



# ANNUAL REPORT | 2025

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# A LETTER FROM MHA'S INTERIM PRESIDENT & CEO

Since its founding in 1909, Mental Health America (MHA) has led the effort to advance the mental health and well-being of all people living in the United States. More than 100 years later, this mission stands unwavering and more important than ever.

This past year marked a significant period of transformation across our country, the mental health field, and organizationally. We know that this has been a difficult year for many of the people and communities that we serve. Yet through every obstacle and opportunity, I have remained inspired and heartened by the collective actions of MHA's affiliates, partners, advocates, staff, and mental health champions like you.

**Together, we met the moment with heart and hope, and made crucial progress to protect and advance the mental health and well-being of all.**

In 2025, thousands of people raised their voices in response to MHA's Action Alerts, catalyzing meaningful policy changes that will improve the lives of people with mental health conditions and their loved ones. Our dedicated affiliates continued to deliver lifesaving, locally-tailored care in communities across the country. And through MHA's screening, public education, and other programs, we reached millions of people with the right support at the right time — meeting them wherever they were on their path to mental health and well-being.

As we look to the future, MHA will continue to fight for all people to have the coverage, care, and community that they need to thrive. We are excited to explore innovative opportunities to promote mental health, expand access to services, care for people as whole people (connecting mind and body), and usher Mental Health America into its next chapter of impact.

**Thank you for your continued support and for everything you do to advance mental health for all. This progress would not be possible without you,** and I look forward to continuing to carry out our shared mission together.

*Dr. Mancini served as chair of Mental Health America's board of directors from July 1, 2024 to December 31, 2025. He stepped into the role of interim president and CEO on January 1, 2026.*



# ORGANIZATION OVERVIEW



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## Vision

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

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## 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

June 2024 - June 2025



Top row (left to right): Shelby Rowe, John Boyd, Pierluigi Mancini, Schroeder Stribling, Sarah Griffith Lund, Ben Harrington, Renee Schneider, Olivia Lubarsky, Jenifer Gager, Courtney Lang, Clare Miller. Bottom row (left to right): Mark Heyrman, Steven Chan, Kana Enomoto, Madhuri Jha, Robert Davison, Jason Qu, Mahmoud Khedr.

## Directors

John Boyd	Courtney Lang
Steven Chan	Olivia Lubarsky
Bonnie Cook	Sarah Griffith Lund
Robert Davison	Jen Madsen
Aimee Falchuk	Art McCoy
Merrill Friedman	Clare Miller
Jenifer Gager	John Mize
Ben Harrington	Keris Myrick
Madhuri Jha	Russ Petrella
Mahmoud Khedr	Shelby Rowe

**Chair of the Board:**  
Pierluigi Mancini

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**Immediate Past Chair:**  
Jennifer Bright

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**Chair-Elect:**  
Kana Enomoto

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**Secretary/Treasurer:**  
Jason Qu

# 2025 SNAPSHOT

## OUR IMPACT



# 4.2M

mental health screens taken

 **\$1.1M**  
distributed to affiliates via mini grants

**120M**  
people reached through 3 national campaigns

**588K+** people served who were struggling with addiction

**21.5K**  
people reached through live learning events

 **15**  
bipartisan legislators recognized as substance use and mental health champions

**30K+** disaster relief resources distributed to those most affected

**360**  
Bell Seal awardees

**4,000** people received services and support through Community Impact Zone grantee programs

### ADVOCACY & POLICY

**15K**  
emails sent to congressional offices responding to H.R. 1

**702**  
comments submitted to CMS for the 2026 Physician Fee Schedule

**1.1K**  
downloads of reports authored by young leaders on advocacy, action, and state peer support policies

### COMMUNICATIONS

**790M**  
people potentially reached by news coverage of MHA's State of Mental Health in America report

**1.25M**  
followers across all MHA social channels

# MHA AFFILIATES

MHA supports a national affiliate network made up of over 130 community-based organizations that provide locally tailored mental health services, information and referral services, psychosocial services, and advocacy in states and communities across the U.S.



## Affiliate Day at MHA's Conference



## Mini grant program

These funds play a crucial role in **empowering our affiliates** to expand their services.



