2021
ANNUAL REPORT
www.mhanational.org
Our Mission

Mental Health America's (MHA) work is driven by its commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need them; with recovery as the goal.

MHA was established by former psychiatric patient Clifford W. Beers in 1909. During his stays in public and private institutions, Beers witnessed and was subjected to horrible abuse. From these experiences, Beers set into motion a reform movement that took shape as MHA.

Our work has resulted in positive change. We have educated millions about mental illnesses and reduced barriers to treatment and services. As a result of MHA's efforts, many Americans with mental health conditions have sought care and now enjoy fulfilling, productive lives in their communities.
OUR STORY

The history of MHA is the remarkable story of one person who turned a personal struggle with mental illness into a national movement and of the millions of others who came together to fulfill his vision.

Clifford W. Beers, a recent graduate of Yale College and a newly minted Wall Street financier, suffered his first episode of bipolar disorder following the illness and death of his brother. In the throes of his illness, Beers attempted to take his own life by jumping out a third story window. Seriously injured but still alive, Beers ended up in public and private hospitals in Connecticut for the next three years.

While in these institutions, Beers learned firsthand of the deficiencies in care as well as the cruel and inhumane treatment people with mental illnesses received. He witnessed and experienced horrific abuse at the hands of his caretakers. At one point during his institutionalization, he was placed in a straightjacket for 21 consecutive nights.

Upon his release, Beers was resolved to expose the maltreatment of people with mental illnesses and to reform care. In 1908, he published his autobiography, "A Mind That Found Itself," which roused the nation to the plight of people with mental illnesses and set a reform movement into motion. In the book, Beers declared, “As I penetrated and conquered the mysteries of that dark side of my life, it no longer held any terror for me. I have decided to stand on my past and look the future in the face.”

On Feb. 19, 1909, Beers, along with philosopher William James and psychiatrist Adolf Meyer, embraced that future by creating the National Committee for Mental Hygiene, later the National Mental Health Association and what we know today as the Mental Health America.
PETER CARSON, CHAIR
*FATIMA BARNES
LAURA BAY
*JOHN BOYD
JENNIFER BRIGHT
BONNIE COOK
LACY DICHAHRY
KANA ENOMOTO
AIMEE FALCHUK
DWIGHT HOLLIER
AMY KENNEDY
COURTNEY LANG

GUSTAVO LOERA
SARAH GRIFFITH LUND
JEN MADSEN
PIERLUIGI MANCINI
ART MCCOY
CLARE MILLER
MARIE MORILUS-BLACK
*LUIS PEREZ
RUSS PETRELLA
TOM STARLING
*CHRIS WOOD

Schroeder Stribling, Ex Officio

*INDICATES BOARD MEMBER FINISHED THEIR TERM IN JUNE 2021

Top (left to right): Robert Davison, Ben Harrington, Pierluigi Mancini, Jennifer Bright, Schroeder Stribling, Peter Carson, Laura Bay, Jen Madsen. Bottom (left to right): Clare Miller, Amy Kennedy, Tom Starling, Marie Morilus-Black, Courtney Lang, Kana Enomoto, Dwight Hollier
Greetings,

When Mental Health America was founded in 1909 by Clifford Beers, he was fighting an uphill battle for humane mental health treatment, having himself lived through the experience of involuntary institutionalization at a time when public attitudes and policies were moralistic, openly discriminatory, and frequently traumatizing. I often wonder what Clifford would think of today's world.

Over the years, advancements in brain, behavioral, and social sciences have confirmed the intuition borne of our experience: mental health is health – not only co-equal but intimately intertwined with our bodily well-being. And while there has been critical and meaningful change in public attitudes, policies, and treatments, we face lingering challenges with regard to bias and stigma, widespread inequities in mental health risk and outcomes, and an unprecedented confluence of collective stressors. The public mental health emergency of our times is different, yet no less urgent, than that of 1909.

Today's Mental Health America is leading the nation in our approach to upstream solutions: preventing the emergence of mental health conditions, promoting protective factors that lead to resilience, advocating for policies that guarantee access to care, and championing personal recovery – grounded in our commitment to equity and guided by the voices of lived experience.

