

2023

# Impact Report

20 YEARS

active minds

CELEBRATING OUR IMPACT  
MOBILIZING THE FUTURE

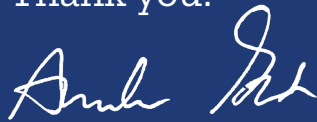
# Dear Friends,

Turning 20 was such an exciting point in our lives; there was so much we had already accomplished and so much more to discover about the world ahead of us! We didn't settle for the accomplishment of graduating soon, we leaned into discovery by adapting to change and allowing our curiosity to grow with our continued experiences. Active Minds is doing the same for its 20th anniversary by intentionally turning the conversation around mental health into actionable initiatives that will influence a culture of mental health wellness for youth and young adults for generations to come.

Our community has grown significantly over the past two decades and made tremendous progress in amplifying the conversation surrounding mental health action. None of this would be possible without you. The growth Active Minds has seen at the national level is a testament to the hard work and passion that our volunteers, donors, and mental health advocates have poured into this movement.

We are creating and sharing some of the best resources and training in the nation for school mental health, workforce development, and peer-to-peer storytelling. We're looking forward to, together with you, driving a new decade of mental health mobilization for youth and young adults just like us.

Thank you!



**Anushka Gupta**

President, Active Minds Student Advisory Committee  
New York University

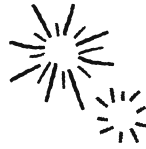


**Zoe Tait**

Vice President, Active Minds Student Advisory Committee  
University of California, San Diego



# Celebrating the Past



It started 20 years ago in Alison Malmon's dorm bedroom, on one campus, with a simple premise:

if we as students speak openly  
about our mental health,  
we can save lives.

## Highlights from our earliest years (+ where we are now!):

2003

*Incorporated in the District of Columbia after the first chapter started at Penn*

now

*500+ chapters at high schools and colleges impacting 8 million students*

2007

*Emerging Scholars Program launched*

now

*90% of Emerging Scholars continued into the mental health field*

2008



*Send Silence Packing® (SSP) launched*

now

*SSP exhibit presented 350+ times in 15 years (see page 8)*

2010

*Inherited Active Minds Speakers Bureau*

now

*1 million+ youth and young adults have attended Speakers ever since (see page 23)*

2017



*V-A-R® introduced at 13th Active Minds Mental Health Conference*

now

*Now A.S.K. (see pages 13-14)*





## 20 Years of Impact with Active Minds

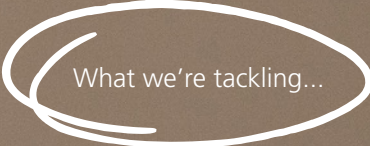
Today, Active Minds is the nation's leading nonprofit organization mobilizing youth and young adults to change the culture around mental health.

Through our presence in more than 1,000 high schools, colleges, and communities, we reach more than 8+ million youth and young adults with mental health information, training, and leadership opportunities each year.

Together, we are changing the culture  
of mental health nationwide.







What we're tackling...

**22%**  
of high school  
students  
have seriously  
considered  
attempting  
suicide.

**48%**  
of young  
adults 18–25  
experienced  
mental health  
symptoms during  
the pandemic.

**60 million**  
people  
experience  
mental illnesses  
each year in  
the U.S.

**67%**  
of young adults  
with mental  
health symptoms  
do not receive  
care.

**30%**  
of young  
people have  
a diagnosable  
mental illness.

Active Minds is celebrating our 20th anniversary, making this an opportune time to focus our work going forward. There is an escalating need, and **Active Minds is uniquely meeting this demand.**

*\*You can find full citations of these statistics on page 26.*



# Mobilizing the Future



Active Minds is prepared to respond to the mental health needs of youth and young adults with a data-driven path forward, and a known and present solution is ready.

To reverse negative trends in youth mental health outcomes, our societal norms around mental health must improve. Research shows that in times of need, youth and young adults prefer to talk to peers rather than a professional or adult.

