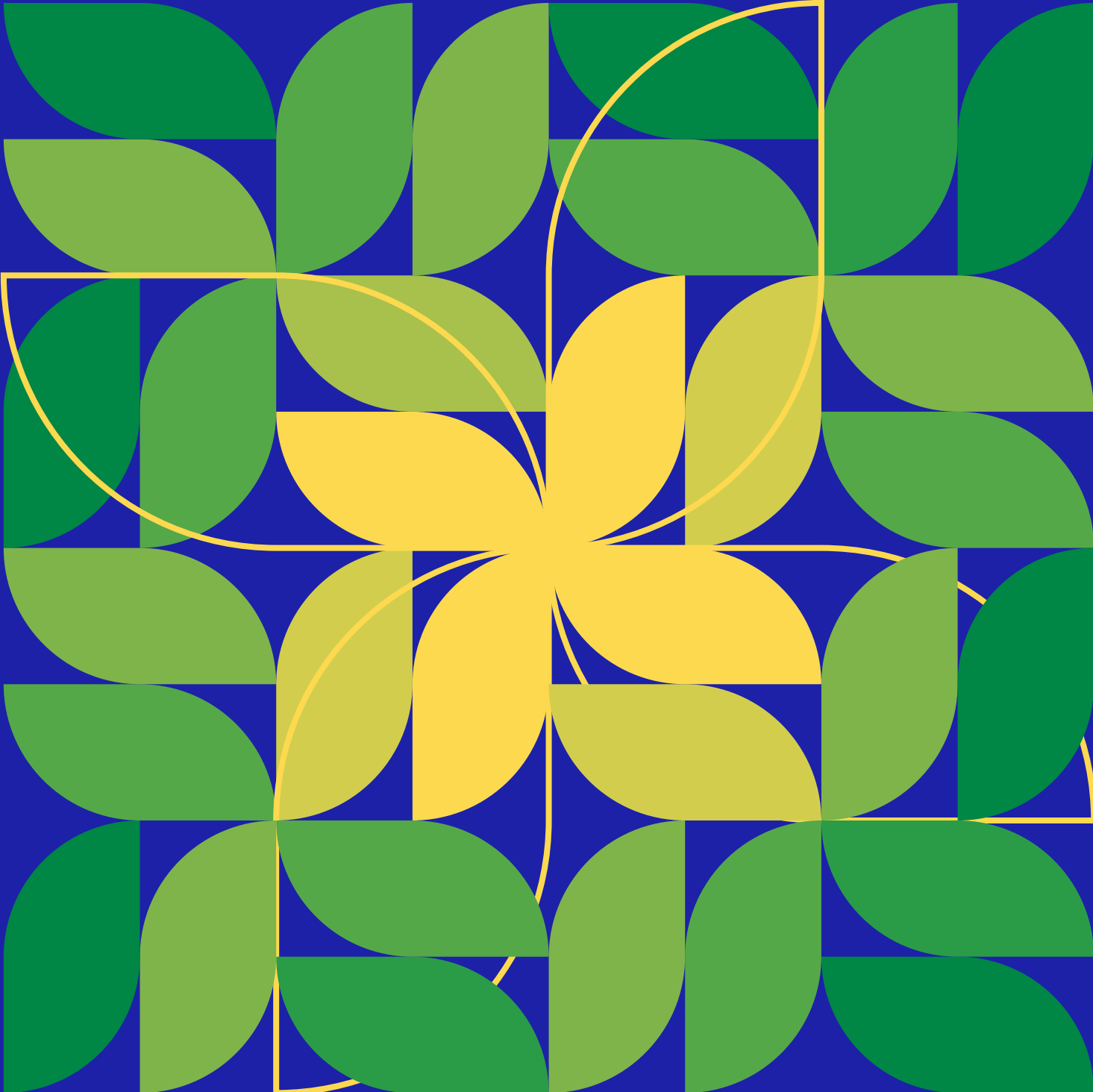


# A Milestone Year

2023 Impact Report



A major milestone

# \$100m

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

\*as of 12/31/2023



**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.

**OUR MISSION**

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

**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.

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## A Milestone Year

# A Note From Leadership

Dear Reader,

We stand at the edge of an important precipice for mental health in America. It is a moment of opportunity to transform lives and enable thriving across our country. Roughly 90% of Americans say we are in a mental health crisis,<sup>1</sup> and a recent study estimates that half of the world's population will develop a mental disorder by age 75.<sup>2</sup> Mental disorders cost the global economy \$5 trillion every year, \$1.8 trillion in the U.S. alone. Yet these numbers don't capture the ripple effects of mental health challenges on family, friends, and communities.

This year served as a milestone year as Mindful Philanthropy rose to capitalize on this unique moment. Our strategies have now catalyzed over \$100M in investment to the field through direct engagement. The impact of Mindful's broader thought leadership, strategy, and guidance has served to launch funds, inform collaboratives, and equip hundreds of philanthropic advisors with needed resources. Together, we are fulfilling our mission by helping funders catalyze impactful funding that will transform the way our nation addresses well-being.

Mindful Philanthropy also set a bold new vision for all of philanthropy and issued a call for a dramatic, five-fold increase in philanthropic funding for mental health, addiction, and well-being by 2035. This is a moonshot challenge for philanthropy and Mindful is committed to ensuring that all funders are equipped with the necessary tools and resources to meet this challenge.

There is much to celebrate and highlight in this impact report, including the expansion of our annual funder summit, *Activate*, the launch of a second issue area around women and girls' mental health, the creation of a framework for culturally-led programs, and funder spotlights that profile bright spots in philanthropy.

