



# Annual Report

2023





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# 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*

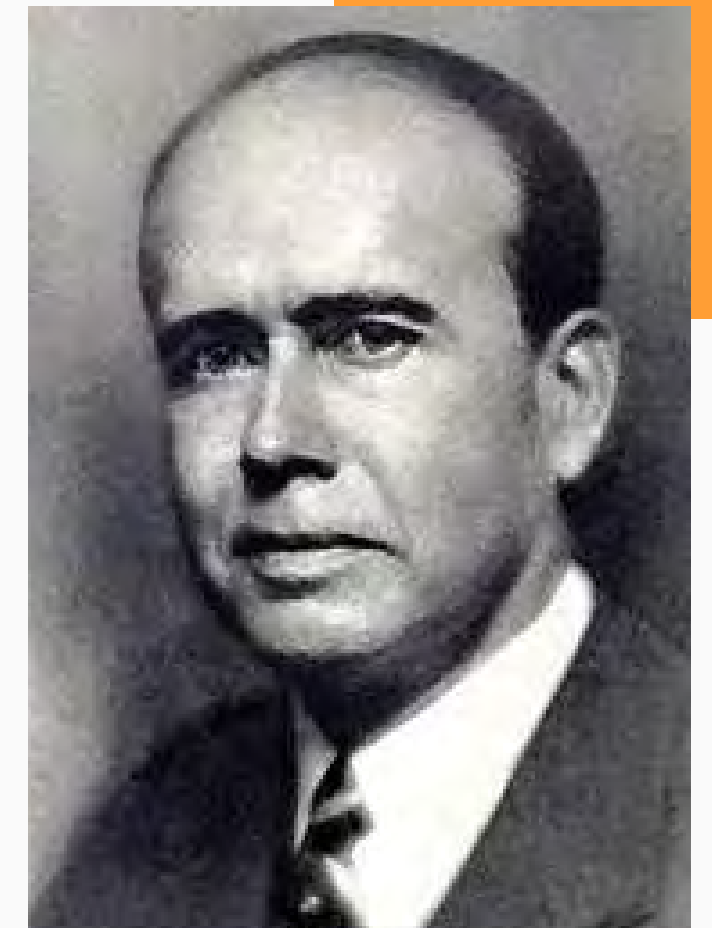


## Mission

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.

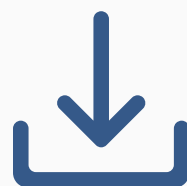
Our toolkit and activities provided free, practical resources to introduce mental health topics like recognizing warning signs, knowing factors that can lead to mental health conditions, and seeking help.



**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: 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.



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

## 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



MHA  
Mental Health America

**PRIDE MONTH  
INSTAGRAM LIVE**

THURSDAY, JUNE 1  
12:00 PM ET

SPECIAL GUEST  
**COLTON  
UNDERWOOD**

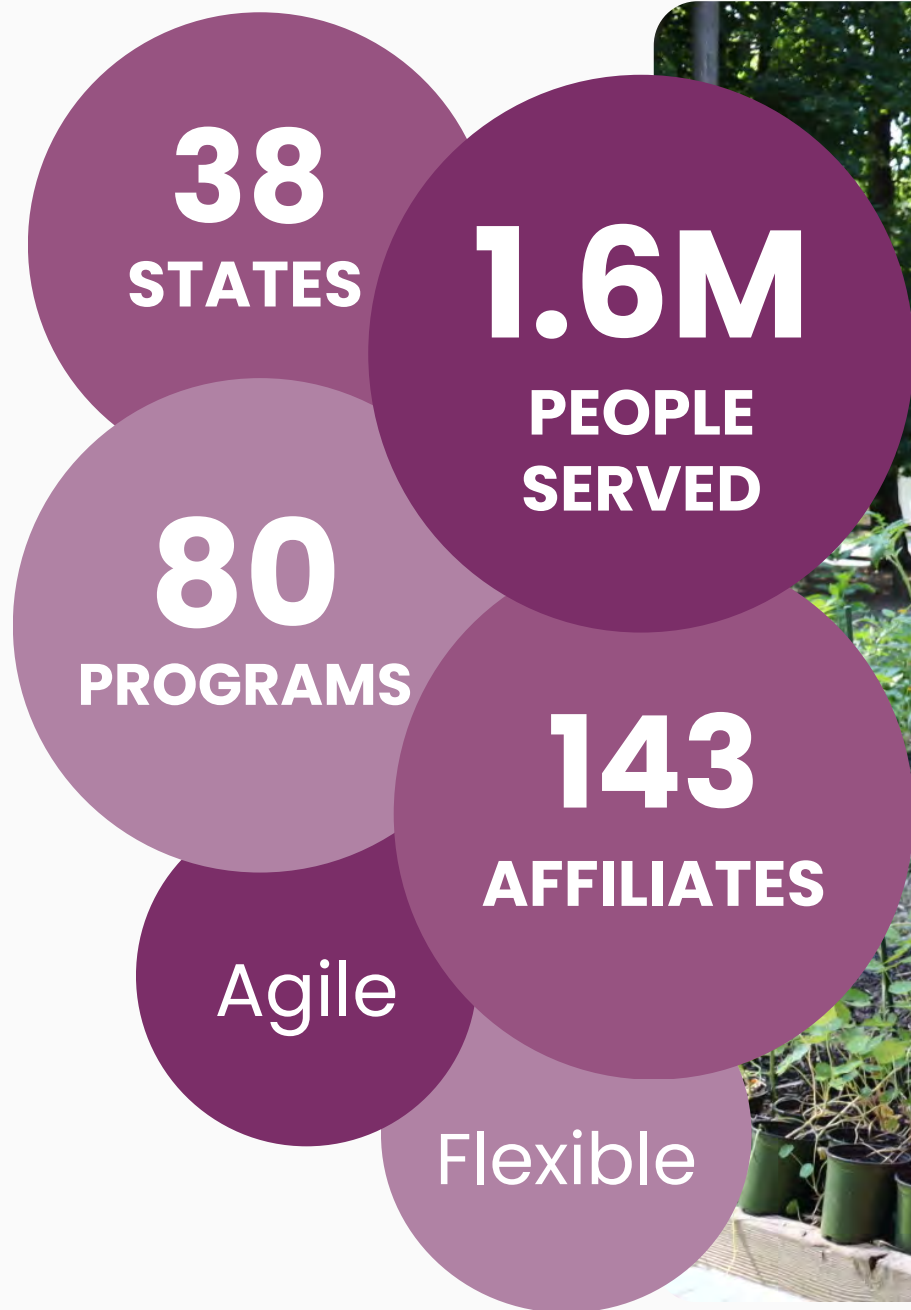


We collaborated with companies like the **Human Rights Campaign** and **Rhone**, and held Instagram Lives with high-profile advocates like Colton Underwood.



# 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	School-Based Services	Rural Populations	Peer Support
			
Mary Jones	Ben Harrington	Renee Norden	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

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

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

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



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



# 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  
Bob Davison  
Doug Deitch  
Alexander DeLeon  
Barbara Dijker  
Adair Dingle  
Sachin Doshi  
Kana Enomoto  
Shamiram Feinglass  
Carrie Fox  
Bernard Friedman  
Jenifer 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 McGarrah  
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  
Mental Health Association (formerly Mental Health Association of Essex and Morris)  
Mental Health Association of East Tennessee **Bronze Founding Member**  
Mental Health Association in Indian 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





# 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](http://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](http://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](http://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](http://www.mhanational.org/financial-information-annual-reports)