



Annual Report

2023



TABLE OF CONTENTS

A LETTER FROM OUR CEO 3

MISSION 4

2023 SNAPSHOT 6

BOARD OF DIRECTORS 7

RESEARCH AND SCREENING 8

YOUTH AND PEER LEADERSHIP 10

WORKPLACE 13

PUBLIC EDUCATION 15

POLICY AND ADVOCACY 16

OUTREACH 18

Annual Conference
Communications

NETWORK 20

Affiliate Relations
Partnerships
Clifford Beers Society



Mental Health America 2023

It is with pride and gratitude that we present Mental Health America's 2023 Annual Report which showcases our recent work to advance mental health and well-being for all Americans.

The mission of Mental Health America has never been more critical as we continue to see high rates of distress, despair, and disparity. In the face of today's challenges, we remain driven by an unwavering dedication to improve the well-being of individuals and communities.

Our multifaceted approach includes direct service, public education, research, advocacy, and public policy. We place emphasis on community-based solutions, equitable access to effective care, and an upstream, public health approach to prevention and whole-person well-being.

This year we expanded our digital tools through our prevention and screening program, strengthened our youth programs and advocacy, conducted critical policy work at the state and local levels, and reached many other milestones.

Through our powerful network of 143 affiliates, and our deepened partnerships with communities, organizations, and supporters, we have broadened our reach and impact with those who need us most. We have remained steadfast in our efforts to drive progress which ensures that mental health remains a top priority.

Together, as we embark on the journey ahead, we remain resolute in our purpose and inspired by new possibilities. We are immensely grateful for the ongoing support of those who stand with us in our pursuit of a world where all people and communities have equitable opportunity for mental well-being and are enabled to thrive and flourish.

Schroeder Strickling

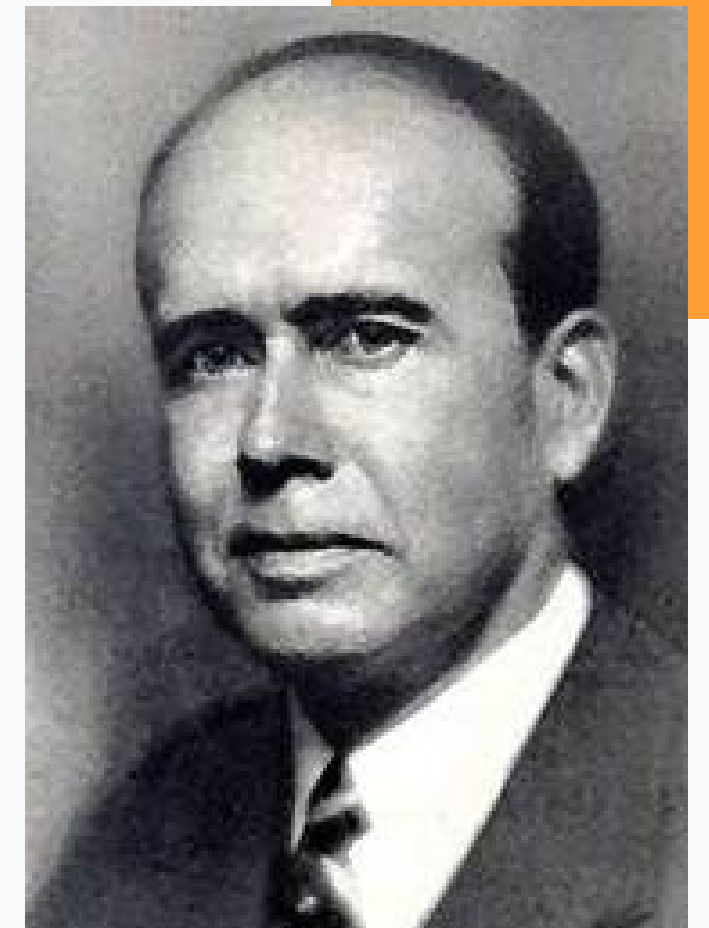


Mission

Mental Health America advances the mental health and well-being of all people living in the U.S. through public education, research, advocacy and public policy, and direct service.

Our history is our heartbeat

Mental Health America 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 there, Beers set into motion a reform movement that took shape as Mental Health America.