We are grateful for the dedication and support of our staff, Board of Directors, and Board of Advisors, and for each and every partner and funder we have engaged over the last few years. Together, through bold and coordinated action, we can lead the way to changing our communities and systems for people to thrive. We thank you for being on this journey with us.

In gratitude,

**Paul Heller**, Board Chair  
**Alyson Niemann**, Executive Director



<sup>1</sup> McPhillips, D. (2022, October 5). 90% of US adults say the United States is experiencing a mental health crisis, CNN/KFF poll finds. CNN. Retrieved August 30, 2023, from <https://www.cnn.com/2022/10/05/health/cnn-kff-mental-health-poll-wellness/index.html>

<sup>2</sup> McGrath, JJ, et al. "Age of onset and cumulative risk of mental disorders: A cross-national analysis of population surveys from 29 countries." *The Lancet Psychiatry*, vol. 10, no. 9, 2023, pp. 668–681, [https://doi.org/10.1016/s2215-0366\(23\)00193-1](https://doi.org/10.1016/s2215-0366(23)00193-1).

# A Milestone Year

Mindful Philanthropy was founded to help funders drive more impactful funding into the field of mental health. As the spotlight on our country's mental health has grown, so has the opportunity for all of philanthropy to fund mental health by recognizing its intersection with other issue areas. This year was a year of significant growth in pursuit of this mission.

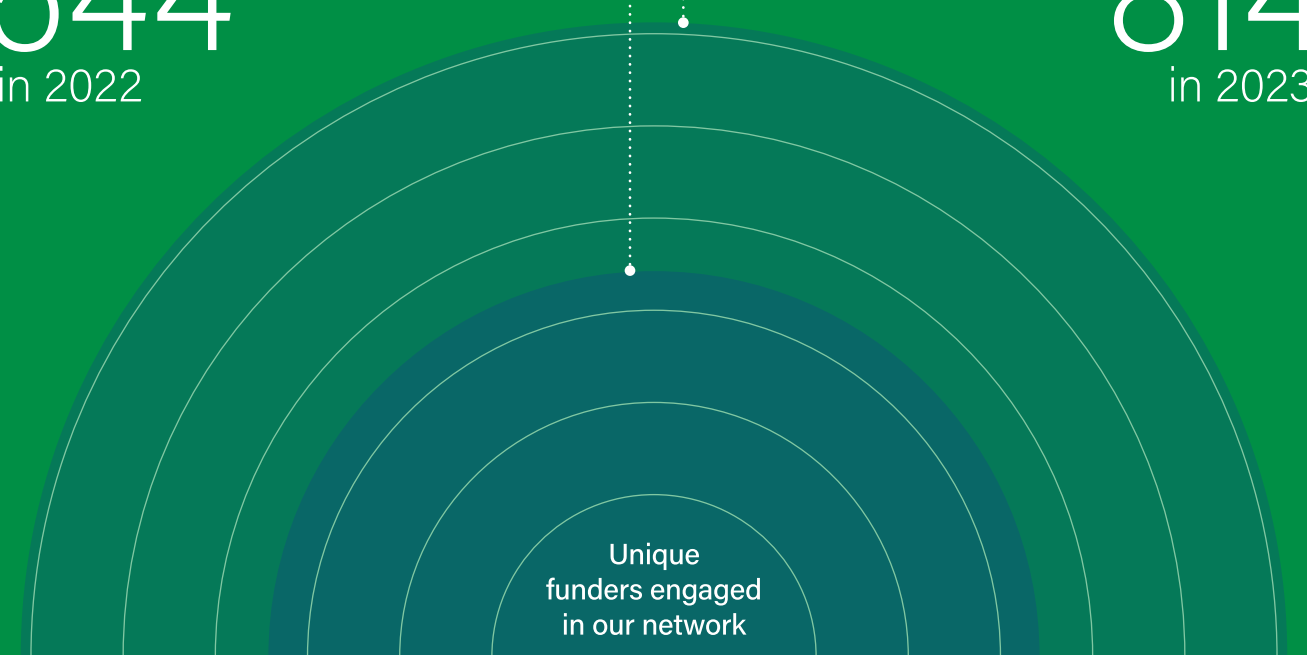
A major milestone

# \$100,104,700

philanthropic funding guided to the field of mental health by Mindful Philanthropy

