

# 2022 Impact Report

A New Frontier in Mental  
Health Philanthropy

**mindful**  
PHILANTHROPY



OVERALL IMPACT

\$45M

total amount of  
funding guided into  
the field to date\*

\*As of 12/31/2022



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## OUR MISSION

Our mission is to catalyze impactful funding in mental health, addiction, and well-being.

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## OUR VISION

We envision a world in which all funders are invested in solutions that integrate mental health and well-being so that all people have equitable access to the tools and resources they need to be well.

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## OUR VALUES

### Collaboration

We work together with our funders and partners to drive collective impact and foster a learning community.

### Boldness

We push boundaries and work on the cutting edge of innovation to create a better world where everyone can flourish.

### Growth

We continuously listen, learn, and adapt to solve the sector's most pressing problems.

### Equity

We incorporate diverse perspectives and community voices in all that we do and believe that everyone has a right to well-being.

### Dedication

We develop deep expertise and draw from lived experience with mental health and addiction to achieve results.

### Excellence

We hold ourselves and our partners accountable for delivering meaningful, measurable, and sustainable results.

## A Note From our Board



Welcome to Mindful Philanthropy's 2022 Impact Report.

Mindful Philanthropy was founded in 2020 by representatives from Peg's Foundation, Well Being Trust, Scattergood Foundation, and The John Heller Fund to catalyze impactful funding in mental health, addiction, and well-being. At a time when mental health was left out of conversations around how philanthropy could improve the nation's well-being, our founders recognized an opportunity to create a north star for the sector.

Grounded in the latest research and The Center for High Impact Philanthropy's *Health in Mind* framework led by founding team member Kristen Ward, Mindful Philanthropy's expertise helps funders apply rigorous analysis to inform real-world decision-making. Members of this Board bring decades of deep expertise in the financial sector, law, marketing and branding strategy, information technology, entrepreneurship, clinical practice, advocacy, and more. Mindful Philanthropy is driving urgently needed change in the sector, and we are honored to be a part of this work.

Today, Mindful Philanthropy is leading the conversation around how philanthropy can transform the landscape of mental health, addiction, and well-being. In this report, you will read about the organization's impact to date, which includes directly guiding over \$45 million into the field of mental health. But the impact of Mindful Philanthropy's broader thought leadership, strategy, and vision for the sector has yet to be fully captured. And we know that this is just the beginning. We welcome you to join us as we transform the way our nation funds mental health and well-being.

In gratitude,

*The Mindful Philanthropy Board of Directors*



## A Note From our Staff

Since our founding, we have witnessed a growing need for more impactful funding of mental health in this country. At Mindful Philanthropy, we consider the deeply intersectional nature of mental health and see it as the key entry point to creating thriving individuals and communities. Every day, we engage with a diverse range of funders who are interested in and dedicated to not only mental health but also a variety of intersecting issue areas, from youth and education, to homelessness, to women and girls. And every day, we are fulfilling our mission to help funders catalyze impactful funding that will transform the way our nation addresses well-being.

Mindful Philanthropy's work consists of three programmatic work streams:

- Connecting and convening funders for learning and collaboration
- Guiding funders toward strategy and smart investments
- Uplifting proven and promising opportunities that are ready to fund now

We are pleased to share our first-ever Impact Report with you, to highlight and celebrate all that we have accomplished in two and a half short years. In this report, you will find highlights of many of our "firsts," including our first adjacent issue area initiative, *Thriving in Schools*, and our inaugural annual funder summit, *Activate*. You will also find a spotlight of funder collaboration we have spearheaded in Montana, client testimonials, and snapshots of data from our recent funder survey.

We are grateful for the dedication and support of our Board of Directors and Board of Advisors, and for each and every partner we have engaged with these past few years. We value your commitment to using philanthropy as a tool for change in our nation's journey toward well-being. Together, we can lead the way to innovation, forge new partnerships, and unlock greater opportunities for people to thrive. We thank you for being on this journey with us.

