

Shaping the future of mental health



2024 ANNUAL REPORT

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Letter from the CEO



Schroeder Stribling

Mental Health America CEO & President

As I reflect on 2024, I am both humbled and inspired by the tremendous progress we have made together in advancing the mental health and well-being of all people.

This is a consequential moment for mental health, and our mission has never been more urgent. At Mental Health America, we remain committed to ensuring that everyone has access to quality behavioral healthcare—regardless of economic circumstance, where in the U.S. they live, or what they look like. Our comprehensive strategy to achieve this vision includes direct services, public education, research, advocacy, and public policy. As always, we prioritize community-driven solutions, equitable access to quality care, and a proactive public health approach focused on early intervention and a holistic view of well-being.

This year, we embraced innovation with our digital tools and screening program, leveraging AI technology to support peer supports for substance use disorders. We expanded our youth programs and advocacy efforts, partnering with the next generation by hosting the first-of-its-kind summit on social media and mental health, for and led by young leaders. We advanced key policies at the federal and local levels, and achieved numerous other significant milestones.

None of this would have been possible without the unwavering support of our partners, donors, Board, and staff. Together, we are building a movement that not only prioritizes early intervention to address mental health challenges, but also advances a future focused on whole-person health.

As we look ahead to 2025, we remain steadfast in our belief that mental healthcare must be available to all, not a privilege for some. There is still much to do—and I am confident that, with your continued partnership, we can create a future where everyone has access to the care and resources they need to thrive.

Thank you for being an essential part of this journey. Your dedication fuels our work and gives hope to millions.

Schroeder Stribling

Company Overview



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.

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.

Board of Directors

Chair of the Board
Pierluigi Mancini

Chair-Elect
Kana Enomoto

Immediate Past Chair
Jennifer Bright

Secretary/Treasurer
Jason Qu



(Left to right) Top: Jennifer Bright, Pierluigi Mancini; Bottom left: Shelby Rowe, Madhuri Jha
Middle right: Courtney Lang, Keris Myrick; Bottom right: Ben Harrington, Jenifer Gager

Directors

John Boyd
Steven Chan
Bonnie Cook
Robert Davison
Aimee Falchuk
Merrill Friedman

Jenifer Gager
Ben Harrington
Madhuri Jha
Mahmoud Khedr
Courtney Lang
Olivia Lubarsky

Sarah Griffith Lund
Jen Madsen
Clare Miller
John Mize
Keris Myrick
Russ Petrella

2024 Snapshot

Impact

6M Mental health screens taken

3M Received mental health education support

271 Organizations certified by the Bell Seal for Workplace Mental Health program

Reach

41.4B	200M	1.18M+	1,500
Potential news reach	Reached through 3 national campaigns	Total followers	Reached via youth town halls

Network

\$1,150,000

Distributed to affiliates via mini grants

137

Total MHA Affiliates

Advocacy



4,931

Letters sent to members of Congress



122

Meetings with Congress and MHA Affiliates on Hill Day



17

Bipartisan legislators recognized as substance use and mental health champions

MHA Affiliates

Thank you for making the incredible work our affiliates do possible with your giving!



Affiliate Highlights

In 2024, MHA welcomed **Mental Health America of Nevada** to its national affiliate network! Amber Galbraith, Chair of MHA of Nevada Board, expressed her appreciation for this opportunity and reiterated her dedication to serving all residents of Nevada.

The Communities of Practice held **45 meetings** featuring **20 speakers**, addressing topics such as housing and homelessness, peer support, rural populations, and school-based services.

\$1,150,000

Distributed to affiliates through the mini grants program

\$100,000

Set aside for a new Affiliate Disaster Assistance Fund

Affiliate Day Attendance

100+

In-person
Affiliate Staff

3K+

Virtual
Attendees

SHAPING THE FUTURE OF MENTAL HEALTH

Youth Leadership

Interested in investing in our next generation of leaders? Email jmenjivar@mhanational.org for more info!

Youth Policy Accelerator



A first-of-its-kind program that equips young people with the skills, opportunities, and resources to advance youth peer support policy. Our 10 YPA members hosted national youth town halls, met with legislators, launched a national policy coalition, and co-authored a data-driven report to help policymakers and advocates take action.