## Affiliate spotlight

In 2025, MHA welcomed **N Street Village**, a D.C.-based nonprofit dedicated to empowering women who are experiencing homelessness, into our affiliate network. MHA also reintroduced **MHA of Eastern Carolina** as a valued affiliate.

**\$1.1M** GRANTED

TO **24** AFFILIATES  
ACROSS **17** STATES

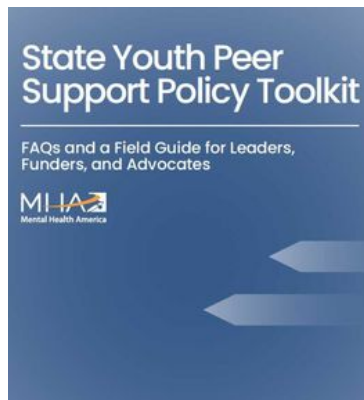
# YOUNG ADULT LEADERSHIP



## Reports and toolkits

In 2025, the Young Leaders Council co-authored a companion toolkit for MHA's State of Mental Health in America report, to help young advocates **turn data into action** in their communities.

MHA's youth leaders also helped shape **one of the first** comprehensive state policy resources on peer support.



**1.1K+** TOTAL REPORT DOWNLOADS

## Young Leaders Council and Youth Policy Accelerator

**550+**  
applicants

**20**  
cohort members

MHA's Young Leaders Council and Youth Policy Accelerator build the next generation of mental health advocates by providing young people with the skills, platform, and network to drive meaningful change in their communities.

# SCREENING, RESEARCH & INNOVATION

In 2025, over **4.2 million** mental health screens were completed through MHA's screening program. MHA's free, anonymous, and clinically-validated screenings help people explore their mental health and connect with personalized information and resources. Through analyzing screening data, MHA identifies key trends in workplace mental health, trauma, disparities, and access to care.

## Education & early intervention for people with addiction

MHA concluded a 3-year project funded by the Elevance Health Foundation.

**589K** total people served who were struggling with addiction

**299K** people received addiction education support

**195K** people took a screening for addiction

**91K** people received single-session digital interventions

**4K** people received ongoing text-based support

## Reports

MHA published two special reports in 2025: "Mental Health in Technology" and "The State of Opioid Overdose and Response in the U.S."



## After using MHA's online "DIY" support tools:

**60%** rated their "hopefulness about controlling future drinking or drug use" at an 8, 9, or 10 out of 10.

**66%** rated their "desire to stop my drinking or drug use" at an 8, 9, or 10 out of 10.

## After reading MHA's screening articles:

**74%** reported feeling "more hopeful about their mental health and/or addiction"

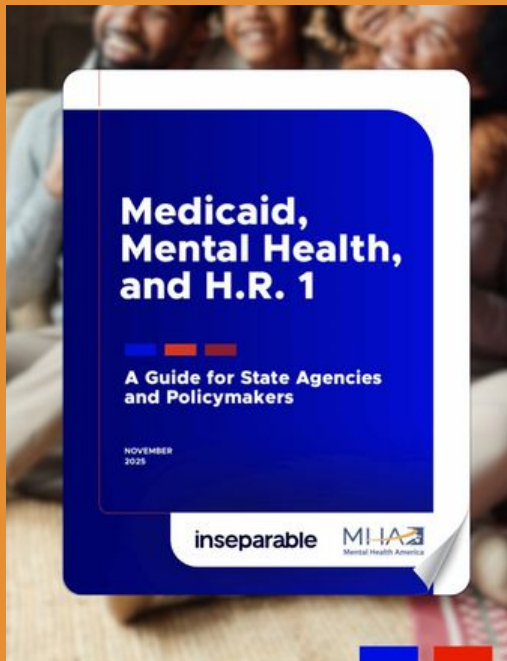
**88%** reported the article helped "increase your knowledge or understanding of mental health/addiction."

# PUBLIC POLICY & ADVOCACY

Mental Health America advocates for legislation and policy that will positively affect the lives of people with mental health conditions and their families.

## Advocating for mental health in H.R. 1

- MHA partnered with Inseparable to host a conference for state Medicaid officials about implementing H.R. 1 in a way that prevents people with mental health conditions from losing Medicaid coverage. We also created a playbook for state Medicaid agencies.
- MHA provided language included in the final version of H.R. 1 that requires states to use data to automatically exempt people with mental health conditions and substance use disorders from the new work requirements. As a result, fewer people will lose their Medicaid coverage when they have a diagnosis of a mental health or substance use condition.