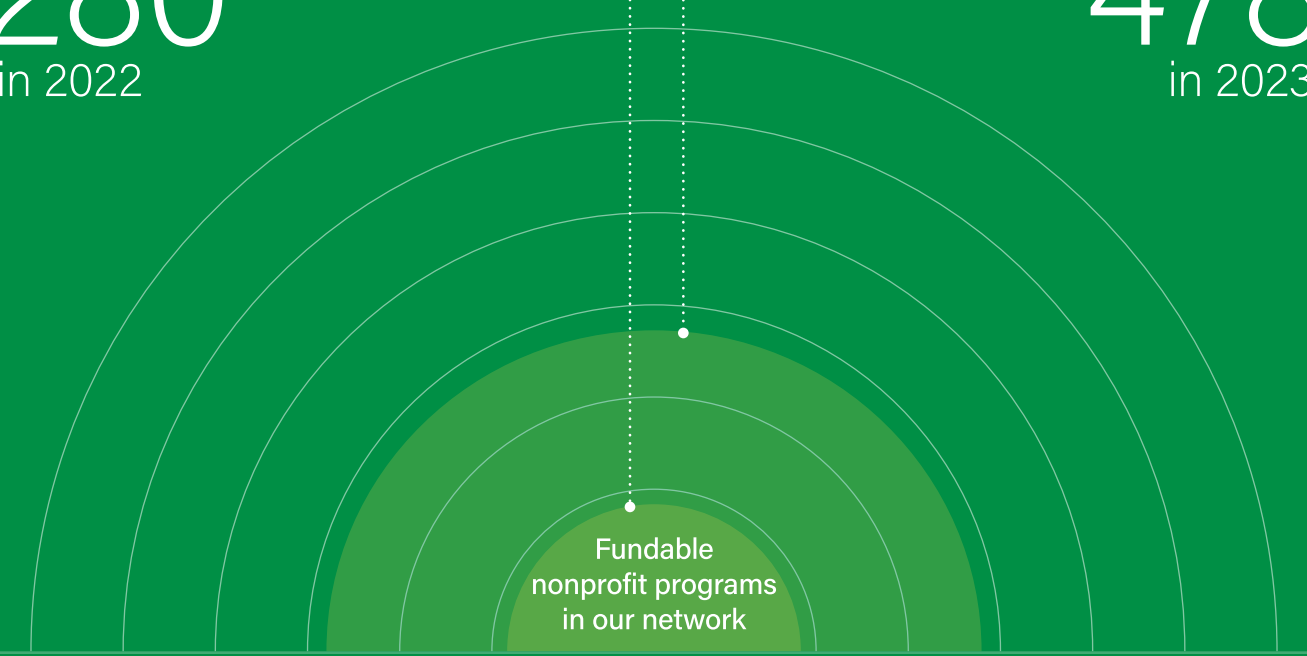
544  
in 2022

814  
in 2023



280  
in 2022

478  
in 2023

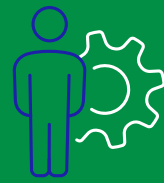


# A Milestone Year



## 814

Unique funders engaged in our network



## 478

Fundable nonprofit programs in our network



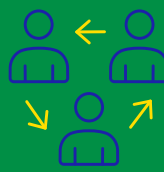
## 1,000+

Attendees at Mindful events



## 100%

of funders report our convenings met or exceeded expectations



## 100%

of surveyed funders are likely to recommend Mindful Philanthropy



## 2,000+

Guidance downloads



## 35+

Public knowledge pieces

Mindful Philanthropy's funder network grew by over 50%, expanding our reach to philanthropists investing in every state in the country. Attendance at our in-person and online convenings more than doubled when compared to 2022, engaging new communities of funders and sparking collaboration. The release of our ground-breaking guidance in 2023 prompted a four-fold increase in downloads, informing giving strategies across our network of funders. Through deep collaboration

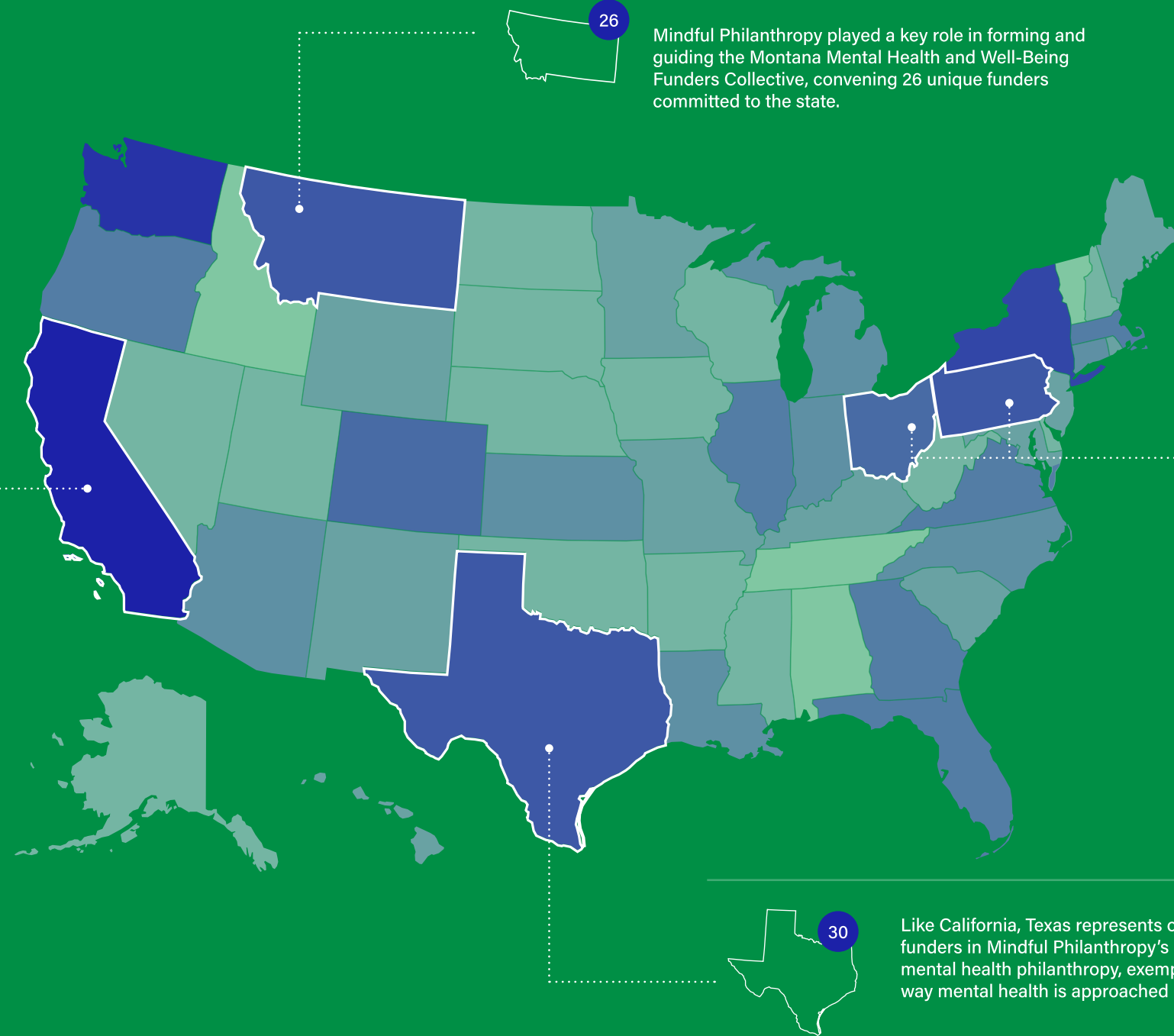
with partners, funders, peer networks, and organizations on the ground, Mindful Philanthropy has also reached a major milestone: directly influencing **\$100,104,700** of philanthropic funding to the field of mental health. The capacity unlocked for nonprofits by this funding is tremendous, and will lead to improved outcomes across the fields of mental health, education, criminal justice, youth development, and many more.