1,500+

People reached via Youth Town Halls

TIME

TIME featured our youth peer support research

Breaking the Algorithm



A project co-led by a team of six youth leaders to create youth-driven recommendations for social media. In addition to holding a national summit, they held three focus groups, conducted a survey with over 1,000 responses, and published a report with final recommendations to make social media more youth mental health friendly.

70+

Experts gathered across sectors for a national summit

1K+

Survey responses from young people

Research & Screening

Celebrating 10 Years of MHA Screening

This year we celebrated 10 years of MHA's Screening Program, which has supported a total of **35 million** individuals with mental health screening since the start of the program.

6M

Mental Health Screens

Taken in 2024 alone

3.5M

Users

Received education support

60K

Views & Downloads

In the first two months of publishing our annual State of Mental Health in America report

280K

Learned Skills

To apply in real life through our digital mental health supports

4K

Clients Served

Via our peer bridger texting program, provided with our affiliates

When you support MHA Screening, you bring hope and help to millions.
Thank you!

Leading in AI

As leaders in AI and mental health, MHA has worked with researchers at the University of Washington to ensure safety and effectiveness of digital tools that use AI for mental health. We finalized our clinical trial on integrating AI into digital tools, providing an entry point into understanding how AI works and what the implications are for an ethical and inclusive approach to AI in mental health.

Public Policy

MHA's 2024 Hill Day was the most successful yet, with a record number of meetings held, resulting in increased appropriations.

MHA had a leading role in the introduction of bipartisan legislation in both the House and Senate during a polarizing time, including the **Peers in Medicare Act**, **Real Providers Act**, **Early Minds Act**, and **Peer-to-Peer Mental Health Support Act**. The **Kids Online Safety Act (KOSA)**, supported by a coalition in which MHA participates, was passed by the Senate and moved through the House Energy and Commerce Committee.

MHA submitted extensive comments and held a town hall encouraging young people to comment on the strong parity rule issued by the Administration. MHA also co-chaired the Mental Health Liaison Group (MHLG) parity workgroup, strategizing meetings and information.



4,931 Letters

Sent to members of Congress



945 Comments

Submitted to Federal regulators



122 Meetings

With Congress and MHA/Affiliates on Hill Day (an MHA record!)

Top Photo: Schroeder Stribling (left) and Tim Clement (right) outside Senator Michael D. Capo's office
 Middle Photo: Lanee Higgins (left), Rep. Lois Frankel (center), and Caren Howard (right) on Hill Day
 Bottom photo: Mary Giliberti (left) and Carole Johnson, former HRSA Administrator (right)

State Policy & Advocacy

Interested in sponsoring an RPC Meeting? Email dplotnick@mhanational.org to learn more!

Regional Policy Council Wins

Thanks to our 11 sponsors, RPC meeting topics in 2024 included youth mental health access, deaths by suicide using firearms, criminalization of people with behavioral health needs, deflection and diversion, peer crisis response, youth peers in schools, and psychedelics.



Above: Rep. Moeller receives the RPC Legislator Champion Award in NOLA from MHA IL Board Member Mark Heyrman.

200+

In-person attendees at RPC Meetings

17

Bipartisan legislators recognized as mental health and substance use champions

2024 included increased advocacy with the GDA, including holding a listening session on the diversity of causes of post-traumatic stress. MHA Advocacy staff testified at a number of hearings on opening new treatments that include psychedelics for the treatment of post-traumatic stress for those in need including, but not limited, to veterans.



Above: Debbie Plotnick presenting at the Police, Treatment, and Community Collaborative (PTACC) Summit in Kenya



Above: Laura Evans, AVP, Public Policy at Vibrant Emotional Health (left) and RPC Speaker Kobe Kelson (right)

SHAPING THE FUTURE OF MENTAL HEALTH

Workplace Mental Health

Your support allows us to help hundreds of companies transform workplace mental health! To get involved, email workplace@mhanational.org

Bell Seal for Workplace Mental Health

For six years, MHA has set the standards for employers invested in workplace mental health through its Bell Seal for Workplace Mental Health recognition and certification program.