From coast to coast, Mental Health America Affiliates are delivering best-in-class services and resources for their constituents and applying their creative ingenuity to improving the vital conditions for mental health and well-being in their communities. From public education and awareness campaigns, to school-based and youth programs, to outreach, treatment, and recovery supports, to grassroots advocacy – we are a national coalition of compassion, commitment, and impact. This report provides a glimpse into our work and highlights of the year from just a few of our remarkable Affiliates and partners.

I thank my predecessor, Paul Gionfriddo, who cultivated a talented staff, created innovative new programs and partnerships, and set the organization on a firm foundation. I am honored to succeed him and privileged to work with the dedicated and gifted Board and staff of the National Office.

I hope you will pause to celebrate our successes and ponder our progress. And then, together, press forward in the spirit of Clifford Beers – ever pursuing the promise of hope, help, and recovery for all.

Schroeder Stribling

Schroeder Stribling
Much of our work is guided by the Before Stage 4 (B4Stage4) philosophy—that mental health conditions should be treated long before they reach the most critical points in the disease process.

When we think about diseases like cancer or heart disease, we don’t wait years to treat them. We start before Stage 4—we begin with prevention, identify symptoms, and develop a plan of action to reverse and hopefully stop the progression of the disease.

So why don’t we do the same for individuals who are dealing with potentially serious mental illness?

Like other diseases, we need to address these symptoms early, identify the underlying disease, and plan an appropriate course of action on a path toward overall health. MHA is committed to addressing mental health Before Stage 4 to change the trajectory of lives.

Cost of Waiting Until Stage 4

<table>
<thead>
<tr>
<th>Early</th>
<th>Late</th>
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<tbody>
<tr>
<td>Good Behavior Prevention Program</td>
<td>$81.04 per student per year*</td>
</tr>
<tr>
<td>Cognitive Behavioral Therapy for Anxiety</td>
<td>$1,239.62 per year or course of 12 sessions*</td>
</tr>
<tr>
<td>Intensive Home-Based Family Therapy for Youth</td>
<td>$7,680.85 per year^</td>
</tr>
<tr>
<td>Hospitalization</td>
<td>$15,317.57 per stay (average length of stay 52 days*)</td>
</tr>
<tr>
<td>Incarceration</td>
<td>$31,846.46 per year*</td>
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In 2017, MHA launched an innovative, first-of-its-kind online environment to help those seeking mental health supports and services connect to resources after taking a screening. Screening to Supports (S2S) uses technology to customize each person’s results, drawing from resources in each of the four domains to the left.

S2S promotes the B4Stage4 mission by encouraging action and connecting help-seeking people to services earlier than ever before.
MORE ATTUNED TO THEIR SYMPTOMS
BETTER ABLE TO COMMUNICATE WITH THEIR PROVIDER
MORE AWARE OF THE WARNING SIGNS OF RELAPSE
BETTER ABLE TO SELF-MANAGE THEIR ILLNESS
YOUNG MENTAL HEALTH LEADERS

Launched in 2017 with now over 50 participants, the Young Mental Health Leaders Council (YMHLC) promotes young leaders and the unique ways they are driving change for their peers. These young people (ages 18-25) from across the United States have created programs and initiatives to fill gaps in mental health care within their communities. The council allows them to share their work and ideas with countless advocates working to improve youth and young adult well-being around the country.

In 2021, MHA held a two-day mental health advocacy event in partnership with YouTube. The summit featured more than 30 leading youth activists, in addition to celebrities and influencers. Across the two days, there were more than 23,000 views.
MHA’s annual work health survey helps us better understand worker mental health in the U.S. and how employers can contribute to a mentally healthier workforce. MHA’s Mind the Workplace 2021 report received over 5,000 responses, representing 17 industries.

Survey questions measured financial insecurity, burnout, supervisor support, workplace stress, and mental illness. The survey explored the relationship between workplace and supervisor support, and its impact on burnout and employee mental health outcomes.

84% of people reported workplace stress affects their mental health.

Bell Seal for Workplace Mental Health is a four-tiered national employer recognition program to guide employers that are creating mentally healthy workplaces. In 2021, 12 companies were certified with the Bell Seal.
The MHA policy team worked with MHA affiliates, Congress, and the Administration to advance mental health priorities in federal policy, and also worked with affiliates, governors, and state legislatures to do the same in state policy. Additionally, MHA worked to advance ideas from state policy in areas at the federal level.