# A Milestone Year

## Mindful Philanthropy's Network of Place-Based Funders

Mindful Philanthropy's Network of Funders is composed of 814 foundations, corporations, families, and individual givers. Of this group, over 300 are focused at the national and global levels, using our guidance and applying our strategies with expansive reach. The remaining majority of our network are place-based funders, making deep investments in specific cities or states while adjusting for the unique context of each community. The map below is a visual representation of those more than 500 place-based funders and Mindful Philanthropy's dedication and ability to create impact in every state in the country.



**85**

With 85 unique funders, California has the highest concentration of funders in Mindful Philanthropy's network - a reflection of the state's vibrant philanthropic community and leadership within the field of mental health.

**26**

Mindful Philanthropy played a key role in forming and guiding the Montana Mental Health and Well-Being Funders Collective, convening 26 unique funders committed to the state.

**16** **27**

Mindful Philanthropy was founded in Philadelphia with support from funders in Pennsylvania, Ohio and California. With 27 philanthropies in our network investing in Pennsylvania and 16 in Ohio, we maintain close connections to these states.

**30**

Like California, Texas represents one of the highest concentrations of funders in Mindful Philanthropy's network. The state is at the forefront of mental health philanthropy, exemplifying how funders can transform the way mental health is approached in both policy and practice.



**300+**

Over 300 additional funders in Mindful Philanthropy's network are focused at the national and global levels, using our guidance and applying our strategies with expansive reach.

1 Place-Based Funder

85+ Place-Based Funders

## A Milestone Year

Investment in local organizations is at the heart of having impact in local communities. Below we highlight two organizations that have received six figure grants through Mindful Philanthropy's work.



"We want to express our gratitude for the gift you gave us late last fall. It has enabled us to hire a half-time CFO and a full-time Case Manager, and both of those individuals have had a huge impact on our organization. The CFO has freed up 3-4 hours a day of the Executive Director's time. The Case Manager helped over 300 kids who were struggling with mental health issues find the care that they needed. Eighty-five percent of them got into community care. We served over 11,000 students this last year – and the gift made that possible. It also is allowing us to move into new areas: we're building custom software that will allow us to scale. I would like to say, on behalf of everyone at our organization, how grateful we are for this gift."

### Rural Behavioral Health Initiative

"On behalf of PurpLE Health Foundation, words cannot do justice to the volume of our shock, excitement, and sincere gratitude in receiving this message! Our team is so thrilled to receive such a generous gift and, more importantly, we're moved by what it represents - that there is a shared belief in recognizing the need for gender-based violence survivors to have holistic healthcare. This form of support also further validates our resolve in knowing we're on the right track with our PurpLE Model of Care and our work to establish the country's first Center of Healthcare Excellence for gender-based violence survivors."

### PurpLE Health Foundation

# A Big Challenge, A Bigger Opportunity

# Calling for \$35B annually by 2035

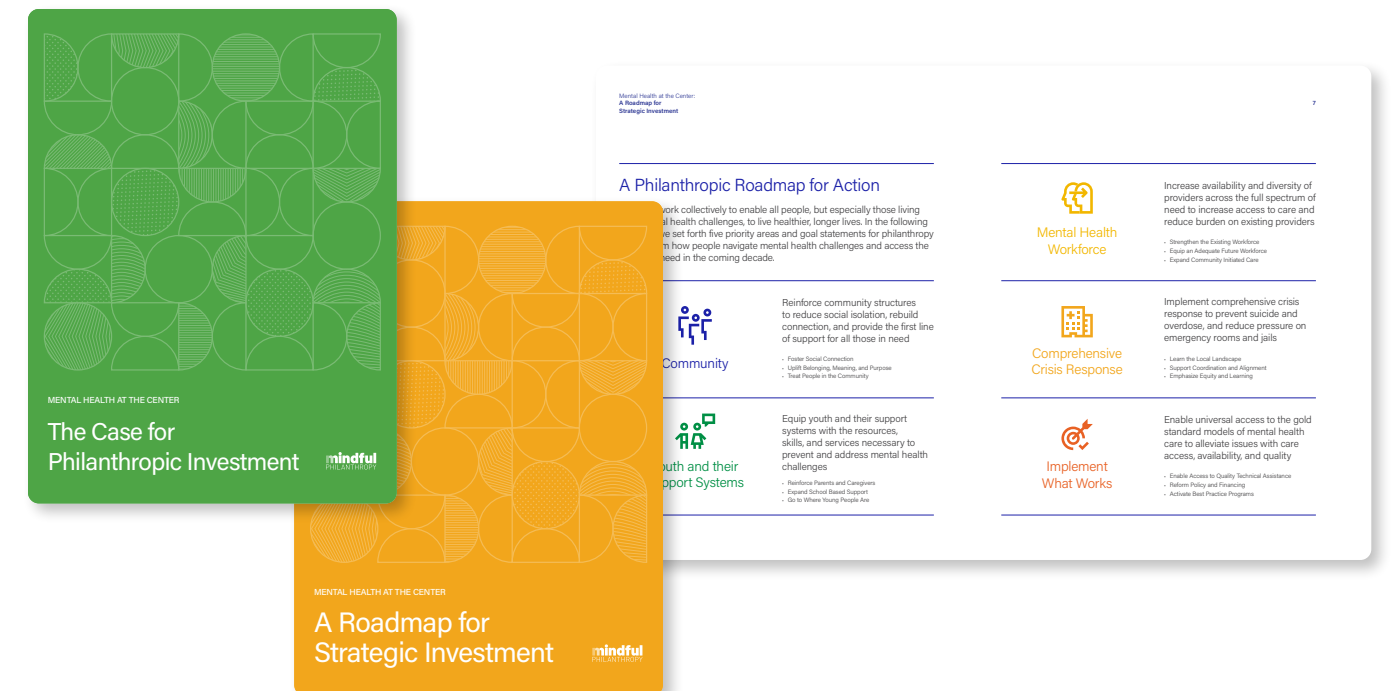
Since Mindful Philanthropy’s founding, our organization has played a leadership role in expanding and strengthening the landscape of funders committed to mental health philanthropy. In 2023, Mindful Philanthropy took this a step further by challenging the field to greater action.