↑ **60%** increase in recipients

↑ **83%** retention rate of recipients

271

**ORGANIZATIONS
CERTIFIED**

19

**DIFFERENT
INDUSTRIES**

2-465K

**RANGE IN # OF
EMPLOYEES**

100% recommend the Bell Seal program to other employers



Workplace Wellness Wins

- ◆ Over **2.5K** registrations for workplace wellness webinars
- ◆ **93% satisfaction** from webinar attendees on World Mental Health Day
- ◆ Since expanding our Workplace Wellness Resource Center, it has been visited by **over 10.3K** people.

Public Education

Over 200 million people reached over three nationwide campaigns



MHA conducted 3 nationwide campaigns to elevate mental health with the general public, communities of color, and school-aged youth. We reached over 200 million people collectively through toolkit downloads, website visits, social media, and news coverage.



Held 46 Public Education Webinars:

Hosted our first live book discussion!

13K YouTube views

10K Live attendees

52 Articles added/updated



Expanded our digital reach by launching **three new online resource centers** dedicated to addressing the unique needs of **rural communities, individuals in crisis, and women.**

Communications & Media

Our Communications team is proactive in its media outreach, leveraging milestones such as Mental Health Month, founded by MHA in 1949, and reports such as the State of Mental Health in America to earn coverage throughout the U.S.



Mental Health Month Impact

556.6K FACEBOOK IMPRESSIONS

1.48M INSTAGRAM IMPRESSIONS

↑ 94.5% from 2023

TOTAL FOLLOWERS

1,187,932

↑ nearly 100K from 2023

Positioning MHA as the leading authority on mental health, we earned favorable press in large news outlets including the New York Times, the Washington Post, and Wall Street Journal, and Time.

The New York Times

STAT

The Washington Post

THE WALL STREET JOURNAL.

Media mentions

23.7K

Potential news reach

41.4B

Blog posts

40

Partnerships

Our partnerships make the work we do possible. To learn more about partnering with us, email: info@mhanational.org

Happy Color Partnership

Partnering with the digital color-by-number app Happy Color, MHA co-curated a collection of affirmational coloring pages that highlighted the mental health benefits of coloring. This partnership not only introduced MHA's resources to a new audience but also **raised over \$100,000** from Happy Color to support MHA's mission and fund community arts events hosted by affiliates



Stock of **25,000** Mental Health Awareness Bracelets was depleted within just **30 minutes** of launch.

Rural Mental Health Hub with West Fraser

With the support of West Fraser, a global wood products company, we launched the Rural Mental Health Hub -- a comprehensive resource spotlighting rural communities' unique mental health challenges. Five MHA affiliates received mini-grants totaling **\$240,000** that **expanded mental health programming in rural areas** near West Fraser locations, amplifying support where it's needed most.

MHA Conference



Highest Attendance To-Date!

900+

In-person attendees

3,100

Virtual attendees

45

Countries represented



42 BREAKOUT SESSIONS

Inaugural Expo Hall Sold Out!

Surveys rated the 2024 Conference as one of the best they have attended!



Interested in our sponsorship options? Contact events@mhanational.org for info!

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

Edward & Mary Schreck
Platinum Founding Member

CHAMPION

Merrill Friedman

AMBASSADOR

Stephen Enochson
Jim Ferrare
Jacob Gordan
Troy Jones
Richard McClure
Julie Menzin
Russell Petrella
Sharmila Ravi
Manny Reiser
Anne Swan
Molly Van Ort
Gold Founding Member

ADVOCATE

Morra Aarons-Mele
Peter Carson
Griffin Coulter
Lauren Dube
Aimee Falchuk
Glenn Grindlinger
Laura Kennedy
Carrie Krebs
Kathleen And Michael Kyllonen
Gertrude Niehans
William Randall
Kathleen Schaub
Cory Sise
Travis Smith