**It is critical we engage  
youth and young adults as  
a key part of the solution.**

**Young people know best what they need,  
and we provide it.**



**Active Minds programs equip and encourage young people to voice their needs, inform the solutions and create pathways for change.**

## School Mental Health

### ***Chapters, Youth Leadership Resources and Training***

Mobilizing and empowering youth and young adults to change the conversation about mental health and engage in our proven peer-to-peer approach in colleges and K-12 schools.

## Community Initiatives

### ***A.S.K., Speakers, Send Silence Packing®***

Providing educational and community-centered events and experiences that change how we think, talk, and feel about mental health.

## Workforce Development

### ***Cause + Career®, Emerging Scholars***

Supporting emerging and pivoting young professionals to pursue mental health advocacy as a career.

## Advocacy and Policy

### ***Equitable and accessible mental health support***

Bolstering policies that normalize mental health so that it is equally talked about, educated on, cared for, and valued as physical health.

## Impact Evaluation and Thought-Leadership

### ***Empowering growth in our community***

Driving the conversation and data behind this generation's culture of mental health mobilization. Empowering growth in our community.



We Are

Elevating Young Voices



## Mental Health Advocacy Academy

Active Minds welcomed its largest cohort into the third **annual Active Minds Mental Health Advocacy Academy**. During a week of interactive learning sessions, we educated students on advocacy, state and federal policymaking, health equity, the power of storytelling, and how to build their own campaigns to strengthen the mental health advocacy movement.

*Special thanks to **Houlihan Lokey** for support of the summer 2023 Advocacy Academy.*

## Your Voice is Your Power (YVYP) Hub Student Advisory Board

Active Minds is coming together with youth advocates to create a resource hub with special focus on high school students with identities that have historically been most marginalized in mental health and for whom the largest disparities still exist. From workshop sessions, where students can learn about topics like retention and recruitment for school clubs and building positive partnerships with school administration, to toolkits and media pieces on topics like the connection between perfectionism and mental health, Active Minds wants high school students to engage in advocacy for themselves and for others with support from these materials.

*Special thanks to **Urban Outfitters, Rite Aid Healthy Futures, and UGG** for supporting the creation of the YVYP Hub.*



[activeminds.org/your-voice-is-your-power](https://activeminds.org/your-voice-is-your-power)

The YVYP Resource Hub is launching in Spring 2024. Sign up here to get the latest updates!



# What Would You Say to Someone Who Is Struggling?

Active Minds relaunched **Send Silence Packing**® this summer after researching and redesigning the nationally acclaimed program to focus on a wraparound experience for hosts and community members for long-term impact that promotes ongoing conversations about mental health.

We launched our inaugural 2.0 immersive tour at the University of Maryland this fall semester, where we had more than 1,000 students and staff weave through our story labyrinth of 100 stories on 100 backpacks complete with hopeful resources, and a Hope Wall encouraging reflection and uplifting messages. The tour then continued through the semester, traveling to 20 locations including a marquee stop at Gillette Stadium with KyleCares Foundation and the Patriots Foundation.

*Special thanks to the **RSM US Foundation** and **The Brian R. Friedman Kindness Fund** for their support of Send Silence Packing®.*

send  
silence  
packing®

by active minds

Story of  
Hope

Carolina





# We Are Galvanizing Youth Across the Nation

## The 2023 National Mental Health Conference

The Active Minds community came back together in person this summer at the Capital Hilton in Washington, D.C., where nearly 400 attendees met with other like-minded advocates from across the country including platinum-certified pop songstress Em Beihold! It included two days of workshops, networking with mental health professionals, and excellent panels on the state of mental health.

See you this year at the  
2024 National Mental Health Conference  
August 2-3, 2024!



[activeminds.org/programs/  
national-conference-2024](https://activeminds.org/programs/national-conference-2024)





36% of young adults  
reported anxiety in 2023,  
29% reported depression

## Stress Less Week

**Stress Less Week** spreads the message that speaking up about one's struggles is a sign of strength and promoting self-care is a priority. Active Minds runs this program with support from **Murad** both in the spring and in the fall.