In 2021, the MHA policy team’s work continued to focus on securing COVID-19 relief funds for mental health needs and improving access to telehealth. It also continued its work to increase access to peer support services. MHA supported the implementation of the new three-digit suicide lifeline number – 988 – for mental health crises. MHA policy continues to work toward access to services, supports, and treatment through state parity bills and enforcement.

Public Policy 2021 Highlights

- American Rescue Plan substantially increased mental health resources
- FY22 Appropriations doubles Mental Health Block Grant funding and sets aside 10% for prevention
- House and Senate introduced bipartisan bills to pay for peers in integrated care in Medicare
- Senate budget report included CDC coordinating center for adolescent mental health with a focus on schools
- Cures 2.0 has language favorable to a National Center for Excellence in Neuroscience at the FDA
- CDC included mental health conditions in its list of high-risk conditions for COVID-19
- CDC increased prioritization of emotional well-being in its workplace and school-based programming

MHA's state advocacy priorities include Medicaid expansion, integrating primary and mental health care services, and building peer supports, including recovery-oriented curricula.
The Regional Policy Council, or RPC, has connected national and state policy and advocacy on mental health since its inception in 2009.

MHA transformed the program in 2016 and 2017 by connecting our work through the RPC to the work of the leading state health policymaker organizations.

2021 ACCOMPLISHMENTS

- Helped obtain billions of dollars in relief packages
- Pushed to make telehealth COVID-19 expansion permanent
- 988 advocacy in the states
- Monthly calls with all four RPC clusters
- Governor’s Award virtual meeting with awards presented to Baker (R-MA), Murphy (D-NJ), and Wolf (D-PA)
- State Legislator Town Hall
- Four national webinars in May for Mental Health Mondays
- In-person RPC meeting in Santa Fe: Crisis Equals Opportunity
MHA regularly produces brochures and fact sheets designed to educate different audiences on signs and symptoms of mental health conditions, tips to stay healthy, and ways to help loved ones.

Additionally, MHA produces white papers on various mental health topics and our annual report, "The State of Mental Health in the America," which ranks the states on access to mental health care. MHA publishes research papers and reports to further important work in the field of mental health policy and advocacy.

We believe that gathering and providing up-to-date data and information about disparities faced by individuals with mental health problems is a tool for change.
MHA in 1949 launched Mental Health Week (which eventually became Mental Health Month) to educate Americans about mental illness and mental health.

Since then, MHA and our Affiliates across the country have led the observance of Mental Health Month in May by reaching millions of people through the media, local events, and screenings, becoming the nation's largest mental health public education program.

2021 TOPICS
- Adapting After Trauma and Stress
- Dealing with Anger and Frustration
- Getting Out of Thinking Traps
- Processing Big Changes
- Taking Time for Yourself
- Radical Acceptance

8.75 million social media impressions
6.5 billion traditional media impressions
32,000+ toolkit downloads
82 million total reach
MHA’s 2021 Bebe Moore Campbell National Minority Mental Health Month efforts were themed around Strength in Communities. This campaign examined community-developed systems of support created to fill gaps within traditional systems that may overlook cultural and historical factors, impeding BIPOC and queer and trans-BIPOC (QTBIPOC) mental health. In addition to releasing the Strength in Communities Toolkit, MHA hosted two webinars on BIPOC issues with over 2,100 total registrants in July.
On May 12, MHA and Mental Health Month were featured on the NASDAQ Tower in Times Square as part of the NASDAQ Closing Bell Ceremony. While no cost to MHA, the exposure was valued at $250,000.

Throughout 2021, MHA consulted on the representation of mental health conditions in certain Netflix films and TV series. Some of those projects included: *Ginny and Georgia* Season 2, *Tall Girl 2*, *Blonde*, *The Guilty*, and *Things Heard and Seen*.

**PRINT AND TV MEDIA**
After piloting a virtual conference in 2020, MHA launched its first hybrid conference in 2021. This brought together thousands of MHA affiliates, community stakeholders, peers, caregivers, providers, government officials, media, and more. With a hybrid platform, we brought in a large virtual audience, stretching our reach globally.

The 2021 theme was From Resiliency to Recovery. At MHA, we work every day on addressing the needs of those living with mental illness and promoting the overall mental health of all Americans. At the heart of everything we do is the belief in the strength and resiliency of the individual, communities, the power of peers, and that recovery is possible.
YOUR MIND MATTERS. TALK ABOUT IT.