Vision

We envision a world in which all people and communities have equitable opportunity for mental well-being and are enabled to flourish and live with purpose and meaning.



OUR PROGRAMS | *EQUITY IS OUR THROUGHLINE*

Research & Screening

Understand unmet needs among underserved populations to provide **early intervention for those at risk** and better inform **future research and effective interventions.**

Youth & Peer Leadership

Elevate the voice and leadership of youth with lived experience and ensure **access** to **culturally and linguistically responsive** youth and peer **supports.**

Education & Workplace

Inclusion and accessibility in public education and workplace mental health; translation and accessibility for web content, events, and other collateral.

Advocacy & Public Policy

Advocate for measures to advance **equitable access** to mental health **resources and care at the national, state, and local levels.**

2023 Snapshot

3,351

Letters sent to Congress

10.7K

MHA Conference attendees

436

Youth Policy Town Hall attendees

IMPACT



10M

People reached through MHA's screening site



3M

Total workers certified by MHA's Bell Seal program



1.6M

People served by MHA Affiliates

Communications

63B

News impressions

10.2B

Mental Health Month media impressions

20M

Social media impressions

Resources and Reports

9.5K

Requests for information and resources from the public



9K

Accessed MHA's youth reports



60K

Mental Health Month toolkit downloads



\$817,000

RECEIVED IN FUNDS FROM PARTNERSHIPS

\$1,200,000

GRANTED TO 33 AFFILIATES

Board of Directors

June 2022 – June 2023

Chair of the Board

Jennifer L. Bright, MPA

Chair-elect

Pierluigi Mancini, Ph.D.

Immediate Past Chair

Peter Carson

Secretary/Treasurer

Kana Enomoto



Directors

Laura Bay
John Boyd
Bonnie Cook
Bob Davison
Lacy Dicharry
Aimee Falchuk
Jenifer Gager
Ben Harrington
Dwight Hollier

Courtney Lang
Gustavo Loera
Sarah Griffith Lund
Jen Madsen
Art McCoy
Clare Miller
Keris Myrick
Russ Petrella
Jason Qu

Below: Jenifer Gager (left) and Jen Madsen (right)



Above (left to right): Pierluigi Mancini, Schroeder Stribling, Jennifer Bright

Below (left to right): Ben Harrington, Pierluigi Mancini, John Mize, Mahmoud Khedr, Bonnie Cook, Courtney Lang, Bob Davison



Research and Screening

Over 40 million people have found support on MHA Screening since launching in 2014 thanks to donors like you.



IN 2023:
WE REACHED

10M

6.5M

RECEIVED A MENTAL
HEALTH SCREEN

3.5M

RECEIVED MENTAL
HEALTH EDUCATION

MHA Screening aims to ensure that every person who needs mental health supports can screen and explore their challenges.

We provide information that resonates with individual personal needs and resources that build skills for stability, growth, and resiliency.

Research and Screening: The Forefront of Innovation

Changing Thoughts with an AI Assistant Tool Improved:

- Insights into human-AI interactions.
- Person-centered language models.
- Safe user experiences to evaluate how digital tools can support mental health when workforce shortages impact access to care.

As leaders in mental health and AI, we worked with researchers at the University of Washington to ensure safety and effectiveness of digital tools when using AI for mental health.

85K
ENGAGED
WITH
OUR DIY
TOOLS

MHA's DIY Skill-Building Tools

- Powered by crowd-sourcing, artificial intelligence, and emerging technology.
- Researched as micro-interventions to address the needs of someone who wants help, but doesn't have access to immediate support.



Above (left to right): Ph.D. student at University of Washington Ashish Sharma, MHA Chief Research Officer, Theresa Nguyen, and MHA Director of Digital Solutions Kevin Rushton presenting on AI digital tool engagement.

When you support MHA, you invest in the next generation of leaders.

From **research projects** to **national convenings** to **reports**, we identify advocates and equip them with the **tools and opportunities to lead** at the national level and in their communities.