"Our event made me so extremely emotional. I loved seeing how everyone from my school came and appreciated Active Minds and really got to de-stress even during a stressful time, pending the upcoming exam period. I absolutely loved this event and all of the hard work truly paid off. We had so much attendance and people truly loved this event. We are so grateful for this opportunity and hope to work with you all again!" - Isabella Sidoruk, Tufts University

*Special thanks to **Snap, Inc.**, the **Flourish Arbonne Foundation**, the **J. Willard and Alice S. Marriott Foundation**, **Harry's**, **Eventbrite**, and **The ECMC Foundation** for wider support of the Active Minds Chapter Network and its programming.*

*\*You can find full citations of these statistics on page 26.*



# We Are Committed to Mental Health Mobilization

## Transforming Mental Health Passion into Profession

Thousands of young adults in the Active Minds network graduate every year wondering how they can continue to champion mental health culture through their profession. Active Minds answered this question by launching Cause + Career®, the first-ever career site featuring mental health-focused positions from all sectors and industries.

Structured as a professional resource site, **Cause + Career®** features a job board, mentorship and networking opportunities, and other tools that nurture working professionals' passion for mental health.

*Special thanks to **Pinterest** and the **Bruce C. Abrams Foundation** for advancing our Workforce Development portfolio.*

Which mental health career is for you?

**Take the Quiz**



[causeandcareer.org](https://causeandcareer.org)

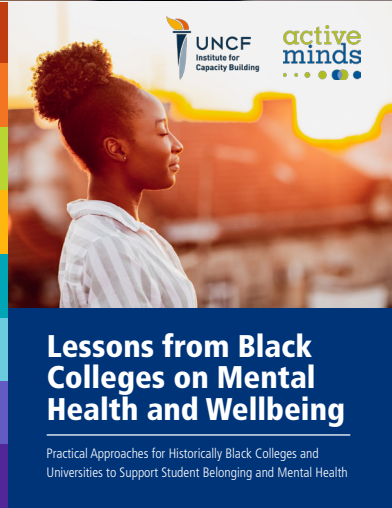




## Successful Strategies for Creating an Inclusive Mental Health Culture

Active Minds joined the United Negro College Fund (UNCF) in sharing successful strategies for promoting mental health on campus in their new report, *Lessons from Black Colleges on Mental Health and Wellbeing*. This resource has now been used by multiple HBCU campuses, covering topics like building and leveraging partnerships, increasing access to mental health support, and centering student voices.

*Special thanks to **Snap, Inc.** for making this partnership and report possible.*



Read it

[activeminds.org/uncf-report-2023](https://activeminds.org/uncf-report-2023)







the best way

to help a friend is to

a.s.k.

**Spotted!** Surgeon General Dr. Vivek Murthy joined Active Minds and MTV for our A.S.K.tivation tour, to share A.S.K. (and our connection bracelets!) with schools and communities nationwide.

## acknowledge

Create a supportive space by letting them know you're here for them.

## support

Validate their feelings and ask them what they need.

## keep-in-touch

Check back in regularly and consistently.

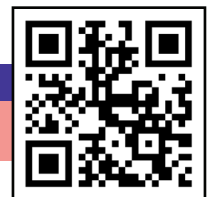
New research from MTV Entertainment Studios (MTVE Studios) validated a longstanding belief that young adults are most likely to turn to a friend first when struggling with their mental health; however

70% of peers do not feel prepared to provide support.

This fall Active Minds partnered with MTVE Studios to spearhead an innovative mental health campaign that positions youth and young adults to simply and effectively help people in their lives through emotional challenges. Born from Active Minds' Validate, Appreciate, Refer® (V-A-R) conversation guide, A.S.K. Acknowledge, Support, and Keep-In-Touch is the new highly memorable, multi-media campaign rolled out at key cultural events and campuses nationwide. It combines two decades of expertise championing peer-to-peer mental health programs for youth and young adults with MTVE Studio's *Mental Health is Health* initiative's global platform.