In gratitude,

*The Mindful Philanthropy Staff*

## Mindful By the Numbers

Since Mindful Philanthropy's founding in 2020, we have accomplished the following:

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### GUIDANCE



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214

**Total number of individuals** who downloaded our guidance



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20

**Number of clients** we have supported with custom guidance



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24

**Number of public funder guides, primers, and knowledge pieces** that Mindful Philanthropy has released since our founding, covering topics such as mental health crisis care, homelessness, and youth well-being

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"[Mindful Philanthropy's] resources go far and wide into the mental health space... Mindful is a very unique organization driven in purpose."

-ANONYMOUS FUNDER

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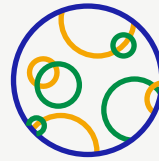
PROGRAMS & NETWORK



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280

**Nonprofit programs in our database**  
of opportunities for funders



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544

**Total number of individual and institutional funders**  
engaged in our network

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CONVENINGS



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404

**Number of participants who have attended** virtual  
and in-person convenings to learn more about impactful  
giving in mental health and develop individual and  
collaborative strategies for the field

## Our Impact

Mindful Philanthropy was founded to help funders drive more impactful funding into the field of mental health. Mental health is an intersecting issue that many funders care about, affecting outcomes in a variety of issue areas.

[According to a study led by the WHO](#), for every \$1 spent on mental health for treatment such as counseling and medication, governments can receive a \$4 return on their investment.<sup>1</sup> [Additional research](#) also suggests that employers that support mental health see a return of \$4 for every dollar invested in mental health treatment.<sup>2</sup> Yet many funders are not aware of how to make impactful investments in this area. We set out to educate, guide, and inspire funders to take action for our nation's well-being.

As the first organization of our kind to pioneer this work, we are leading the conversation around how philanthropy can transform the landscape of mental health, addiction, and well-being. In order to achieve our mission, we connect and convene funders, guide them toward strategy and smart investments, and uplift proven and promising opportunities.

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“Mindful Philanthropy’s strategy to build long term partnerships over time is excellent and the knowledge shared is vital to addressing mental health across communities and sectors”

-ANONYMOUS FUNDER

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1 Chisholm, D., Sweeny, K., Sheehan, P., Rasmussen, B., Smit, F., Cuijpers, P., & Saxena, S. (2016). Scaling-up treatment of depression and anxiety: A global return on investment analysis. *The Lancet Psychiatry*, 3(5), 415–424. [https://doi.org/10.1016/s2215-0366\(16\)30024-4](https://doi.org/10.1016/s2215-0366(16)30024-4)

2 National Safety Council. (2021, May 13). *New mental health cost calculator shows why investing in mental health is good for business*. NSC.org. <https://www.nsc.org/newsroom/new-mental-health-cost-calculator-demonstrates-why>



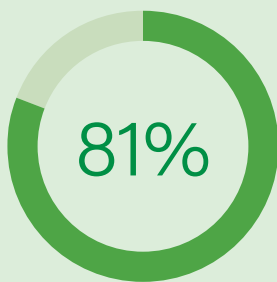
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We define our impact as the following:

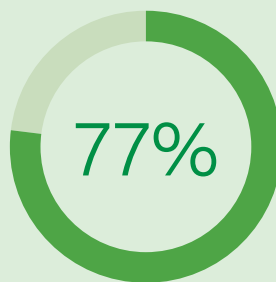
To date, Mindful Philanthropy has directly guided **\$45,261,000** of philanthropic funding into the field of mental health.

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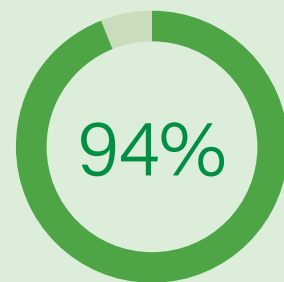
According to a survey completed by 36 of Mindful Philanthropy's most engaged philanthropic partners:



reported that Mindful Philanthropy has increased their awareness of mental health, addiction, and well-being.



reported that Mindful Philanthropy has increased their confidence in giving in mental health, addiction, and well-being.



reported that they are likely or very likely to recommend us to someone in their network

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Mindful Philanthropy provided customized guidance to one funder seeking to support early-stage innovative nonprofits with six-figure grants. Below are quotes from two organizations who received funding as a direct result of this guidance.