In recognition of the unprecedented attention and commitment to addressing mental health in our communities, **we called all of philanthropy to increase the current level of giving to mental health, addiction, and well-being by five times over the next decade, resulting in \$35B annually by 2035.** This level of strategic investment would fundamentally change how people experience mental health in America.

To guide funders in reaching this moonshot opportunity, Mindful undertook a nine-month research initiative to create the *Mental Health at the Center* guidance series. The first two reports, *The Case for Philanthropic Investment* and *The Roadmap for Strategic Investment*, provide the foundational direction for giving to mental health, addiction, and well-being, and are a groundbreaking contribution to the field.

Together, these reports underscore how increased investment alone won’t solve the mental health crisis. Funders seeking to transform the mental health system must also be strategic, addressing five identified priorities: building community and decreasing social isolation, effectively addressing youth mental health via support systems, building and efficiently allocating the mental health workforce, expanding crisis response systems, and scaling existing evidence-based solutions.

Since announcing, our call to action has been shared widely across the philanthropic ecosystem, earning a featured article in *Inside Philanthropy* and prompting a major mental health funder to publicly accept the challenge. The *Mental Health at the Center* reports have also quickly become our most downloaded guidance series, reaching hundreds of funders across the country.





## Convening For Collaboration

Mindful Philanthropy serves as the connective tissue within mental health philanthropy, connecting and convening funders with potential collaborators, leading experts, and investment opportunities. Through our in-person, virtual, and partnered events, Mindful has brought together an expansive pool of 1,140 individuals that span issue areas, monetary capacity, and knowledge levels. Our convenings have become the foundation for countless partnerships, helping align the sector toward a collaborative, shared vision.

Convening  
For  
Collaboration

## Activate 2023



*Sophie Grégoire Trudeau and Mindful Philanthropy's Executive Director, Alyson Niemann, open the Activate 2023 conference.*

From October 22nd - 24th, 2023, Mindful Philanthropy hosted the annual *Activate* summit in Healdsburg, California. 79 principal funders, business leaders, and subject matter experts convened for the only national gathering discussing mental health philanthropy and to set a bold vision for how philanthropy can lead change for mental health and well-being in our nation. The two-day summit examined the complex challenges in the mental health landscape, provided strategic and innovative philanthropic solutions to address those challenges, and inspired attendees to be catalysts for change.

The program featured a range of speakers, such as **Sophie Grégoire Trudeau, Dr. Tom Insel, Alex Briscoe, Sixto Cancel, Dr. Ruth Shim, Dr. Andy Keller, Christena Huntsman Durham, Linda Rosenberg** and many more who highlighted examples of effective programs, profiled bright spots from philanthropy, and shared personal stories of their funding journeys. Throughout the event, guests participated in 20 engaging plenary sessions covering a variety of topics, from innovation and systems change to the youth mental health crisis, a new way of approaching mental health workforce shortages, and learnings from around the world. Reflecting on their experience, guests shared that the sessions were both "informative and inspiring," with some funders sharing that *Activate* has become a "**community of people on a mission!**"

Mindful Philanthropy's Executive Director, Alyson Niemann, concluded the time by publicly announcing Mindful Philanthropy's moonshot challenge to philanthropy - for all funders to invest five times more in mental health, addiction, and well-being by 2035. Leading the group of principal funders through a final reflection, Alyson prompted attendees to think about how they could begin moving toward this collective goal. Funders left inspired and equipped with tools, guidance, and strategies, ready to make significant contributions to the field and improve our nation's well-being. One funder even committed a \$10M gift to youth mental health before leaving the room.

[Click here to read the full executive summary for \*Activate\* 2023](#)



"Activate was incredibly smooth and entertaining, sparking so many new ideas and connections. This group is my tribe. I will be a regular at the summit."

**Sheri Sobrato**  
Founder, Resonance Philanthropies



"Investing in mental health is not investing in a cause, it's investing in the fabric of our lives."

**Sophie Grégoire Trudeau,**  
Mental Health Advocate

"Activate was an amazing conference, generative on so many levels as an academic, advocate, worker bee, mom, and also philanthropist."

**Sheila Ohlsson Walker**  
Senior Scientist, Institute for Applied Research  
in Youth Development at Tufts University



"The easy part is writing the check, the hard part is bringing everyone together, but that is the only way we are going to move the needle to improve the mental health system."