[asktohelp.com](https://asktohelp.com)

A.S.K. will be replacing V-A-R® in Spring 2024. Sign up here to get the latest updates.



# 1000 SCHOOLS IN 1000 DAYS

update!

681 new K-12 schools were added to our network in 500 days!

The goal to welcome 1,000 K-12 schools into the Active Minds community in 1,000 days continues!

## New to Active Minds?



Join our movement and bring mental health resources to your school.

[activeminds.org/1k-in-1k/](https://activeminds.org/1k-in-1k/)

Thank you to **United Health Foundation, Jack Kent Cooke Foundation, Flourish Arbonne Foundation, J. Willard and Alice S. Marriott Foundation, and Humble Bundle** for their support of our 1k in 1k goal.

## We Are Led by Youth and Young Adults



### Student Advisory Committee

Serving July 2022 – June 2023

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*President*  
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College Park

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## Active Minds Student Ambassadors

*Serving July 2022 – June 2023*

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### **Sriya Sai Pushpa Dalta**

El Camino Real Charter High School

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### **Angela Yang**

Granada Hills Charter High School

### **Andrew Young**

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### **Mikaela Zelinger**

Colorado State University

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**Arjun Shah**

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# Corporate and Foundation Supporters

Annual and multi-year commitments from corporations and foundations allow Active Minds to mobilize youth and young adults nationwide in creating a new culture around mental health.

*\*Donors from July 1, 2022-June 30, 2023*

## \$1,000,000+

ICONIQ  
United Health Foundation

## \$500,000-\$999,999

Jack Kent Cooke Foundation

Flourish Arbonne Foundation

## \$250,000-\$499,999

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Humble Bundle  
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**Thank you so much**

**to our generous donors!**



# Individual Donors

We are sincerely grateful for our donors who, through their commitments, are equipping a mental health movement with the knowledge, tools, and resources needed to create lasting change in the way we view and talk about mental health. *\*Donors from July 1, 2022-June 30, 2023*

## \$100,000+

Indira Foundation

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Agnes & Alan Leshner  
Naomi & David LoBosco

Suzie Lui  
Lindsay & Adam Maarec  
Joseph Madison  
Elizabeth Marx  
Manaswini Mattipalli  
Kathy & Rod McNeil  
Clark Messman  
Shaun Miller  
Mukesh Mittal  
Toshiya Miyatsu  
Tyler Munson  
Cassidy Murray  
Cory Musselman  
Rasha Nahas  
Stuart Nibley  
Kevin Norris  
Tom O'Malley  
Shannon Odam  
Eric Oestreicher  
Michelle Oglesby  
Pidgwon  
Michael Ortiz  
Leslie Oster  
& Daniel Rodriguez  
Krishna Pachipala  
CJ Palting  
Jill & Jeffrey Pargament  
Dan Paulk  
Rick Payes  
Janet & Marc Pfeffer  
Matt Pitkewicz  
Marie Pogozelski  
& Richard Belle

Steven Polakoff  
Megan Quann  
Marlene Racca  
Ram & Sumana  
Rajagopalan  
Fakhruddin Rakla  
Anuradha Ramaswamy  
Luis Ramirez  
Krysta Ramsey  
Hamilton Randle  
Sunil Reddy  
Jane & Larry Reed  
Kevin Reigstad  
Alan Rosenthal  
Tracy Rudolph Jackson  
& Stuart Jackson  
Sunita Rumalla  
Reem Salahuddin  
The Salzberg Family  
Jade Samano  
Mark Schmidt  
Honey & Les Schneider  
Peter Schwarzbach  
Luke Sears  
Natalie & Ethan Selzer  
Sachin Senan  
Vivi & Alan Sheff  
James Silfies  
Jenifer Snyder  
Marcia Solkoff Eskin  
& Barnet Eskin  
Teresa & Paul  
Spiegelman  
James Spoor

## Teamwork. Collaboration. Well-being & Social Connection.

*There are a lot of  
good life skills that  
can be learned on  
the soccer field!*

Representatives from  
Active Minds joined  
the New England  
Revolution in October  
2023 to host a soccer  
clinic in St. Paul, MN  
for children ages  
6-14 to understand  
the importance of  
communicating  
their feelings and  
how active listening  
can help others feel  
supported.