Young Leaders Council (2022–2023)



Left to right: Rei Scott, Mariama Bah, Savannah Frye, Crystal Widado, Jill King, Maya Nittoor, Jose Caballero
Not pictured: Zain Rasheidi Jackson-Brown, Abdulla Elahi, Faria Tavacoli

MHA's 2023 Youth and Peer Leadership Programs

~9K

PEOPLE
ACCESSED
MHA'S YOUTH
REPORTS

436

YOUTH POLICY
TOWN HALL
ATTENDEES

65

YOUNG PEOPLE
EMPOWERED
AS NATIONAL
LEADERS

Young Leaders Council Impact Stories

“The people in the group became my friends, my confidants, my mentors, and my heroes. They were open about their own recovery journeys, and that, in turn, made me feel safe enough to be open about mine.”

–Savannah Frye



“My understanding of advocacy evolved over time. I realized that advocacy meant more than just awareness; it meant providing tangible solutions.”

–Mariama Bah

Amplifying Youth Voices

Youth Peer Support Action Summit

We partnered with Doors to Well Being to co-host the **first of its kind** national Youth Peer Support Action Summit, designed to build community and elevate programs and practices.

Sold out with **500** registrants!

Co-led by **10** young people

Empowered and featured over **60** speakers



YOUTH

POLICY ACCELERATOR

In 2023, we launched our Youth Policy Accelerator, a national program that partners with young people to advance youth policy priorities.

Our first cohort of 10 leaders from across the country:

- Co-created national youth peer support policy priorities.
- Spoke at a national convening.
- Built a coalition for youth peer support.

Left (From left to right, top to bottom): Tianna Celis-Webster, Edward Sun, Brandon Bond, Saiarchana Darira, Aimee Resnick, Isabel Ohakamma, Dionne Regis, Trace Terrell, Zofia Trexler, Malachi King.

The Bell Seal for Workplace Mental Health

MHA's Bell Seal for Workplace Mental Health is the **first national certification program** to recognize U.S.-based employers committed to supporting a mentally healthy workforce.



Barilla was among the employers certified at the platinum level in 2023.

IN 2023:

168

BELL SEAL CERTIFIED EMPLOYERS

3M

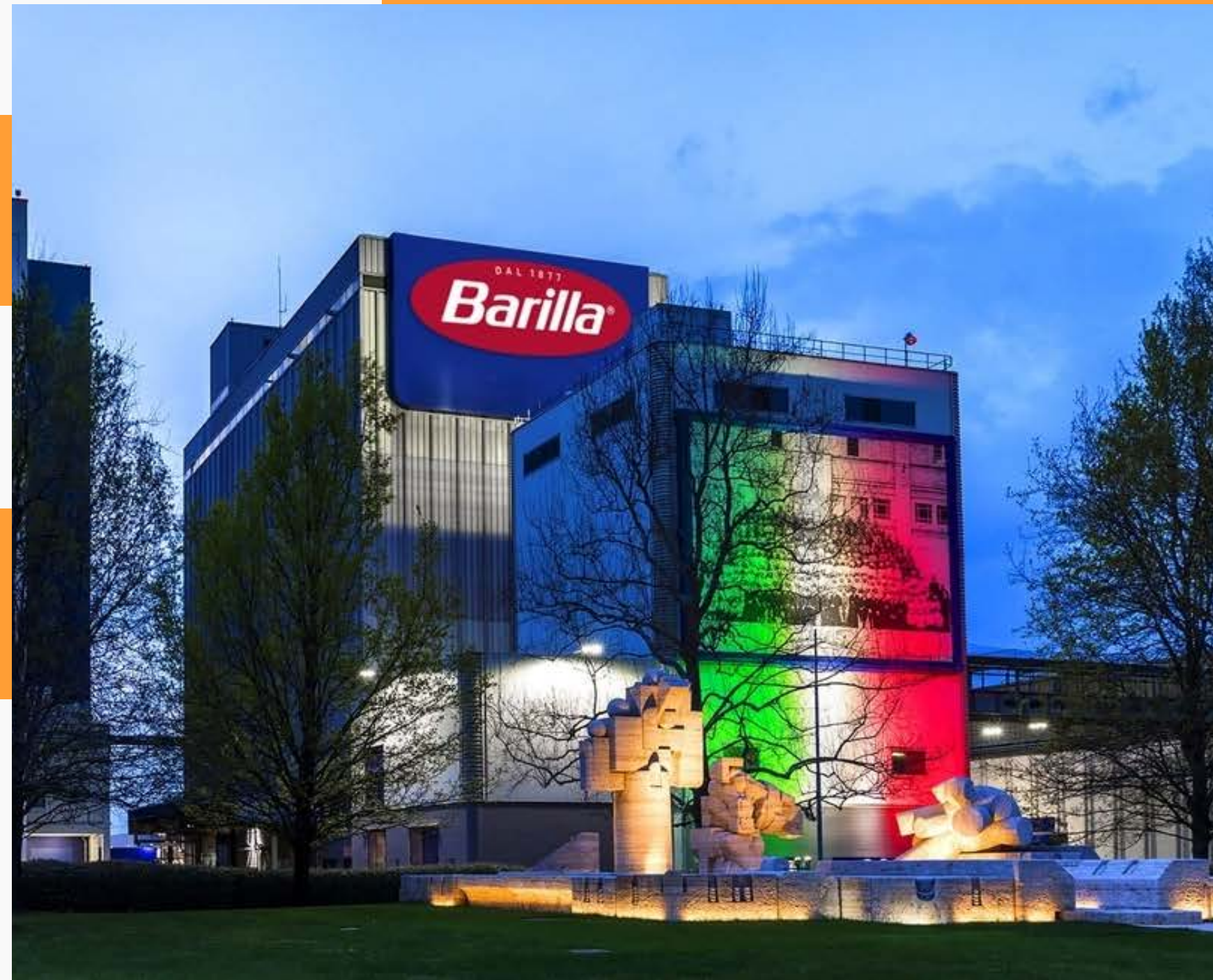
CERTIFIED WORKERS COMBINED

44K

IN UNRESTRICTED REVENUE

99%

RECOMMEND THE PROGRAM



Our Work Health Survey

We meet employers and workers where they are.



Annual Work Health Survey

- Helps determine the current state of worker mental health and well-being in the U.S.
- Informs effective practices that support mentally healthy work environments.

Measured the perceptions of nearly
26K workers across **17** industries.



Our findings showed that workers thrive in environments where their identities are **represented, acknowledged, valued, and trusted**. It's important that leadership teams demonstrate these values.

Mental Health Month 2023: Look Around, Look Within

For Mental Health Month in 2023, we focused on how an individual's environment and surroundings can impact their mental health.

Our toolkit and activities provided free, practical resources to introduce mental health topics like recognizing warning signs, knowing factors that can lead to mental health conditions, and seeking help.



10.2B

MEDIA IMPRESSIONS



125M

PEOPLE REACHED



60K

TOOLKIT DOWNLOADS

Public Education Webinars 2023

Topics Included:

- Technology
- Environmental impacts
- Chronic health conditions
- Youth and young adult mental health
- Overcoming mental health disparities in underserved communities

39

WEBINARS

**MAY IS
MENTAL
HEALTH
MONTH**

TAKE SOME TIME TO
LOOK AROUND, LOOK WITHIN

87

SPEAKERS

19K

RECORDING
VIEWS

11K

LIVE
PARTICIPANTS

Policy and Advocacy in 2023

We advance mental health priorities in federal policy.

Policy Wins

- Introduced the bipartisan, bicameral **Peers in Medicare Act** in Congress to expand coverage of peer support services in Medicare.
- **Ushered the passage of two major bills** through the Senate HELP Committee on behavioral health and primary care.
- These two bills would authorize SAMHSA to **provide grants to schools for peer-to-peer counseling** programs and require community health services to **offer behavioral health services as part of primary care**.

MHA ACTION ALERTS

3,351

LETTERS SENT TO CONGRESS

2,746

COMMENT LETTERS SENT TO FEDERAL REGULATORS



Above: Senior Director of Policy and Advocacy, Caren Howard, leading a Congressional briefing on peer support services.



Above: Keris Jän Myrick (left) and Mary Giliberti (right) after testifying before the Senate Finance Committee about “ghost networks” and provider directory inaccuracies. They recommended several solutions which passed favorably out of the committee.

Kids Online Safety Act

Reached the **49 Senator threshold** of co-sponsors and passed out of the Senate Commerce Committee.

This holds technology companies accountable for social media harming youth mental health.