Emails sent to Congressional offices

→ 15,034

Phone calls to Congressional offices

→ 546



## Additional policy wins

MHA worked with bipartisan sponsors to advance numerous bills in 2025, including the reintroduction of the EARLY Minds Act in the House and its introduction in the Senate. This legislation gives flexibility to states to use Mental Health Block Grant funding for preventive and early intervention activities.

Comments submitted to the Centers for Medicare & Medicaid Services (CMS)

→ 702

*These comments supported key changes in the Physician Fee Schedule, which will better support mental health and behavioral health in primary care settings.*

# STATE POLICY & ADVOCACY

MHA’s Regional Policy Council (RPC) brings together state legislators, advocates, policy experts, partners, and leaders from Mental Health America’s affiliate network to advance bipartisan policy solutions that strengthen behavioral health systems nationwide.



## 2025 RPC meetings

The RPC held three in-depth policy meetings in 2025, which coincided with national legislative meetings. Meetings featured thoughtful presentations and crucial discussions on: **advocacy, access, choice in mental health care, practices that work and why, and the future of mental health policy and care.**

2025 had the highest RPC meeting attendance to date

280+

in-person attendees

15

bipartisan state legislators recognized as mental health champions



Thousands of meeting recording downloads

From

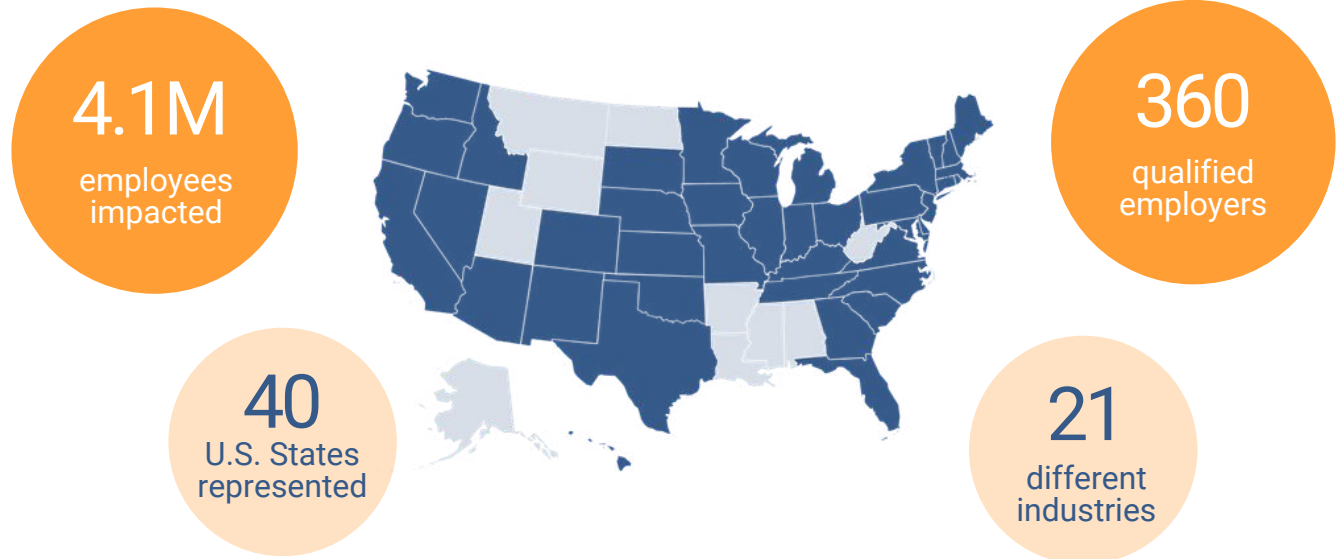
12

states across the country

# WORKPLACE MENTAL HEALTH

For seven years, MHA has set the standards for employers invested in workplace mental health through our Bell Seal for Workplace Mental Health program.

## 2025 Bell Seal snapshot



For the 3<sup>rd</sup> year in a row, **100%** of Bell Seal recipients said that they would recommend the program to other employers.