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“Words can’t even begin to express my gratitude. I’m pinching myself and doing dance celebrations in the office at what this means for our community. Thank you again for this support and all you do for nonprofits like ours.”

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“I just cannot believe myself that I am reading this email right! There are generous and selfless people in this world. I now have a great story to share with the world.”

## Spotlight: Montana Mental Health and Well-Being Funders Collective



In 2021, Mindful Philanthropy convened a group of funders at West Creek Ranch in Montana to understand how mental health intersects with a range of social issue areas they've long supported. Participants realized that working together would enable them to catalyze effective solutions and unlock greater private and public mental health funding in Montana. So in 2022, they asked Mindful Philanthropy to lead and facilitate a Collective of 26 unique funders with diverse philanthropic interests across the state, many of whom are new to mental health or committed first and foremost to other related issues.

The goal of this effort is to fund improved mental health and well-being in Montana, where suicide rates currently rank among the highest in the country. "There is a mental health crisis in Montana, and we can't go it alone," says Beth Brown, Managing Director of Mental Health & Well-Being at the Arthur M. Blank Family Foundation. "The best way to approach solutions is by bringing funders together to innovate, instead of just pursuing our own strategies."

Since reconvening in July 2022, Mindful Philanthropy has guided the Collective to better understand the State-level ecosystem and explore key funding strategies. In October, the group convened for a second 3-day, in-person event at West Creek Ranch to connect as peers, identify shared goals, and determine opportunities for Collective impact. Funders left with deepened community connections and a renewed sense of collaboration. Some Collective members also established a policy working group of funders interested in partnering with legislators and other stakeholders to advance support for mental health through key legislation and greater public funding. Approximately 70% of funders who attended this event reported that this event increased their readiness to fund youth mental health in Montana.

Mindful Philanthropy will continue to guide the Collective in 2023 through the development of a giving strategy that targets the most impactful philanthropic opportunities in the state. We look forward to helping Montana funders achieve greater impact, both in their state and to pave the way for a model that funders in other regions can use.

## Guidance for the Field: Thriving in Schools

In January 2022, Mindful Philanthropy launched *Thriving in Schools*, a new initiative for funders to support youth mental health. As youth today face significant challenges to their well-being, funders, particularly those focused on education, can advance student success by integrating mental health considerations into their existing strategies. Our successful initiative helped funders along this path.

*Thriving in Schools* actively engaged 210 funders and contributed significant thought leadership to the field. The initiative included:

### Thriving in Schools: How Philanthropy Can Support Young Minds

This funder guide includes key strategies and considerations for maximizing impact in support of youth mental health, from early childhood all the way to transitioning to adulthood. Opportunities referred to in this roadmap include direct services, system capacity building, policy & advocacy, and research & development.

### Funders' Collaborative for Young Minds

Following two webinars featuring leaders from organizations such as the American Academy of Pediatrics, Grantmakers

for Education, and Morgan Stanley, we gathered 18 education, youth, and early childhood funders to learn how to incorporate mental health into their portfolio and break through barriers to investing in high impact opportunities.

### Thriving Young Minds: Activating Support for Mental Health & Well-Being

In September 2022, 23 funders and subject matter experts gathered at the historic Kennedy compound in Hyannis, MA to identify better ways to support our nation's youth, with a special focus on mental health policy. This event was hosted in partnership with Inseparable and the Kennedy Forum.

All respondents to our post-event survey reported that the event exceeded their expectations and increased their readiness to fund mental health in schools. Participants also reported making valuable new connections and finding areas of synergy with peers.





# ACTIVATE

INVESTING IN THE FUTURE OF  
MENTAL HEALTH AND WELL-BEING



## Funder Convening:

# Activate 2022

Earlier this year, the Mindful team recognized a need for a space where decision-makers could learn more about the top issues in mental health, hear about the latest innovations in the field, and find ways to collaborate with peers. As a pioneer, Mindful Philanthropy decided to fill this critical gap by creating the first annual convening at the intersection of mental health and philanthropy focused on setting a new vision for funding well-being in the nation.