Policy and Advocacy in 2023

Advancing State Advocacy with the RPC

Our Regional Policy Council (RPC) is guided by four of our most knowledgeable public policy and executive affiliate leaders. Working alongside MHA staff, they organize grassroots and grass tops advocacy, share information, and facilitate mentorship with affiliates.

In 2023, our meetings centered on **youth voices, access, equity and recovery, and innovation.**



Above: Kathryn Walker, President of the American Association for Psychedelics, speaking at our “Innovating for Now and the Future” meeting.



Above: Mental Health Minnesota Board Chair Patrick Rhone (left) and Executive Director and CEO Shannah Mulvihill (right) presenting Minnesota Senator Melissa Wiklund (center) with the Regional Policy Council Legislator Award.

150 In-person meeting participants in 2023

20 Bipartisan legislators recognized as mental health champions in 2023

Legislative Champions

Each RPC meeting, we recognize state legislators that are mental health and substance use champions. To date, the RPC has recognized over 150 bipartisan champions.

2023 Annual Conference

Our 2023 theme was **Next Gen Prevention** and focused on the health of future generations, systemic reform, young people, and scientific innovations.

NEXT GEN PREVENTION

10.7K
ATTENDEES

140
SPEAKERS

45
BREAKOUT
SESSIONS



Right: Aaron D. Sam, traditional counselor/healer at Tséhootsoóí Medical Center (right) presenting MHA President and CEO Schroeder Stribling with necklace from community.

ATTENDEE

BREAKDOWN

We welcomed a **record number of young people** between the ages of 18-25.

GEOGRAPHICALLY FROM

99 COUNTRIES
50 STATES

71%
Work w/those affected by mental illness

43%
Person with lived experience

23%
MHA Affiliate

42%
Advocate

31%
Family member

25%
C-Suite/
Executive

25%
Provider

Our Outreach News and Social Media

Our social media channels amplify our resources, programs, and services to our community of **over 1 million combined followers**.

In 2023, we did many major print and television interviews with national outlets, including Bloomberg, NPR, The New York Times, The Washington Post, and Forbes.