*Thank you to the  
**United Health  
Foundation and the  
PTA** for making this  
possible.*





## Meet our new speakers

We are excited to welcome two new **K-12 speakers** (Donovan Taylor Hall and Active Minds alum Dayna Altman) and two new **workplace speakers** (Anthony Sartori and Aisha Moore)!



[activeminds.org/  
programs/am-speakers](https://activeminds.org/programs/am-speakers)

Swati Srivastava  
Bill Stellmach  
Richard Story  
Margaret & Thomas Sweeney  
Mr. & Mrs. Michael M. Tarrow  
Cynthia Tate  
Lisha Taylor  
Shari & Scott Tepper  
Susan Toochin  
Uma Vallassery  
Jose Vinas  
Peggy Wachs  
Robert Walczak  
Jill & Michael Weinstein  
Nicole Ashton & Stan Wertlieb  
Lisa Wexler  
Stephanie & Derek Wong  
Donnovan Young

### **\$250-\$499**

Anonymous  
Jamie & James Abelson  
Heidi Ackerman  
Usman Ahmad & Tara Culkin  
David Altschuler  
Kristin Andersen  
Mary & Richard Anderson  
Micki & Phil Armour

Susan & Arthur Aronoff  
Shelley & Mark Austrian  
Joan & Thomas Bak  
Lindsey Balltzglier  
Craig Bardenheuer  
Jennelle Barosin  
Andrew Barrett  
Matthew Berge  
Annie Brin Billian & Mark Billian  
Allen Blumberg  
Anna Brady  
Joanna Brody  
Donald Bryant  
Sally Buckman & Robert Shaw  
Sophia Buslik  
Beth Carlisle  
Christine Cierpial  
Annita Coburn  
Kennedy Cogan  
Allison Cohn  
Susan & James Cole  
Margo & Mark Collins  
Christian Comito  
Joanne & Frank Crantz  
Amy & Brain Cropp  
Elena & Michael Cunningham  
Holly Curtis  
Charles Dickson  
Stuart Dolnick  
Katherine Dumouchel

Cathy Elias  
Marianne England  
Amy Everson  
Alex Farley  
Daïen & Ken Feinberg  
Ira Fishman  
Alicia Ford  
Julius Genachowski  
Evandro Gigante  
Deborah Gilboa  
Alan Glasberg  
Mark Gleason  
Susan & P. Thomas Glynn  
Sabrina Gmuca Pitonyak  
Norman Goldberg  
Amy & Kenneth Goodman  
Amy Gorman  
Praveen Gottipati  
Alison Graham  
Michael Hajduk  
Lila Hanasab  
Whitney Haring-Smith  
Matthew Held  
Leslie Henshaw  
Pamela & Timothy Hocevar  
Tambrey & Robert Hoehl  
Samantha Hoff  
Humza Iqbal  
Peg & Dan Jacobs

Denise Jankovec  
 William Jeffrey  
 Thomas Jensen  
 David Jones  
 Richard Kadison  
 Suzanne & Douglas Kahn  
 Sunny Kanneganti  
 Mike Kaping  
 Alyssa Kawala  
 Samuel Klein  
 Kim Kressaty  
 Sam Langel  
 Suan Larocca-Debaun &  
 David Debaun  
 Carol F. Lee  
 Jeannine & Christopher Lee  
 The Leibowitz-Marcus  
 Family  
 Kelly Leong  
 DeQuincy Lezine  
 Murray Lieberman  
 John Loughner  
 Kathleen Loughner  
 Jennifer & Matt Mandel  
 Tracy & Bill Mann  
 Lester Marion  
 Vivien Marion  
 Barbara & Rick Marsh  
 John Martin  
 Kevin McBride  
 Julie McCallister  
 Merit McIntyre  
 Heidi & Brent Meaux