From November 13th - 15th, 2022, we held our inaugural annual funder summit, *Activate: Investing in the Future of Mental Health and Well Being* in Healdsburg, California. The event was attended by over 55 philanthropic founders, principals, and business leaders who gathered to hear from subject matter experts and thought leaders about the most urgent and cutting-edge topics in mental health. Attendees also had the opportunity to hear stories from other funders on this journey and explore opportunities to create impact together.

Attendees left inspired, informed, and better equipped to invest in our nation's well-being. 100% of post-event survey respondents agreed that *Activate* exceeded their expectations.

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*"Activate was one of the most impressive, well-conceived and executed philanthropy convenings I've been to in years."*

-CORPORATE FUNDER AND *ACTIVATE* ATTENDEE



## Event Highlights

In her opening remarks, distinguished public health leader Dr. Nadine Burke Harris shared her learnings as California's First Surgeon General and urged funders to leverage the unique role of philanthropy to take action for our nation's mental health: "Now is the time to make game-changing investments."

Former Chief Innovation Officer of USAID, Maura O'Neill, gave funders three pieces of advice on how to be innovators and disruptors:

- 1) Be outrageously curious learners,
- 2) Question the status quo, and
- 3) Be obsessive about diversity and dissent.

In a panel discussion on community-driven solutions, Michael McAfee emphasized that our "magnificent obsession" should be designing systems that produce positive outcomes for all, especially marginalized communities. Miriam Volat and Dr. Ruth Shim highlighted



"It is no longer true that anything is better than nothing. If we don't fund at threshold, we will be demonstrating to the naysayers that we can't do anything about mental health. We will inadvertently be reinforcing this myth - not because it is true, but because we are not demanding that things get funded appropriately."

-KATHY PIKE, PHD



that philanthropy needs to incorporate and respect the knowledge of the communities being served in our investment strategies, which includes having decision-makers reflect those populations. “We are the dollars that can be disruptive and curious,” said Joe Pyle in regards to funding community-driven solutions. “Philanthropists have to be fearless.”

Jan Ellison Baszucki shared her deeply personal story as both a funder and a parent, navigating the challenges of her son’s mental illness “through America’s mental health madness.” After a metabolic intervention effectively addressed her son’s symptoms, Jan decided to pursue

building the metabolic psychiatry field from scratch. Her family is also working with two other families to activate \$150 million toward breakthrough approaches for thriving with bipolar disorder.

Mindful Philanthropy’s Alyson Niemann concluded the event with a call to action for all attendees to be catalysts for change. Funders walked away with a wealth of tools, guidance, and strategies from our time together that they can now implement in their own portfolios. Following up on the event, attendees also have the opportunity to continue conversations on a variety of topics featured at *Activate*.



## Custom Guidance: Client Testimonials

Mindful Philanthropy offers customized engagements for funders who want deeper guidance beyond our public resources. We guide clients toward strategies and investments in mental health that align with their priorities and values. This can include developing a giving strategy

in mental health, identifying programs to support, and connecting clients to other peers and partners in the field. Below are two testimonials from clients who have worked with Mindful to amplify their impact.

FROM

Jean Buckley, President of the Tracy Family Foundation



When our family's third generation chose mental health as a new focus area for the foundation, we started using *Health in Mind* to guide our giving. It was a helpful starting point, but we needed more tactical guidance. Mindful Philanthropy turned out to be the perfect partner to help steward my family's legacy in this new area.

**Mindful Philanthropy worked alongside us as a true partner.**

From the start, they spent the time to listen and learn about our priorities and values. They also pushed us to be better and more reflective by asking challenging questions along the way. As an objective guide, they helped us develop a big

picture strategy and identify specific focus areas to impact mental health in west central Illinois. Their guidance was data-driven yet digestible, with tangible resources and actionable giving opportunities. We can now apply these learnings and tactics across all areas of our portfolio that intersect with well-being.