**Christena Huntsman Durham,**  
Vice Chair, Executive Vice President, & Director,  
The Huntsman Foundation



"The stories shared at *Activate* deeply resonated with us. We walked out of the event and immediately decided to increase our giving to mental health in Atlanta."

**David and Michele Hirsch,**  
Founders of the Hirsch Legacy Fund

Convening  
For  
Collaboration

## Funding Our Future



### Funding Our Future: Philanthropy in Youth Well-Being



The mental health of our young people has always been a top priority for Mindful Philanthropy. *Thriving in Schools*, our first initiative as an organization, produced public guidance, webinars, convened funders to uplift this issue and provided a framework for philanthropy to identify and support high impact opportunities for our youth. After engaging over 200 funders with this initiative, it became clear that significant barriers were preventing broader adoption of youth mental health as a primary issue area for philanthropy.

Mindful Philanthropy partnered with the Morgan Stanley Alliance for Children's Mental Health to conduct a national survey of 80 philanthropic funders. The results informed *Funding Our Future*, a report detailing five solutions to address the most common barriers to funding youth mental health and inspired a day-long funder event at Morgan Stanley's headquarters in New York City. The event brought together dozens of funders from across the U.S. and featured candid conversations, collaborative workshop sessions with leading experts in the field, and highlighted Morgan Stanley's second cohort of Innovation Award-winning organizations. Among the many insights shared, Jeanne Esler, Co-Founder of the Esler Family Foundation, emphasized the need for philanthropy to work together by underscoring that "we don't have to be in siloes." Attendees took this to heart, forming the foundation of several new collaborative efforts that continue to grow today. According to Mindful

Philanthropy's post-event survey, **93% of funders left the event with increased engagement and readiness to fund youth mental health.**

As we continue to grow and build new initiatives, we believe that our young people deserve to be at the forefront of mental health philanthropy and remain committed to leading the field in this critical area.

*Cynthia Bissett Germanotta, President of Born This Way Foundation, speaks at Funding Our Future.*



**FUNDING OUR FUTURE**  
Philanthropy in Youth Well-Being

MORGAN STANLEY ALLIANCE FOR CHILDREN'S MENTAL HEALTH

**FIVE SOLUTIONS TO GUIDE INVESTMENT IN YOUTH MENTAL HEALTH**

1. Youth mental health needs more focused investment.
2. Mental health-specific metrics matter.
3. Strategic funding can unlock greater impact.
4. Collaboration is key.
5. Funders must balance quick wins and long-term goals.

97

"I enjoyed hearing about innovative ideas across the country that are successful. I am thinking about ways to bring those to our community."

Anita Veldman

Director, Valinhos Foundation

## Elevating Through Partnership

In 2023, Mindful Philanthropy prioritized partnership through numerous events and collaborations, as a way to continue to elevate the issue of mental health and opportunities for funders to have greater impact in their philanthropy and investments. Here, we highlight two such partnerships with diverse organizations looking to advance impact outside of those communities already committed to funding mental health.

### SCALE Global Summit Impact Partner

In May, Mindful Philanthropy joined the **SCALE Global Summit** in Las Vegas as an Impact Partner to elevate the importance of mental health in consideration of capital, innovation, and purpose. The event convened influential investors, entrepreneurs, and thought leaders to discuss the future of the financial and entrepreneurial ecosystem. Mindful Philanthropy leadership participated in a panel discussion to emphasize the need and opportunities to invest in youth mental health. Joining them was Cherril Odell, a youth leader and advocate from the Inspiring Children Foundation who lent an invaluable perspective as a young person dealing with mental health challenges. On the mainstage, Mindful launched *With Her in Mind*,

a campaign for investing in women and girls' mental health **in front of more than 1,000 founders, C-Suite executives, and decision-makers** from the intersecting worlds of finance, technology, politics, and philanthropy.



Executive Director, Alyson Niemann, launches *With Her In Mind* campaign at the SCALE Global Summit.

### Launching Aspen Institute's Funder Community of Practice

In October, Mindful Philanthropy joined the Aspen Institute's Forum for Community Solutions, as a convening partner, to launch a Funder Community of Practice that explores the power of evidence-based **"Belonging, Meaning, Well-being and Purpose"** interventions. In this event, Mindful Philanthropy focused conversations on the central role of communities, highlighting the intersection of mental health and well-being with belonging, meaning, and purpose. Modern communities have experienced an increase in loneliness and a decline in mental health. Loneliness impacts people of all ages and backgrounds and it is linked to various mental and physical health issues. We explored how philanthropy can support community for greater impact on mental health outcomes

and called on all participating funders to multiply their investments to better support these topics in their existing focus areas. With increased philanthropic investments, we will have the tools to strengthen community frameworks, reduce social isolation, and ensure that everyone discovers a sense of belonging that can enable them to flourish within their communities.

Mindful Philanthropy will continue to partner with the Aspen Institute, Grantmakers for Thriving Youth, Youth Transition Funders Group, Native Americans in Philanthropy, and the Walton Family Foundation to convene this growing Funder Community of Practice in the coming years.

# Stories of Impact

With more than 800 unique funders in the Mindful Philanthropy network, we engage with a diversity of funders looking to affect meaningful change across the mental health ecosystem. Each of them are driven by their strategic and intentional approaches to impact, and in partnership with Mindful, are able to connect more deeply with experts, collaborators, and other partners ready to transform the mental health sector. Here, we highlight two stories of those funders working with Mindful in varied ways to amplify their impact.