FRIEND

Jack Akester
Platinum Founding Member

Stuart Allen
Christine Bartos
Ken & Colleen Bevenour
Ann Boughtin

Bronze Founding Member

Nancy A Bright
Jennifer Bright
Caleb Chacha
Steven Chan
Maddy Churches
Bonnie Cook
Robert Davison
Doug Deitch
Sachin Doshi
Kana Enomoto
Bernard Friedman
Jenifer Gager
Herman Geiser
Mary Gilberti
Paul & Pam Gionfriddo
Stephen Gohmann
Cynthia Goto
Jodina Grande
John Grant
Angela Hall
Ben Harrington
Marian Hayes
Mark Heyrman
Bronze Founding Member
Dwight Hollier
Sofia Jarvis
Barbara Johnston
David Kampff
James Kane
Owen Kelly
Jessica Kennedy
ames Kieffer
Justin Koslosky

William Krepick
Gretchen Kroll
Francis Landolf
Courtney Lang
Tye Lidman
Xiaojun Liu
Sarah Lund
Jennifer Madsen
Tania Magendran
Pierluigi Mancini
Enrique Matta
Blake Matthews
Robert McGarrah
Aaron McGuire
Mary Kate & Alex Meder
Clare Miller
Nikhil Munshi
Emma Murphy
Gertrude Niehans

Bronze Founding Member

Luis and Janie Perez
Erin Phillips-Stailey
Debbie & Michael Plotnick
Bronze Founding Member
Jason Qu
Andrew Rubin
Sara Saz
Kathleen Schaub
Stacy L and David W Schulz Family
Shailen Sehgal
Frank Seidman
David Shern

Platinum Founding Member

Cory Sise
Kristina Smith
Bill Smith
Schroeder Stribling
Zeeshan Syed
David Theobald
Platinum Founding Member

Tedd Trabert
Matthew Vann
Susan Vitale
Edward Walsh Jr
James Williams
Craig Wilson
Robert Witt
Kenneth Woodson

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.

DIAMOND

Janssen
Gold Founding Member
 Merck
 Teva

PLATINUM

Axsome
 Boehringer Ingelheim
 Compass
 Karuna Therapeutics
 Myriad
 Neurocrine
 Otsuka
 Sumitomo

GOLD

Cerevel
 Lundbeck
Silver Founding Member
 Sage-Biogen

SILVER

Acadia
 Intra-Cellular Therapies, Inc.
 Takeda
Silver Founding Member

BRONZE

Alkermes
 Biotechnology Innovation Organization
 FaegreDrinker
 Mental Health Association
 (formerly Mental Health Association of Essex and Morris)
 Mental Health Association in Indian River County
 Mental Health Association in New Jersey
Bronze Founding Member
 Mental Health Association in New York State
 Mental Health Association of East Tennessee
Bronze Founding Member
 Mental Health Association of Monmouth County
 Mental Health Association Oklahoma
 Mental Health Connecticut
 Mental Health Partnerships
 MHA of Indiana
Bronze Founding Member
 MHA of Los Angeles
Platinum Founding Member
 MHA of Southeast Florida
 MHA of the MidSouth
Bronze Founding Member
 MHA of the Palm Beaches
 Neuromora Therapeutics

Interested in becoming a Clifford Beers Society Member?

Reach out to Jennifer at
jmolina@mhanational.org
 for more information!

Getting Involved

BECOME A RECURRING DONOR

Provide consistent support for MHA's mission to ensure mental health resources reach those who need them by making a personally meaningful monthly donation.

JOIN OUR ADVOCACY NETWORK

Get alerts and learn how to inform elected officials about critical mental health and substance use issues in your community by visiting mhanational.org/issues/advocacy-network.

FUNDRAISE FOR MHA

Whether it's a pickleball tournament, bake sale, or livestream, your event can make a real impact.

Reach out to Jennifer at jmolina@mhanational.org to explore ideas.

BECOME A CORPORATE PARTNER

Collaborate with us to support impactful initiatives like MHA's screening program, youth initiatives, Workplace Mental Health projects, or sponsoring MHA's Conference. Contact info@mhanational.org to explore partnership ideas.

FOLLOW US ON SOCIAL MEDIA



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This Mental Health America Annual Report is dedicated to YOU.

We are grateful for your support and advocacy.

For our financial statements, please visit:

www.mhanational.org/financial-information-annual-reports