

**PROJECT
HEALTHY
MINDS**



2025



Impact Report



Building clearer, more trusted pathways to mental health support

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A Letter from Our Founder & CEO

Dear friends,

Last year, we shared how Project Healthy Minds was building a new kind of mental health infrastructure — a digital marketplace designed to make finding support clearer, more personal, and stigma-free.

In 2025, that vision took a decisive step forward.

This was the year we moved from laying the foundation to actively shaping a more personal, responsive front door to care — one that reflects how people seek support in everyday life. We focused on reducing the friction that so often stops people from following through: unclear options, opaque costs, and the feeling that the system isn't built for you.

Across the year, one pattern stood out: when people are met with clarity, confidence, and real choice, they are more likely to take action. That insight guided how we strengthened the platform and how we prioritized the next phase of the work.

Beyond the platform, we continued to help shape how mental health shows up in culture. Our 2025 World Mental Health Day Festival and Gala in NYC convened leaders across sports, entertainment, business, and public life. Their conversations and stories reflected how deeply mental health now influences the way we lead, work, parent, create, and connect — and why new pathways to support are urgently needed.

Across the country, young people and families continued turning to our marketplace and to the cultural platforms we help bring to life as they navigate anxiety, stress, depression, and the everyday pressures of modern life. Their needs, questions, and experiences inform every decision we make — from which services we add to how we design the earliest steps of the user journey.

Looking ahead, we are preparing to launch our first hyperlocal access model — a blueprint grounded in proximity, cultural relevance, and affordability, designed to make access feel real at the neighborhood level. It represents a new chapter in our work: demonstrating that mental health access can be rebuilt city by city, with equity and lived experience at the center.

The work is ambitious, and meaningful progress is already underway.

Thank you to every supporter, partner, advisor, and friend who helped advance this vision in 2025. Together, we are building a future where finding support feels simple, stigma-free, and truly within reach.

With gratitude and determination,

Phil Schermer
Founder & CEO
Project Healthy Minds



Our Vision & Model

The mental health system feels fragmented because it was never designed around how people actually seek help. Our vision is to reimagine that experience from the ground up — combining technology, culture, and evidence-based guidance to help people find support when and how they need it. Project Healthy Minds exists to close the mental health treatment gap in America by addressing three systemic barriers that keep people from seeking care:



Stigma

Fear, shame, and perceived social cost that prevent people from asking for help

Discoverability

The difficulty of finding options that are trustworthy, relevant, and understandable

Affordability & Fit

Navigating cost, insurance, and identity-aligned care in a system that rarely feels designed for the individual

To address these challenges, our model brings together four strategies that reinforce one another:

A Free Digital Marketplace to Connect People to Support

Our marketplace helps users discover therapists, psychiatrists, support groups, digital tools, helplines, crisis resources, and more — vetted in collaboration with clinical and academic experts. As a free, nonprofit marketplace, it is built to prioritize user needs, transparency, and quality over commercial incentives.

Cultural Partnerships That Normalize Help-Seeking

We bring mental health into music, sports, entertainment, and the creator economy — the spaces where people already are. By collaborating with trusted cultural figures and platforms, we reduce stigma, increase relevance, and help audiences understand where to turn next.

Workplace Advocacy That Reaches Adults Where They Are

We work with employers to strengthen mental health support in the workplace — through manager training, strategic guidance, and peer learning communities. These partnerships help translate clinical science and lived experience into practical tools for leaders, employees, and their families.

Data & Research That Strengthen Systems of Care

Through anonymized user patterns, partnerships with clinical and academic institutions, and ongoing evaluation, we are developing a clearer understanding of how people seek and access mental health care. This work lays the foundation for a future national, privacy-protective dataset that informs researchers, public health leaders, and policymakers. Our data efforts are grounded in ethics, security, and a clear purpose: improving access, quality, and equity in mental health care.

Together, these pillars form a connected ecosystem — one that meets people where they are, reflects the realities of modern life, and creates accessible, trusted pathways to support.