Stories of Impact

## Widger Family Foundation

The Widger Family Foundation's support to mental health is driven first and foremost by family. The Widger's journey navigating the challenges of serious mental illness and finding quality care for their son, Clark, highlighted substantial gaps in the mental health system in spite of having ample resources. This experience led them to identify and develop initiatives that fill gaps and reimagine the system of care for those young people and families facing the experience of psychosis and schizophrenia. This builds on their creation of Clark's Manor, an innovative residential milieu program and the first of its kind in the Philadelphia area.

In working with Mindful Philanthropy, the Widgers have focused their investments to increase the supply of care for early psychosis in the region, while also bringing together key leaders in a **Philadelphia Regional Forum on Early Psychosis Care** to disrupt and innovate toward a more effective system of care for individuals and families experiencing psychosis. This Forum has provided a structured space for the four regional psychosis

programs to convene and ideate together, share insights and knowledge, get feedback from trusted colleagues, and identify key opportunities to work collaboratively to develop a better model for the nation. Insights gained from Forum sessions, particularly in identifying gaps, challenges, and opportunities, have informed hiring decisions and even grant applications put forth by the institutions. As one provider put it, **"the time spent together as a group has enabled us to step back from day-to-day crises and concentrate on collaboratively addressing larger-picture issues and systemic challenges inherent in our work."**

From the outset, this partnership was built on a shared commitment to impact grounded in three key principles: vision, expert partnerships, and strategic investments focused on accountability to drive meaningful outcomes. Mindful looks forward to continuing to partner with the Widger Family Foundation to foster innovation and collaboration in Philadelphia and beyond.



Chuck and Barbara Widger sharing their funder story at Activate 2023.

Stories of Impact

# Arthur M. Blank Family Foundation



In early 2023, the Arthur M. Blank Family Foundation **announced** the first round of grants from its new Mental Health and Well-Being giving area. The grants, **totaling more than \$5M**, went to 15 organizations responding to the mental health crisis, investing in innovations in well-being, and supporting new research, convenings and communications. In its second year of giving in Mental Health and Well-Being, the foundation's **newest round** of grants totaled **\$8.8M across 26 nonprofit organizations**.

Building off of our work together in Montana in 2021, Mindful Philanthropy and the Arthur M. Blank Family Foundation have partnered toward greater impact as the foundation continues to support mental health and well-being. Mindful Philanthropy has served as a strategic partner in helping the Arthur M. Blank Family Foundation understand the landscape and connect to other partners in the field, permitting the foundation to learn through their significant gifts while building out its focus area of mental health. In turn, the Arthur M. Blank Family Foundation has been instrumental in supporting Mindful Philanthropy's work to convene funders for greater collaboration and support the field through strategic guidance.



# Strategic Guidance for the Field

Accessible knowledge and shared learning sit at the heart of Mindful Philanthropy’s mission to catalyze impactful funding in mental health, addiction, and well-being. That is why Mindful Philanthropy has released 37 unique public funder guides, primers, and knowledge pieces over just the past three years, covering topics such as mental health crisis care, homelessness, and youth well-being. Collectively, these works have reached hundreds of funders and have been downloaded over 2,000 times.

## Strategic Guidance for the Field

# For the Community, By the Community

Building an equitable world requires that all communities, including communities of color, have access to programming that promotes their well-being. In February, Mindful Philanthropy released *For the Community, By the Community: How Philanthropy Can Support Culturally-Led Mental Health Programs*, which outlines five key considerations for supporting culturally-led programs.

Culturally-led programs are driven by and for those they intend to serve with a deep understanding of the community’s unique histories, experiences, traditions, and cultures and have tremendous potential to promote mental health in the communities they serve. However, they are often challenging for funders to identify and assess. For instance, many culturally-led programs do not explicitly include mental health in their mission statements or their website, yet these programs may address addiction and substance use, promote restorative practice and community healing, and advocate around issues that negatively impact mental health. These

resource-constrained community-based organizations can benefit from even a small amount of philanthropic investment or partnership, enabling them to have an outsized impact on community well-being.

In an effort to help funders identify culturally-led programs, Mindful Philanthropy hosted a [webinar](#), featuring expert funders and practitioners, and launched an accompanying document featuring **eight nonprofit profiles that serve as examples**. Additionally, Mindful Philanthropy joined a group of eight Michigan-based funders at the annual American Public Health Association Conference in Atlanta to demonstrate how philanthropy and other stakeholders can deploy this framework, for example via this funder group’s support to Black-led mental health programs in Detroit. The insights we gained from developing the guidance, coupled with learnings from organizations and experts guiding this work, continue to inform all aspects of our work.



Strategic Guidance  
for the Field

# With Her in Mind



In January 2023, Mindful Philanthropy launched *With Her in Mind*, an initiative focused on building momentum and activating funding in support of women and girls' mental health – an issue that is often overlooked and undervalued by philanthropy. Investing in women and girls' mental health not only benefits women and girls at an individual level, but also drives broader economic and societal change by reducing healthcare costs, increasing workforce participation, and promoting the overall well-being of families and communities. This two-year initiative will lay the groundwork for funders to better understand how investment in women and girls' mental health will help them achieve greater outcomes in their respective areas of interest.

To date, *With Her in Mind* has contributed significant thought leadership to the field, publishing multiple guidance pieces including: *A Primer on Women and Girls' Mental Health, Investing in Women and Girls' Mental Health is a Smart Bet*, and *A Series: How Philanthropy Can Support Women and Girls' Mental Health*. Collectively, these resources have been **downloaded more than 250 times** and have not only served to educate and guide funders, but have also catalyzed critical partnerships with key stakeholders to drive greater interest in this issue area. For example, driven by the insights and recommendations within the *Setting Girls Up for Success* guidance, Mindful Philanthropy partnered with The Female Quotient to host a panel discussion titled

**"Empowering Tomorrow's Leaders: Addressing the Girls' Mental Health Crisis."** This event, in honor of the International Day of the Girl, served as a platform to amplify key takeaways from this guidance, including philanthropic opportunities to support girls' mental health and empower them to become future leaders.