Jennifer & Jon Meer  
 Shivaun Miele  
 Lauren Miller  
 Asmita Momin  
 Cannon Montague  
 Patrick Moore  
 Donna Morea  
 Celeste & David Morimoto  
 Marilyn & Brian Nasky  
 Marisa Nemcik &  
 Matthew Price  
 Ahman Noor  
 Darby Pearson  
 Anne Philipps  
 Suzanne Pickens  
 Darci & Kenneth Pickering  
 Cheryl & Ralph Pinkus  
 David Pinsky  
 Susan Pondfield &  
 William Mentlik  
 Romina Potter  
 Lakshminarayana Potu  
 Allison Powers  
 Suzanne Michelle Pugh  
 Barbara Quinn  
 Azadbir Rai  
 Nancy & Steve Raskin  
 Michael Reinhardt  
 Susan Reynolds  
 Jonathan Rick  
 Haley Rogers  
 William Rogers  
 Charles Rossotti

Michele Goldfarb &  
 Anthony Rostain  
 Richard Ruffner  
 Karmen Rumachik  
 Didi & Michael Sacks  
 Trina Saha  
 Vincent Salucci  
 Janice Samano  
 Dara Sanandaji  
 Beth Sapiro  
 Timothy Schaffer  
 Emily Schmitt  
 Jessica Schulz  
 Alan Sette  
 Ann Sherman  
 James Siebert  
 Ann & John Siefert  
 Nina Simon & Robert  
 Rosenthal  
 Gayle Slattery & Robert  
 Wexler  
 Rosalyn & Kenneth  
 Stevens  
 Lisa Stevenson  
 David Stopak  
 Cat & Phil Strahan  
 Kate & Josh Strax  
 David Sullivan  
 Monica & Richard Sussman  
 Marissa & Jacob Sutker  
 Anthie Sutterfield  
 Kristen Swingle  
 John Thompson  
 David Tiktinsky

Dr. Dorothy Toung  
 Julie Turner  
 Tanu & Praveen Tyle  
 Marilyn & Sheldon  
 Wallerstein  
 Frances Walters  
 Danielle Watkins  
 Terry Winberg  
 Peggy Cambier-Weinstein  
 & Andrew Weinstein  
 Shayne Weinstein  
 Scott Weir  
 Kenneth Wexler  
 Janet White  
 Ann Wilson  
 Mary Wink  
 Shannon & Matthew  
 Winters  
 Bronya Zamarin  
 Chad Zamarin  
 Carol Zimmet



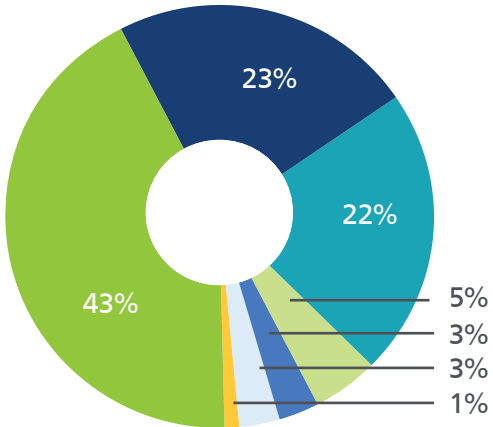


# Financials

The impact we are able to make with thousands of youth and young adults nationwide is directly enabled by the financial resources and sustainable growth of our organization.

