, CO  
Houston, TX  
Los Angeles, CA  
New York, NY  
Orange County, CA  
Sacramento, CA  
San Diego, CA  
San Francisco, CA  
Washington, DC  
Philadelphia, PA

[activeminds.org/alumni](http://activeminds.org/alumni)



Changing the conversation  
about mental health  
active minds

### Spike Classic

Now in its 6th year, the Spike  
Classic is an annual 5k  
run/walk to honor the memory  
of Sam Freeling, held every  
year the day before  
Thanksgiving. The event is  
hosted by his mother and  
Active Minds board member  
Sue Cimbricz.





ACTIVE MINDS'

presence on

**600+**

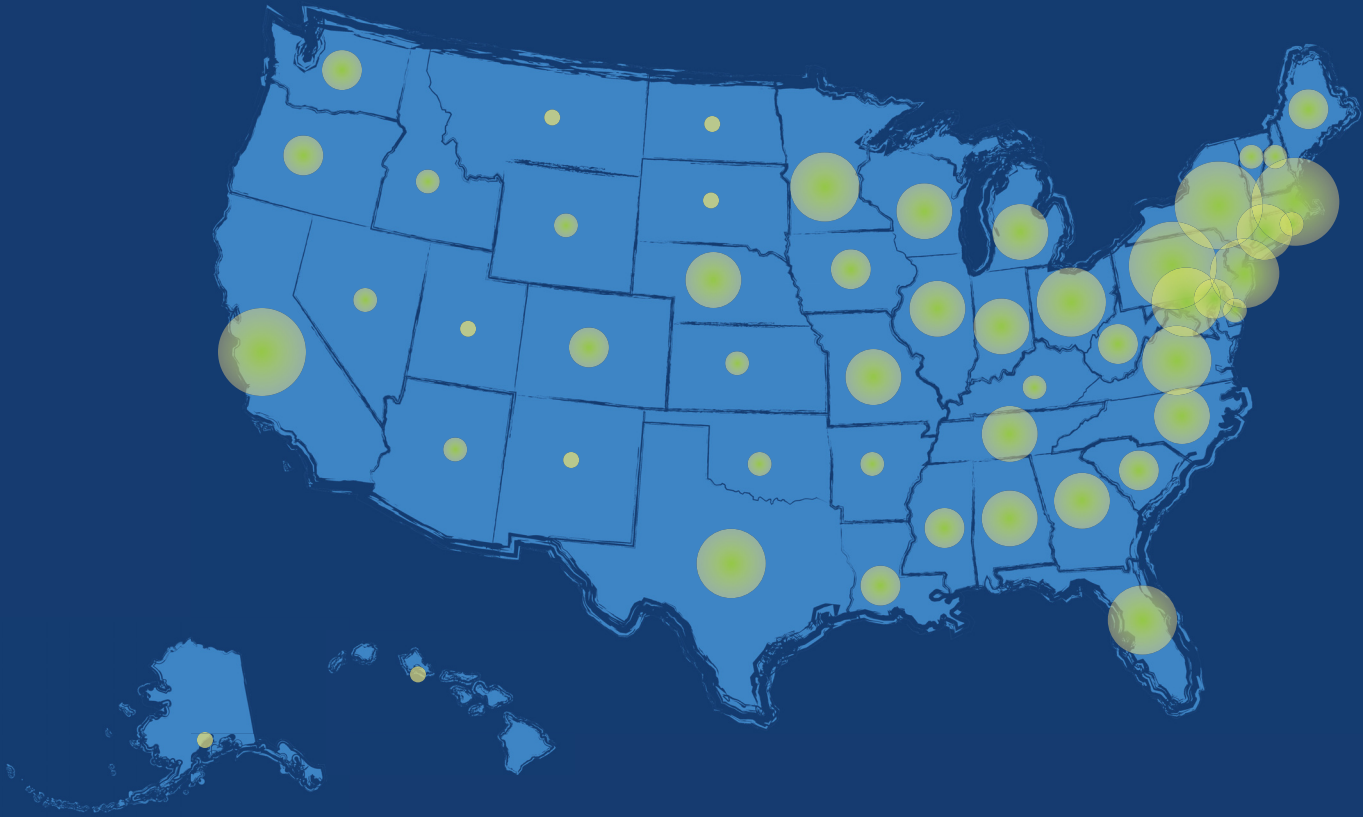
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2001 S Street NW, Suite 630  
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