An official program of Mental Health America, IDONTMIND is a mental health campaign with a mission to inspire open conversations about mental health and to provide resources, education, and encouragement for anyone who needs it.

IDONTMIND offers free resources like the IDONTMIND Journal, a collection of articles and personal stories; the Writing Workshop, a nine-week course for young adults to develop and share their mental health journey; and Our Future in Mind, an annual summit turning awareness into action.

100% of proceeds from the IDONTMIND store support Mental Health America.
NEARLY $200K RAISED FOR MHA AND AFFILIATES' PROGRAMS

INCREASED MEDIA REACH BY 3,000%

MHA was chosen as one of four national nonprofit organizations featured in NFL’s 2021 Draft-a-Thon, a fundraiser that drives awareness and action to close critical gaps at the intersection of pandemic recovery and our hardest hit communities.

KEY PARTNERSHIPS

Through ongoing relationship building, MHA is sought out as a critical mental health partner that is forward-thinking and outcome-focused. Partners highlight and appreciate our collaborations, leading to increased interest from Fortune 500 companies in 2021 and beyond.
We know we are facing a loneliness epidemic that is impacting mental well-being and overall health. In 2020, feelings of loneliness and isolation were cited as a top reason for mental health struggles according to data from MHA's Online Screening Program. Among individuals who screened moderate-to-severe for a mental health condition, 71% reported that one of the top three things contributing to their mental health concerns was loneliness or isolation.

On Global Peer Support Celebration Day, MHA launched its new website, "I Am Not Alone," a social networking website aimed at combating loneliness and isolation. "I Am Not Alone" is a space where anyone can post activities and events designed for people living with mental health conditions. Users can create, find, and attend activities based on shared interests. The site aims to kickstart the process of building new, meaningful friendships, particularly for those struggling with loneliness and isolation brought on by COVID-19.

mhanational.org/iamnotalone
MHA’s Affiliate Network comprises local and state mental health organizations working to influence public policy and ensure access to fair and effective treatment for the millions of Americans suffering from mental health conditions. With 143 affiliates in 39 states, 6,978 affiliate staff, and over 7,000 volunteers, MHA’s Affiliate Network is committed to bringing support and advocacy to communities around the country.

143 LOCAL AFFILIATES

39 STATES COVERED

6.9k STAFF ACROSS THE COUNTRY

Each MHA affiliate offers a unique blend of services and programs focused on meeting the needs of their community. In many cases, affiliates function as information and referral hubs, provide direct mental health treatment, run rehabilitative and recovery programs, and conduct outreach and public education. Many also provide family advocacy services to parents and children with serious emotional disturbances, mentoring relationships for adults recovering from mental illnesses, and professional education to those working in the mental health field.
Thank you, members of the Clifford Beers Society, our most ardent and committed individuals and organizational supporters.
GET INVOLVED

✔️ BECOME A MONTHLY DONOR

Become a “Fight in the Open” champion with a monthly donation! Just $15 equips us to help 10 individuals by screening them for mental health conditions and directing them to resources.

Join today at mhanational.org/donate-monthly.

✔️ ADVOCATE

You can also take action in protecting mental health through legislative advocacy by joining MHA’s advocacy network – sign up to receive email alerts about national campaigns that need your voice!

Visit: mhanational.org/issues/advocacy-network

✔️ FOLLOW US ON SOCIAL MEDIA

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@MentalHealthAm
/mentalhealthamerica
@mentalhealtham

✔️ FUNDRAISE FOR MHA

Turn your passion for mental health into action. Donate your birthday, put on a live stream, or raise funds via your own personal fundraiser. No matter how you choose to raise funds, we are here to help you. Visit mhanational.org/donate for more info, or contact the gift office.

✔️ JOIN THE COMBINED FEDERAL CAMPAIGN

If you're a federal employee, make MHA your charity of choice in the Combined Federal Campaign. Use CFC #10564 charity code to select Mental Health America.

Visit: https://cfcgiving.opm.gov
This Mental Health America Annual Report is dedicated to YOU. We are grateful for your support and advocacy.

Together, we can ensure mental health resources are available to all.

To view our financial statements, please visit www.mhanational.org/financial-information-annual-reports