



Mental Health America

Who we are

Mental Health America is the nation's leading nonprofit dedicated to the promotion of mental health, well-being, and prevention.

Since 1909, our work has been informed, designed, and led by the lived experience of those most affected.

MHA sets the standards for public mental health advocacy and community-based solutions. Operating nationally and in 130 regions across the country, 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.



Shaping the future of mental health

Our impact and reach in 2025:

1.25M

followers across all social media channels

4.2M

free mental health screens taken

120M

people reached through three nationwide public education campaigns

135K

email subscribers

360

Bell Seal for Workplace Mental Health awardees

130

MHA affiliate organizations across the U.S.

Mental Health America

Workplace Wellness Program

A better workplace starts with better mental health.

Mental Health America is the nation's leader in workplace mental health, helping employers integrate well-being into their business strategy.

Our **Bell Seal for Workplace Mental Health** recognition program, **employee-informed** research, and **Workplace Wellness Resource Center** provide employers with evidence-based solutions to support employee mental health.

Since 2019, we've worked with hundreds of employers, impacting over 5.1 million workers and engaging thousands of HR leaders and wellness champions.



Why workplace mental health matters

Poor worker mental health costs businesses **\$47.6 billion** in lost productivity annually.

Only 5% of employees use Employee Assistance Programs, meaning companies need better solutions.

Mental Health America helps employers build **mentally healthy workplaces** that drive better business outcomes.

Shape the future of workplace mental health while reaching hundreds of employers with your brand.

Gain brand visibility and thought leadership opportunities while helping to create thriving, mentally healthy workplaces.



2026–27 Partnership opportunities

Workplace research or public education initiative \$35,000 – \$75,000

Help fund employee-informed data reports, employer insights, or high-impact public education content. These resources provide essential best practices and benchmarking data for organizations nationwide.

- ✓ **Thought Leadership:** Feature your CEO in the report's foreword with MHA's president.
- ✓ **Brand Visibility:** Logo placement on reports, website, and newsletters.
- ✓ **Exclusive Insights:** Custom data-gathering opportunities in surveys and webinars.

Speaking and event sponsorship \$15,000 – \$45,000

Showcase your thought leadership and expertise with a custom webinar or workshop session. Join MHA experts and industry thought leaders for expanded visibility and reach.

- ✓ **Employer Audience:** Workplace-focused events rank in top three of MHA events.
- ✓ **Brand Visibility:** Your logo in front of 297K+ LinkedIn followers and 12K+ organizations.
- ✓ **Media & Blog Features:** Quotes from your leadership featured in promotions.

Workplace Wellness Resource Center \$12,000 – \$35,000

Support the expansion of our free, evidence-based tools to thousands of HR leaders and wellness champions.

- ✓ **Brand Visibility:** Page visits to WWRC consistently attract 16–20k page views per year.
- ✓ **Social Promotion:** Featured on MHA's LinkedIn (297K+ followers) and newsletters.
- ✓ **Discounted Access:** Waived Bell Seal application fee and discounts on MHA events.

Partner benefits

Let's talk about how to support your workforce.

A partnership with MHA can include offerings that support your organization's employee wellness goals and priorities. We match your most pressing needs with custom solutions that improve the health of your workplace and business.

Leadership

GOAL: Develop, validate, and accelerate strategic decision-making.

Through MHA's Soundboard Sessions and customized reports, we provide advisory support for leadership and HR professionals looking to maximize or expand their workplace wellness investments. Offerings include benchmarking current efforts against industry best practices and strategic navigation of future priorities.

Managers and teams

GOAL: Workshops and public education offerings that improve awareness and increase access to resources and support.

Research shows that managers are the linchpin of worker engagement and well-being. Workshop topics address pain points such as: building a culture of trust, prioritizing prevention and recovery, supporting different worker populations, and more. Other solutions include customizing MHA's award-winning mental health screenings or designing a worker well-being survey.

Employee support groups

GOAL: Leverage best practices for creating effective employee-led prevention strategies.

Colleague-to-colleague support is one of the most effective and cost-saving ways to improve employee health outcomes. We help wellness teams, employee resource groups (ERGs), and mental health advocates develop an action plan that helps your organization achieve its workplace wellness goals and priorities.



High-impact deliverables:

- Customized **benchmarking and assessment reports** using MHA's Bell Seal for Workplace Mental Health
- Tailored **workshops** and **curated content** that leverages evidence-based best practices
- **Action plans** for ERGs and wellness champions
- Custom, anonymous mental health **screenings**
- Free employee **wellness surveys**



Let's build mentally healthy workplaces together.

Join Mental Health America and other leading organizations and companies committed to workplace well-being.

HOT TOPIC

Walgreens



ADP



Explore partner opportunities today!



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