## Workplace event and report highlights



Our Workplace Wellness session at MHA's Conference reached 1.3K people through both in-person attendance and post-event views.



### WORKPLACE MENTAL HEALTH IN 2025

Trends and Best Practices of Top Employers

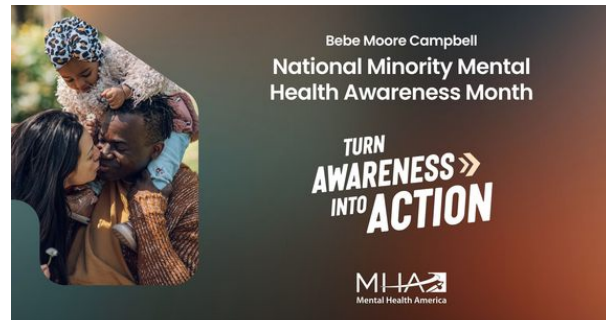
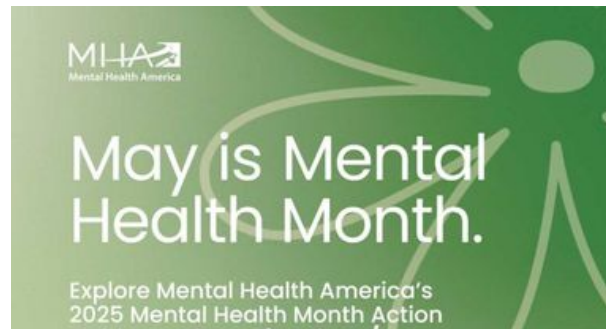


MHA authored a report highlighting actionable insights from leading Bell Seal employers, to strengthen workplace mental health.

# PUBLIC EDUCATION

The Public Education team at Mental Health America (MHA) plays a critical role in promoting awareness, reducing stigma, and equipping individuals and communities with practical tools to support mental health and well-being.

## Turning awareness into action through three nationwide campaigns



OVER 120 MILLION PEOPLE REACHED COLLECTIVELY

38

webinars

13K+

live webinar attendees

8.5K

YouTube views

41

articles added or updated

### New online resource centers:

- Pets and mental health
- Clinical trials
- Back-to-school supports

# COMMUNICATIONS

Mental Health America's communications team identifies and secures meaningful opportunities to increase public awareness of critical mental health topics and MHA programs, across a variety of channels.

The 2025 State of Mental Health in America Report garnered mainstream and local news coverage



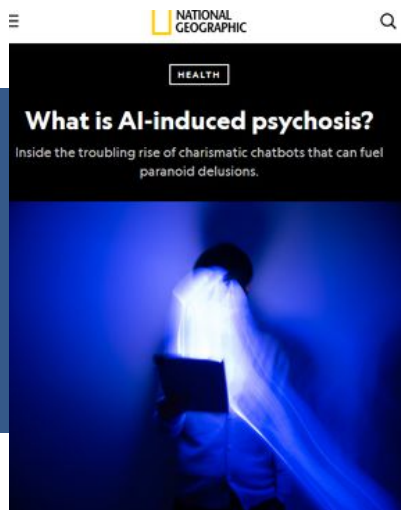
130+

news stories highlighting the report in the first month post-launch

790M

potential people reached\*

Mental Health America experts continue to serve as go-to thought leaders for reporters, helping inform and shape news coverage on important mental health stories.



20M potential people reached\*

70M potential people reached\*

120M potential people reached\*

\*Potential reach estimates the number of people who could have seen a new story. It is based on the unique number of visitors each media outlet or website typically gets in one month, across both desktop and mobile. For the State of Mental Health in America report, the total potential reach is calculated by summing the estimated audience from every outlet that covered the report.