Bloomberg



The New York Times

63B
NEWS
IMPRESSIONS

20M
SOCIAL MEDIA
IMPRESSIONS

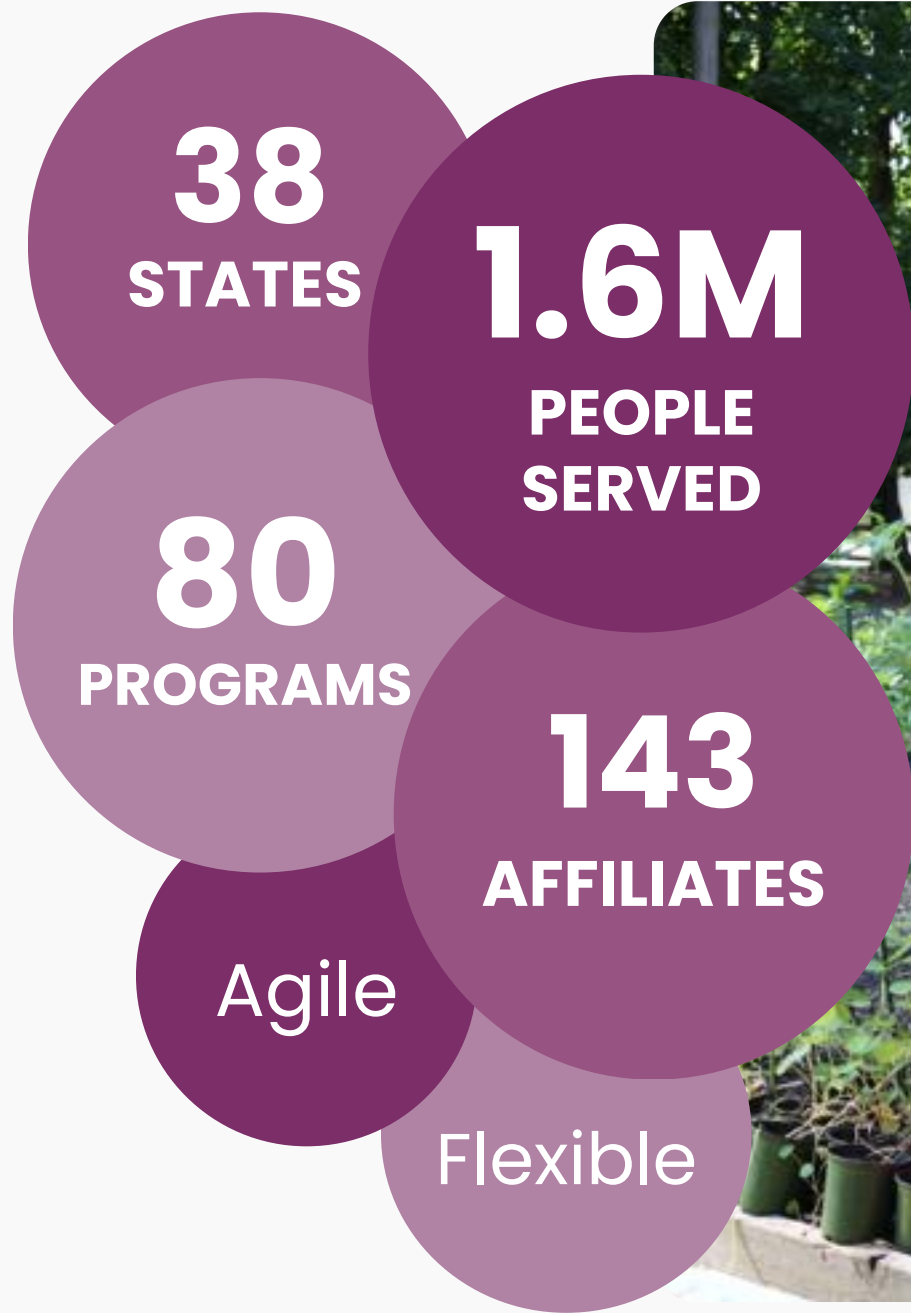


**PRIDE MONTH
INSTAGRAM LIVE**
THURSDAY, JUNE 1
12:00 PM ET
**SPECIAL GUEST
COLTON
UNDERWOOD**


We collaborated with companies like the **Human Rights Campaign** and **Rhone**, and held Instagram Lives with high-profile advocates like Colton Underwood.

Our Network: MHA Affiliates

We conducted a study with McKinley Advisors to understand the impact of our affiliate network in 2023.



Site visit to the Association for Mental Health and Wellness

Our affiliates prioritize community needs and provide tailored support for prevention services.

Average annual revenue of \$900K ranging between \$4K and \$134M

Affiliates have done more with limited resources since COVID-19

Our Network: MHA Affiliates

We launched four Communities of Practice in 2023

\$1.2M

GRANTED TO

33 affiliates
across **19**
states

Housing and Homelessness



Mary Jones

School-Based Services



Ben Harrington

Rural Populations



Renee Norden

Peer Support



Shannah Mulvihill

Above: Community of Practice facilitators
Right: Ribbon cutting for MHA of Dutchess County

Members participate in monthly sessions to learn about best practices, innovative solutions, strategies, and funding opportunities.

The goal is to enhance learning capacity and create a repository of best practices and resources for the field.



Our Network: Our Partners Make It Possible

Our partnerships and outreach initiatives equip us to advance mental wellness while prioritizing mental health equity, centering cultural humility, and elevating the voices of those with lived experience.



9.5K
Requests for information and resources

10+
Community outreach events

\$817K IN FUNDS FROM PARTNERSHIPS

3,000+
Copies of our mental health awareness materials distributed

Above: MHA staff members Niya McCray-Brown (right) and Catherine Reynolds (left) providing information at an outreach event.



Above: MHA Staff Mika Sakamoto (left) and Jackie Menjivar (right) promoting MHA Screening.

In partnership with L.L. Bean, MHA raised an additional \$50K through the "Feel-Good Challenge" that encouraged the community to collectively spend 500,000 hours outside.



The Paychex Foundation partnered with MHA to provide a total of **\$1M** over four years to support **seven MHA affiliates**.



500K
HOURS IN 10 DAYS

Our Network

Clifford Beers Society, Individuals

The Clifford Beers Society is made up of our most ardent and committed individuals and organizational supporters. There are five different levels of individual support — Sustainer, Champion, Ambassador, Advocate, and Friend.