Mindful Philanthropy has given us a roadmap not just for one or two years, but for many more to come. I highly recommend that other funders who are looking to give intentionally and strategically in the mental health space work with Mindful Philanthropy. Their team brings deep knowledge and credibility to the table, and can help jumpstart your giving in a more informed way. We're most appreciative!

FROM

Ari Simon, former Head of Social Impact & Philanthropy;  
and Kathy Gu, Purpose Partnerships, Social Impact &  
Philanthropy, Pinterest



Pinterest's philanthropic thesis is squarely focused on advancing emotional well-being around the world, grounded on a company mission that's all about bringing people inspiration to live a life they love.

We began this work as a new entrant in the field and with a desire to build a strong philanthropic program at Pinterest. And while we were supported by a number of peers and experts, we found ourselves working with a broad remit to shape something new, for our company and for the field of emotional well-being.

We landed on an emergent strategy that reflected our view of the landscape and assessment of our relative strengths. It focuses on three areas: raising awareness, tackling stigma and social isolation, and supporting innovations and new technologies in the field.

**But we needed an independent perspective, and wanted to ensure that those areas of focus were actually as compelling and powerful as we anticipated.**

That's where Mindful Philanthropy came in.

They brought an independent, field-wide perspective that allowed us to gut check our proposed strategies and theories of change. They also came with a remarkable set of relationships and experiences with nonprofits around the world that allowed us to learn about new organizations as well as fast track due diligence processes for likely partners. And, critically, their connections to other funders helped us understand where and how we might best contribute as good partners within a broader philanthropic community.

Beyond their independent perspective and deep expertise, Mindful Philanthropy is playing an essential convening role. By connecting stakeholders throughout the philanthropic ecosystem, the organization has already helped support a more cohesive and collaborative sector than what existed even a few years ago. For those reasons and more, we are proud and grateful supporters of their work.



“The caliber of the individuals in the organization at all levels is amazing! The mission is innovative and multi-sector.”

-ANONYMOUS FUNDER



“Great team doing great work... Knowledgeable on a variety of topics and they continue to expand their knowledge into additional regions and specific topics the more work they do..”

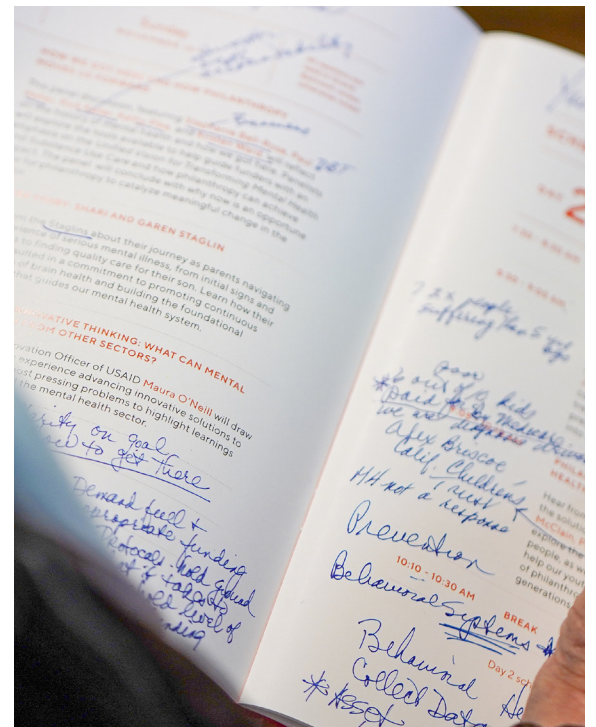
-ANONYMOUS FUNDER





“Mindful is an incredible resource for learning about the issues and current/emerging giving opportunities.”

