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MHA 2023 Annual Report
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.
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.

Education & Workplace

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

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.

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

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

- 3,351 Letters sent to Congress
- 10.7K MHA Conference attendees
- 436 Youth Policy Town Hall attendees
- 9.5K Requests for information and resources from the public
- 9K Accessed MHA’s youth reports
- 60K Mental Health Month toolkit downloads

IMPACT

- $817,000 Received in funds from partnerships
- $1,200,000 Granted to 33 affiliates

Communications

- 20M Social media impressions
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
Jennifer Gager
Ben Harrington
Dwight Hollier
Courtney Lang
Gustavo Loera
Sarah Griffith Lund
Jen Madsen
Art McCoy
Clare Miller
Keris Myrick
Russ Petrella
Jason Qu

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

Below: Jenifer Gager (left) and Jen Madsen (right)
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 received a mental health screen
- 6.5M received mental health education
- 3.5M reached

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.
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.

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.

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.

85K ENGAGED WITH OUR DIY TOOLS

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
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

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.

IN 2023:

168 BELL SEAL CERTIFIED EMPLOYERS

3M CERTIFIED WORKERS COMBINED

44K IN UNRESTRICTED REVENUE

99% RECOMMEND THE PROGRAM

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

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

10.2B
MEDIA IMPRESSIONS

125M
PEOPLE REACHED

39
WEBINARS

60K
TOOLKIT DOWNLOADS

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**

- **LETTERS SENT TO CONGRESS**
  - 3,351

- **COMMENT LETTERS SENT TO FEDERAL REGULATORS**
  - 2,746

**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.

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.

In-person meeting participants in 2023

- **150**

Bipartisan legislators recognized as mental health champions in 2023

- **20**
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 Tséhootsooi 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

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

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.

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

38 STATES

1.6M PEOPLE SERVED

80 PROGRAMS

143 AFFILIATES

Agile

Flexible

Site visit to the Association for Mental Health and Wellness
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: MHA Affiliates
We launched four Communities of Practice in 2023

- 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

$1.2M GRANTED TO
33 affiliates across 19 states
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.

$817K IN FUNDS FROM PARTNERSHIPS

9.5K Requests for information and resources

10+ Community outreach events

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

In partnership with LL 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.
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**
- 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

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

**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
- Bob Davison
- Doug Deitch
- Alexander DeLeon
- Barbara Dijker
- Adair Dingle
- Sachin Doshi
- Kana Enomoto
- Shamiram Feinglass
- Corrie Fox
- Bernard Friedman
- Jennifer Gager
- Kenneth S Gallant
- Herman Geiser

**MARY GILBERTI**
- 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 McGarrah
- Aaron McGuire
- Heather McKay

**MARY KATE AND ALEX MEDER**
- Clare Miller
- Nikhil Munshi
- Christopher and Stephanie Munson
- Emma Murphy
- Luis and Janie Perez
- Brian Pettigrew
- Cliff Petty
- Erin Phillips-Stailey
- Debbie & Michael Plotnick Bronze Founding Member
- Jason Qu
- Alexander Queen
- Sara Saz
- Kathleen Schaub
- Stacy L and David W Schultz Family
- Shallen Sehgal
- Frank Seidman
- David Shern Platinum Founding Member

**MORRA AARONS**
- James Michael Berch
- Peter Carson
- Griffin Coultier
- Aimee Falchuk
- Jana Friedman

**JEN SINCERO**
- Edward & Mary Schreck Platinum Founding Member
- 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

**SUSAN VITALE**
- Anthony Weil
- Louise Widmer
- Craig Wilson
- Robert Witt
- Kenneth Woodson
- Donna Zalewski

**MHA 2023 ANNUAL REPORT**
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

**Silver**
- Acadia
- Boehringer-Ingelheim
- Intra-Cellular

**Bronze**
- Alkermes
- Bio
- FaegreDrinker
- Mental Health Association (formerly Mental Health Association of Essex and Morris)
- Mental Health Association of East Tennessee Bronze Founding Member
- Mental Health Association in Indiana River County
- Mental Health Association of Monmouth County
- Mental Health Association in New Jersey Bronze Founding Member
- Mental Health Association in New York State
- Mental Health Association Oklahoma
- Mental Health Partnerships
- MHA of Indiana Bronze Founding Member
- MHA of Los Angeles Platinum Founding Member
- MHA of the MidSouth Bronze Founding Member
- MHA of Palm Beaches
- MHA of Southeast Florida
- Rogers Behavioral Health

**Gold**
- Biogen
- Cerevel
- Lundbeck Silver Founding Member
- Merck
- Sage
- Sunovia
- Takeda Silver Founding Member
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

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

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

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