SUSTAINER

Jen Sincero
Edward & Mary Schreck **Platinum Founding Member**

CHAMPION

Ravikumar Koli

AMBASSADOR

Stephen Enochson
Jim Ferrare
Troy Jones
Ann Mattingly
Richard McClure
Julie Menzin
Russ Petrella
Manny Reiser
Anne Swan
Molly Van Ort **Gold Founding Member**

ADVOCATE

Morra Aarons
James Michael Berch
Peter Carson
Griffin Coulter
Aimee Falchuk
Jana Friedman

Laura Kennedy
Deborah Landesman
Marie Morilus-Black
James Murphey
Gertrude Niehans **Bronze Founding Member**
William Randall
Alice Regot
John Shuchart
Travis Smith
Chuan-Wei Sun

FRIEND

Jack Akester **Platinum Founding Member**
Amy Aliazzo
Ken & Colleen Bevenour
Glen Blair
Ann Boughtin **Bronze Founding Member**
Jennifer Bright
Nancy Bright
J Kamala Bucker
Rachael Cecilio
Caleb Chacha
Bonnie Cook
Doug Deitch
Alexander DeLeon
Barbara Dijker
Adair Dingle
Sachin Doshi
Kana Enomoto
Shamiram Feinglass
Carrie Fox
Bernard Friedman
Jennifer Gager
Kenneth S Gallant
Herman Geiser

Mary Giliberti
Paul & Pam Gionfriddo
Stephen Gohmann
Cynthia Goto
Jodina Grande
John Grant
Glenn Grindlinger
Marian Hayes
Rachel Hertzberg
Mark Heyrman **Bronze Founding Member**
Michael House
Daniel Jandernoa
Sofia Jarvis
Darren Johnston
Steven Kahn
James Kane
Owen Kelly
Jessica Kennedy
Jennifer Koche
William Krepick
Gretchen Kroll
Kathleen And Michael Kyllonen
Francis Landolf
Courtney Lang
Michael LeVan
Tye Lidman
Sarah Lund
Jennifer Madsen
Tania Magendran
Pierluigi Mancini
Robert Mangum
Blake Matthews
Robert McGarrath
Aaron McGuire
Heather McKay

Mary Kate and Alex Meder
Clare Miller
Nikhil Munshi
Cristopher and Stephanie Munson
Emma Murphy
Luis and Janie Perez
Brian Pettigrew
Clif Petty
Erin Phillips-Stailey
Debbie & Michael Plotnick **Bronze Founding Member**
Jason Qu
Alexander Queen
Sara Saz
Kathleen Schaub
Stacy L and David W Schulz Family
Shailen Sehgal
Frank Seidman
David Shern **Platinum Founding Member**
Heather Sirdashney
Matthew Sise
Cory Sise
Nicole Bennett Smith
Kristina Smith
Tom Starling
Schroeder Stribling
Davis Talton
David Theobald **Platinum Founding Member**
Ted Trabert
Susan Vitale
Anthony Weil
Louise Widmer
Craig Wilson
Robert Witt
Kenneth Woodson
Donna Zalewski



Our Network

Clifford Beers Society, Corporate

The Clifford Beers Society is made up of our most ardent and committed individuals and organizational supporters. There are five different levels of corporate support — Diamond, Platinum, Gold, Silver, and Bronze.

Our 2023 Corporate Clifford Beers Society Members were:

DIAMOND

Janssen **Gold Founding Member**
Teva

PLATINUM

Axsome
Compass
Karuna
Myriad
Neurocrine
Otsuka

GOLD

Biogen
Cerevel
Lundbeck **Silver Founding Member**
Merck
Sage
Sumitomo
Takeda **Silver Founding Member**

SILVER

Acadia
Boehringer-Ingelheim
Intra-Cellular

BRONZE

Alkermes
BIO
FaegreDrinker
Rogers Behavioral Health



GETTING INVOLVED

1 BE 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.

2 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.

3 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.

4 FOLLOW US ON SOCIAL MEDIA

 @mentalhealthamerica
 @mentalhealthamerica
 @mentalhealtham

Inspired by our work? Here are 4 ways you can start getting involved with Mental Health America.

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.

For our financial statements, please visit:
www.mhanational.org/financial-information-annual-reports