# DIGITAL MARKETING

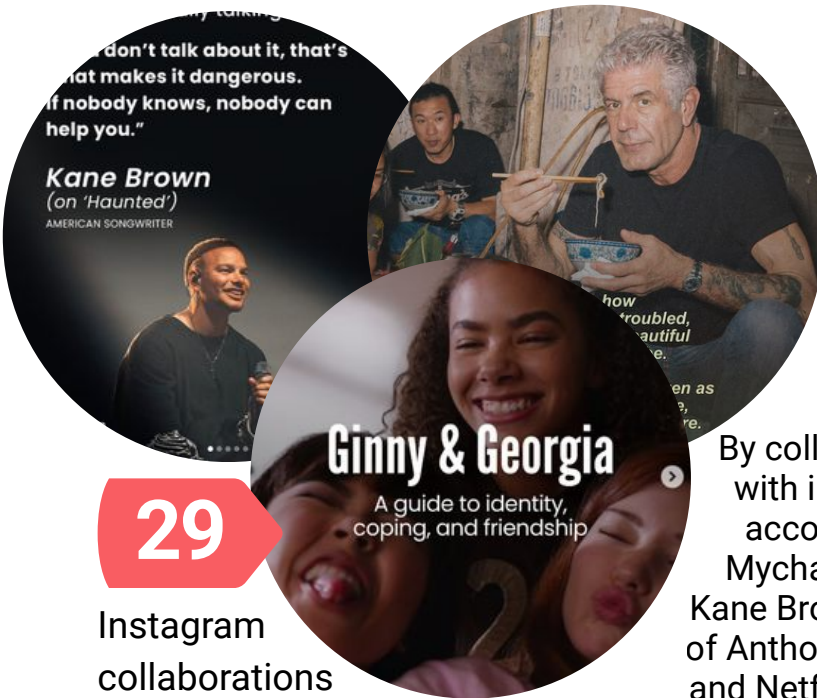
2025 was a record-breaking year for MHA on social media, reaching more people than ever before.

**1.25M** followers across all platforms **↑ 5% from 2024**

**32.9M** impressions

Mental Health Month 2025 was our most successful to date

Views **↑ 66%**  
from 2024



**29**  
Instagram collaborations totalling **5 million** collective views

By collaborating with influential accounts like Mychal Threets, Kane Brown, Friends of Anthony Bourdain, and Netflix's Ginny & Georgia, MHA **connected more people to mental health support** and effectively expanded our reach and audience.



In 2025, Mental Health America launched a redesigned website with many exciting features like a **live translation tool, the mental health learning hub, and a searchable resource center.**

# PARTNERSHIPS & COMMUNITY OUTREACH

MHA's Partnerships and Community Outreach team drives meaningful collaboration with organizations that share our mission and values. Together, we **amplify mental wellness, champion mental health access, and ensure every initiative is shaped by lived experience.**

## Community wellness resources

In collaboration with mental health champions like Citizens, Alkermes, and HABRI, MHA **developed more than 20 new free resources** to empower every community to thrive in every aspect of their health.

20+ new free resources

## Disaster relief with Elevance Health

Fueled by the support of Elevance Health, MHA **provided critical resources to communities impacted by local crises**, including wildfires, hurricanes, and other collective regional events.

30K+ resources distributed to communities impacted by local crises



20+ sites supported by partnership grants

21.5K people reached through live learning events  
*(including both live webinar attendees and views of webinar recordings)*

# COMMUNITY IMPACT ZONES

In 2024, MHA, in partnership with Otsuka America Pharmaceutical, Inc., launched the Community Impact Zones initiative in New Jersey. This program was designed to uplift and amplify community-driven solutions. Through multi-year financial support and technical assistance, it aims to support long-term sustainability and break through systemic barriers that impede progress and mental health access.

## Inaugural New Jersey Community Impact Zone Summit

In 2025, MHA hosted the inaugural day-long New Jersey Community Impact Zone Summit, gathering MHA National staff, community stakeholders, and the four grantee organizations to collaborate on accelerating community-driven mental health solutions.

**\$690K**

distributed through the CIZ-NJ grant program



**4K+**

people received services and support through CIZ grantee programs

## MHA launched the Mental Health Action Box:



An all-in-one resource kit (available in both English and Spanish) for organizations to raise awareness, spark meaningful conversations, and encourage people to check in on their mental health.

**100**

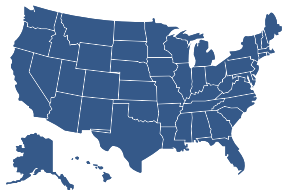
free boxes given to local New Jersey nonprofits

# ANNUAL CONFERENCE

Each year, thousands of mental health advocates unite in Washington, DC, and online for the Mental Health America Conference, an inspiring week of empowerment and innovation. From peers to providers, government officials and media, this dynamic group ignites a collective spark, sharing invaluable knowledge, creating community, and fostering the next wave of advocacy for mental health.