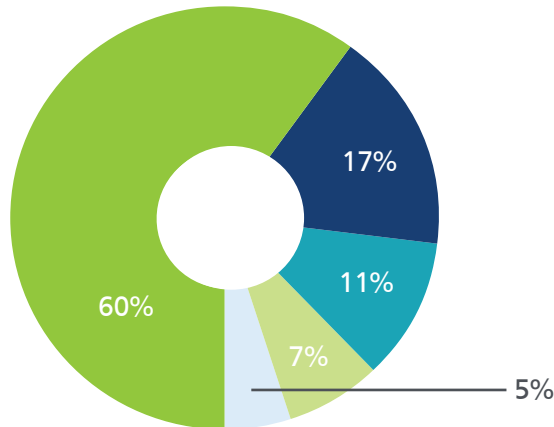
In FY2022-2023, we committed to a transformative five-year strategy to jettison our long-term visions of mobilizing youth and young adults in mental health into reality. Thanks to years of thoughtful stewardship of our supporters' contributions, we are well-positioned for this growth.

## Where our dollars come from...



■ Contributions & Gifts	<b>\$4,750,134</b>
■ Foundation Grants	<b>\$2,603,319</b>
■ Corporations	<b>\$2,397,663</b>
■ Program Revenue	<b>\$572,569</b>
■ Other	<b>\$388,277</b>
■ Special Events	<b>\$304,021</b>
■ Government Contracts	<b>\$103,266</b>
<b>TOTAL</b>	<b>\$11,119,249</b>

## Your dollars at work...



<b>Program Services</b>	
■ Chapters & Youth Mobilization	<b>\$4,638,021</b>
■ Education & Training	<b>\$1,340,272</b>
■ School Policy Change & Workforce Development	<b>\$372,693</b>
<b>Supporting Services</b>	
■ Fundraising	<b>\$878,085</b>
■ Management & General	<b>\$574,352</b>
<b>TOTAL</b>	<b>\$7,803,423</b>
<b>Change in Net Assets</b>	<b>\$3,315,827</b>

Note: financials cover July 1, 2022-June 30, 2023

## Citations

### Page 4

Youth Risk Behavior Survey (2019); NAMI Mental Health Stats; "Mental Health of College Students Is Getting Worse" (Boston University, 2022); Recent Trends in Mental Health and Substance Use Concerns Among Adolescents (2022); Landscape of School-Based Mental Health Services (2022); Mental Health in the Workplace (2018); National Association of School Psychologists; UCSF's National Adolescent and Young Adult Health Information Center; CDC Youth Risk Behavior Survey (2021) Bridgespan internal research.

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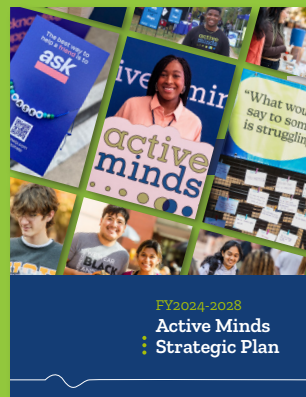
Lewis, Katherine Reynolds. "Young Adults Suffer from Anxiety, Depression Twice as Often as Teens." *The Washington Post*, 24 Oct. 2023, <https://www.washingtonpost.com/wellness/2023/10/24/anxiety-depression-young-adults/>.

The mental health crisis experienced by youth and young adults has become one of the most pressing public health issues of this time.

After a phase of rapid growth, Active Minds is launching a new strategic plan to guide our newest efforts.

Creating an effective movement of youth and young adult mental health champions is an ambitious goal that will stretch us and take time, effort, and learning. We are carefully considering how to innovate and respond to the needs of the individuals and groups who Active Minds can reach, knowing that we must remain flexible and responsive to their specific needs.

Ultimately, we are working to **create a movement** that forever changes how mental health is valued and prioritized in society.



Read the FY2024-2028  
Strategic Plan

[activeminds.org/about-us/](https://activeminds.org/about-us/)

[mission-and-impact](#)



2001 S St. NW, Suite 700  
Washington, DC 20009

**activeminds.org**

202.332.9595

hello@activeminds.org

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**active  
minds**

CELEBRATING OUR IMPACT  
MOBILIZING THE FUTURE