-ANONYMOUS FUNDER



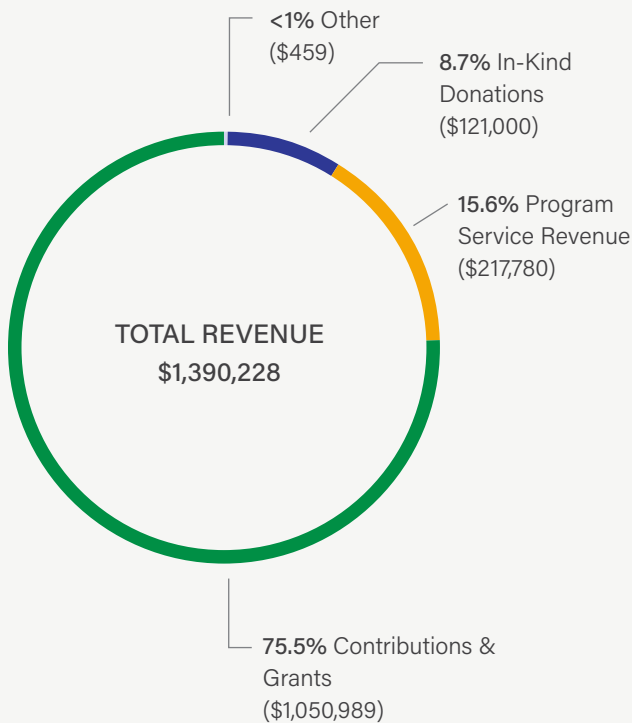
# Our Financials

Based on our latest financial audit for the fiscal year  
May 1st, 2021 to April 30th, 2022

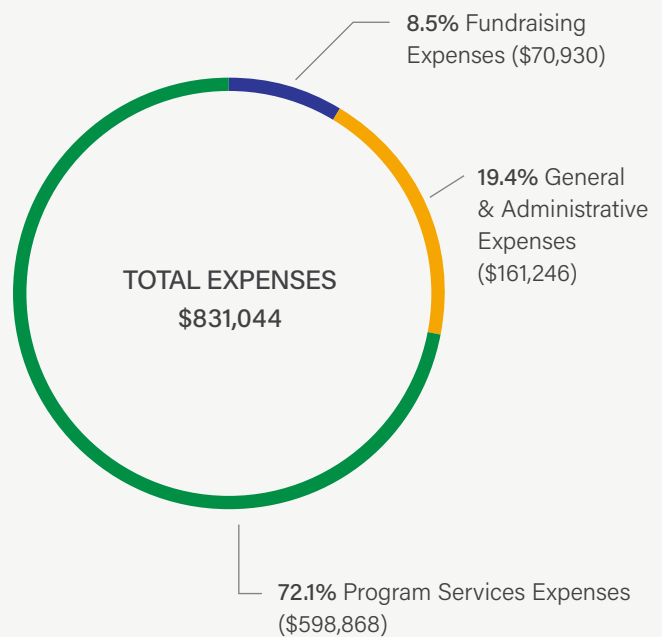
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## STATEMENT OF ACTIVITIES

### Revenue Breakdown



### Application of Expenses





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STATEMENT OF FINANCIAL POSITION

## Assets

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### Current:

Cash and Cash Equivalents	\$ 569,560
Contributions and Grants Receivable	\$ 200,000
Accounts Receivable	\$ 7,387
<b>TOTAL CURRENT ASSETS</b>	<b>\$ 776,947</b>

## Liabilities and Net Assets

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### Liabilities:

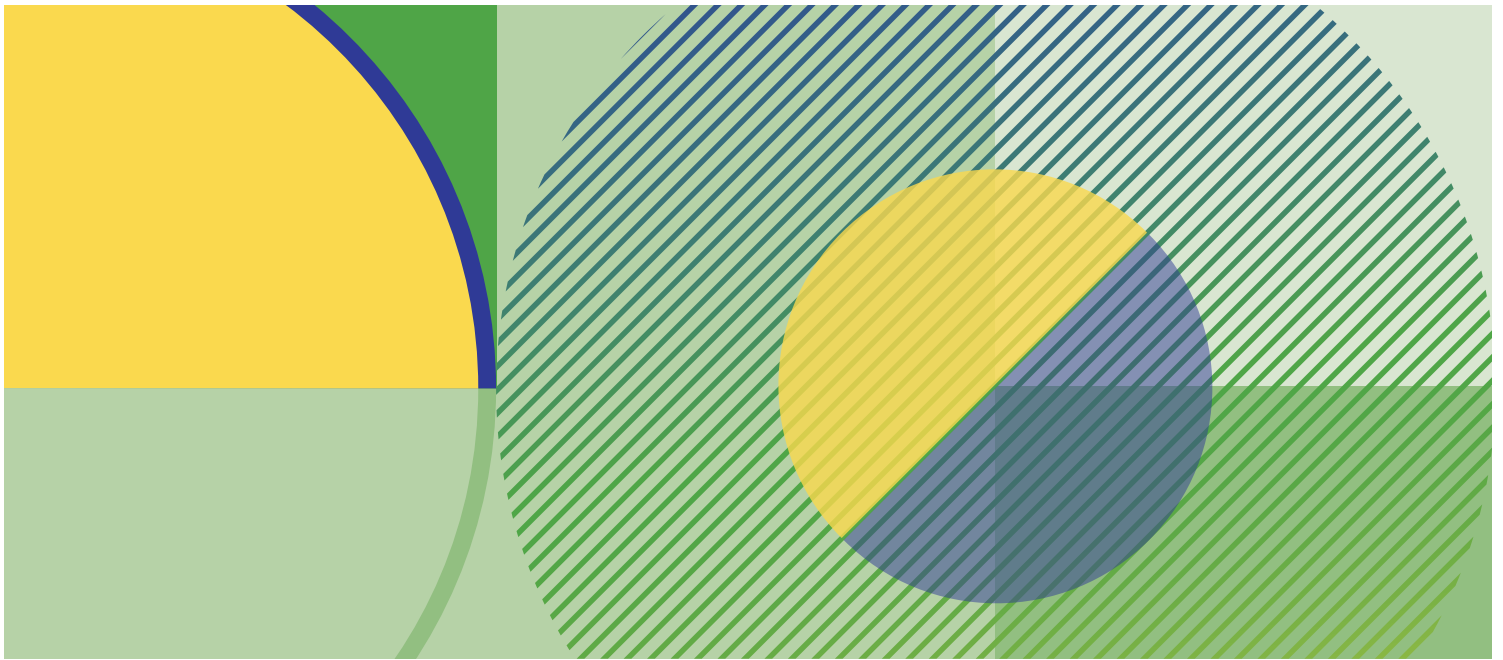
Accounts Payable	\$ 3,339
Accrued Expenses	\$ 11,181
<b>TOTAL LIABILITIES</b>	<b>\$ 14,520</b>

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### Net Assets:

Without Donor Restrictions	\$ 412,427
With Donor Restrictions	\$ 350,000
<b>TOTAL NET ASSETS</b>	<b>\$ 762,427</b>

<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 776,947</b>
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# Looking to the future

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**Want to help us make an impact in 2023  
and beyond? Contact us at**  
[info@mindfulphilanthropy.org](mailto:info@mindfulphilanthropy.org)

Looking ahead, there is so much to be excited for at Mindful Philanthropy.

We are looking forward to growing *Activate* as the premier annual gathering for funders and thought leaders to find new solutions and partnerships for funding our nation's well-being.

We also plan to launch our next issue area initiative, which will include a series of resources and events for funders who want to make an impact in the mental health of women and girls.

And as our team and our network grow, we look forward to engaging with even more funders on their journey to impact.

By 2025, we plan to directly influence \$100 million in funding to the field of mental health. We envision that philanthropy will see that mental health is a key driver of impact in other issue areas and invest in integrated solutions. We are leading the charge to push the sector to be united behind a cohesive strategy that solves the systemic issues facing our nation.

We are just getting started. We look forward to working toward this bright new future for philanthropy and invite you to be on this journey with us.

# Thank You

As we reflect on our journey thus far and the growth that has yet to come, we would like to thank the generous individual donors, foundations, and corporate sponsors who have supported our mission for the past several years by providing operating support, funding our public guidance, and championing our mission.

We are grateful for your dedication and unwavering support. Our work would not be possible without you.

**mindful**  
PHILANTHROPY

To learn more about our work, visit  
[www.mindfulphilanthropy.org](http://www.mindfulphilanthropy.org)