**Setting Girls Up for Success:  
How Philanthropy Can Support  
Girls' Mental Health**

**Investing in  
Women and  
Girls' Mental  
Health is  
a Smart Bet**

**A Primer on  
Women and  
Girls' Mental  
Health**

Mental health is the leading cause of disability for women globally, yet it remains overlooked and undervalued. Investing in women and girls' mental health not only benefits women and girls at an individual level, but also drives broader economic and societal change by reducing healthcare costs, increasing workforce participation, and promoting the overall well-being of families and communities. Funders and philanthropic leaders who are dedicated to supporting women and girls can achieve a greater return on investment and lasting impact by incorporating mental health into their giving strategies.

Improving the lives of women and girls has been shown to yield better long-term outcomes for families, communities, and global economies. For instance, investing in girls' education is one of the most effective tools for empowering women and generating broader societal benefits. It is connected to increased workforce participation and employment opportunities, improved individual and family health outcomes, and higher income-generation that yields undeniable returns. Working women also tend to reinvest the majority of their incomes back into their families, helping to improve the lives of future generations. However, in order to achieve these positive outcomes and broader societal benefits, it is imperative to support women and girls' mental health – a factor that is frequently overlooked as a major determinant of impact in key issue areas such as education, employment, and health.

mindful  
PHILANTHROPY



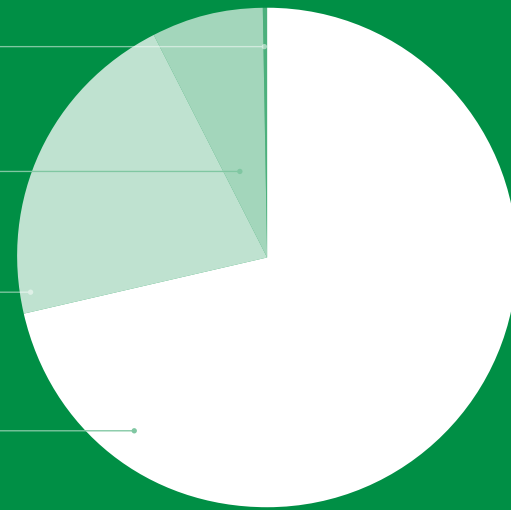
# Our Financials

Based on our latest financial audit for the fiscal year  
May 1, 2022 to April 30, 2023

## Statement of Activities

Total Revenue: **\$1,428,611**

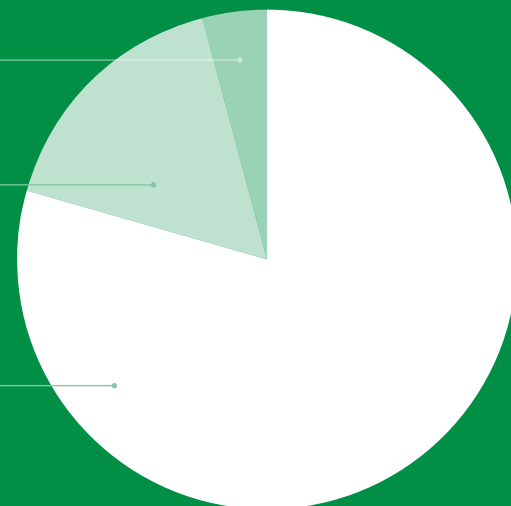
- \$7  
Other
- \$100,000  
In-Kind Donations
- \$288,270  
Program Service Revenue
- \$979,001  
Contributions & Grants



## Allocation of Expenses

Total Expenses: **\$1,350,545**

- \$55,663  
Fundraising Expenses
- \$221,245  
General & Administrative Expenses
- \$1,073,637  
Program Services Expenses



# Team & Board

## Mindful Philanthropy Staff Members

- |                |                  |
|----------------|------------------|
| Jamie Bercaw   | Miranda Thompson |
| Janna Bilski   | Alina Tomeh      |
| Kindra Brock   | Gabi Vinogradov  |
| Julya Loder    | Kristen Ward     |
| Pia Seth Lynch | Cam Watts        |
| Alyson Niemann | Alex White       |
| Betsy Schwartz |                  |

## Mindful Philanthropy Board of Directors

- |                     |                |
|---------------------|----------------|
| Stephanie Bell-Rose | Rick Kellar    |
| Andrea Cole         | Mike Nolet     |
| Jeanne Esler        | Tyler Norris   |
| Pam Haering         | Julie Prentice |
| Paul Heller         | Joe Pyle       |
| Liz Hilton          |                |



# Looking to the Future

While 2023 was a significant year for Mindful Philanthropy, we believe that we are just getting started. Over the next few years, our organization is focused on leveraging all resources in support of the moonshot challenge to reach \$35B in annual funding for mental health, addiction, and well-being by 2035.

# \$35B

By 2035



In 2024, we look forward to the next two reports in our *Mental Health at the Center* series, mapping the funding landscape for mental health as well as defining outcome metrics to enable both funders and nonprofits alike to more closely measure their collective impact on communities.

Additionally, Mindful’s guidance will go on the road as we launch regional convenings in 7-8 cities over the course of the Spring, calling philanthropy to greater collaboration and coordination around the five funding priorities in mental health.

Finally, we are excited to continue growing the community of funders and thought leaders to find new solutions and partnerships for funding our nation’s well-being at convenings, such as *Activate*, around the country.

We invite you to seize this opportunity and join us in bold and collaborative action.



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