In 2025, MHA's conference welcomed over **800 attendees** in person and **thousands online**.



Attendees came from **all 50 states...**



**...and 99 countries!**



# 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  
David Shern  
Schroeder Stribling

### AMBASSADOR

Stephen Enochson Richard McClure William O'Brian Manny Reiser	Kyle Stromberg Anne Swan Molly Van Ort <b>Gold Founding Member</b>
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### ADVOCATE

James Michael Berch Peter Carson Griffin Coulter Sachin Doshi Aimee Falchuk Kenneth Furst Glenn Grindlinger Laura Kennedy	Gertrude Niehans <b>Bronze Founding Member</b> Jennifer Quinn Thomas Ryan Kathleen Schaub Jeanne Silvers Cory Sise Chuan-Wei Sun
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### FRIEND

Jack Akester <b>Platinum Founding Member</b> Stuart Allen Christine Bartos Ken & Colleen Bevenour Ann Boughtin <b>Bronze Founding Member</b> Nancy A Bright Jennifer Bright Steven Chan Robert Davison Doug Deitch Margaret Donnelley Kana Enomoto Bernard Friedman Jenifer Gager Kenneth Gallant Mary Giliberti Paul & Pam Gionfriddo Stephen Gohmann John Grant Glenn Grindlinger Ben Harrington Marian Hayes Mark Heyrman <b>Bronze Founding Member</b> James Johnson	Mary Jones Bob Kalani David Kampff James Kane Owen Kelly Jessica Kennedy James Kieffer William Krepick Gretchen Kroll Francis Landolf Courtney Lang Tye Lidman Oleg Litvak Sarah Lund Jennifer Madsen Pierluigi Mancini Enrique Matta III Blake Matthews Robert McGarrah Aaron McGuire Mary Mcintosh Mary Kate & Alex Meder Clare Miller Luis Perez	Olivia Peters Erin Phillips-Stailey Steven Pizer Debbie & Michael Plotnick <b>Bronze Founding Member</b> Jason Qu David Ramsey Andrew Rubin Sara Saz Renee Schneider Stacy L and David W Schulz Family Frank Seidman David Shern <b>Platinum Founding Member</b> Bill Smith Peggy Talisse David Theobald <b>Platinum Founding Member</b> Judith Tauscher Tedd Trabert Susan Vitale Angela Watson Craig Wilson Robert Witt Kenneth Woodson Donna Zalewski
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# 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

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**Johnson & Johnson**  
**Teva**  
**Boehringer-Ingelheim**

### PLATINUM

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**Axsome**  
**Compass**  
**Myriad**  
**Neurocrine**  
**Otsuka**  
**AbbVie**

### GOLD

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**Lundbeck** **Silver Founding Member**  
**Takeda**

### SILVER

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**Acadia**  
**Intra-Cellular Therapies, Inc.**

### BRONZE

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**Alkermes**  
**FaegreDrinker**  
**Neuromora Therapeutics**  
**Biotechnology Innovation Organization**  
**Bristol Myers Squibb**  
**Sage**

### BRONZE (AFFILIATES)

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**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**

# GET INVOLVED WITH MHA

## BECOME A RECURRING DONOR

Provide support for MHA's mission and ensure mental health resources continue to reach those who need them by making a monthly donation at <https://mhanational.org/donate/>

## 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](https://mhanational.org/issues/advocacy-network)

## FUNDRAISE FOR MHA

Whether it's a piano concert, corporate fundraiser, or gaming livestream, your event can make a real impact.

Reach out to Jennifer at [jmolina@mhanational.org](mailto: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](mailto:info@mhanational.org) to explore partnership ideas.



## FOLLOW US ON SOCIAL MEDIA

[@MentalHealthAmerica](https://www.instagram.com/MentalHealthAmerica)

This Mental Health America Annual Report is dedicated to YOU.

We are grateful for your support and advocacy.

For MHA's financial statements, please visit: [www.mhanational.org/financial-information-annual-reports](https://www.mhanational.org/financial-information-annual-reports)