Who We Serve

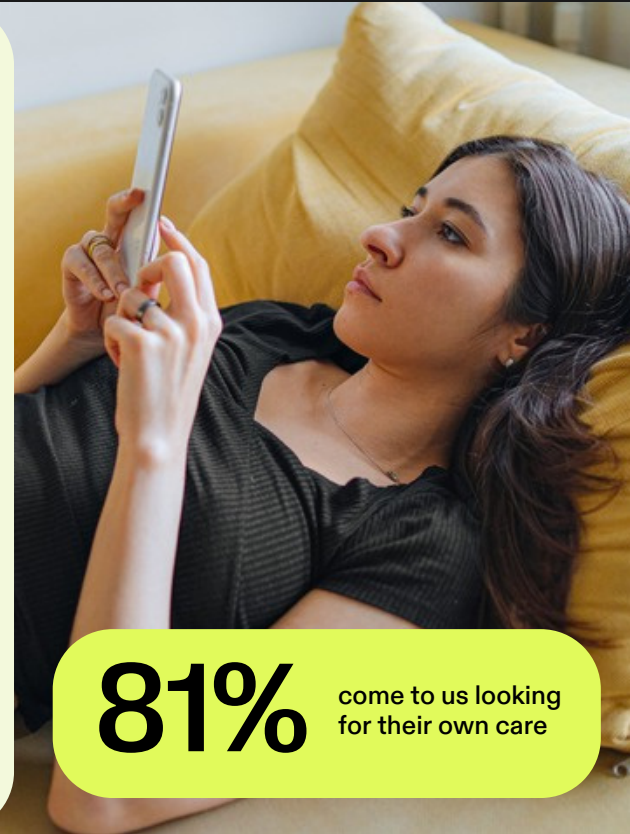
The people behind the numbers

Who is reaching us — and how that picture is shaping our work.

Every search on our marketplace represents a real person navigating one of the hardest moments in their life — often alone, often at night, often after months or years of trying to figure it out on their own. In 2025, the second generation of our marketplace gave us our clearest picture yet of who those people are. The data is no longer just a demographic snapshot; it is the foundation for every decision we make about what to build next.

The first thing the data tells us is that we have become a personal front door. More than eight in ten users come to us looking for their own care. Nearly one in five are reaching us on behalf of someone else — a dynamic we explore on the next page.

Across every demographic cut of the data, three challenges rise consistently to the top of what people tell us they are carrying: anxiety, depression, and the quiet weight of loneliness and sleep loss. The shape of that hierarchy — and where it changes meaningfully for different communities — is what defines the rest of this section.



81% come to us looking for their own care

Top Challenges Reported

Users can select more than one challenge, so percentages do not sum to 100%.

- 27%** Anxiety
- 20%** Depression
- 12%** Loneliness
- 11%** Sleep issues
- 9%** Relationship issues

Nearly 70% of users are between **13 and 39**

Nearly 1 in 5 are under **18**

2/3 of users identify as women

Race / Ethnicity Breakdown

Among users who shared race or ethnicity. Non-respondents excluded from base to enable cleaner comparison across communities.

- 69%** White
- 11%** Hispanic or Latin American
- 9%** Black or African American
- 8%** Asian
- 2%** American Indian or Alaska Native
- 1%** Native Hawaiian or Pacific Islander
- 31%** BIPOC (all non-White)

Who We Serve

When the search is for a child

The person searching isn't always the person who needs care — and the experience has to recognize that.

One in twelve users on our marketplace is searching not for themselves but for a child — a son or daughter, a niece or nephew, a child that they're raising. Across a year, that translates into many thousands of searches in which the person typing is not the person who will ultimately receive care.

Looking for a child is the most common reason someone reaches us on behalf of another. Read together, the broader pattern suggests our marketplace serves two roles: helping people seek care for themselves and helping others navigate support for someone they care about.

The demographic patterns within this behavior are where it becomes a product challenge. As the next pages will show, who people are searching for — and why — changes meaningfully across communities. Designing for the person standing one step away from the care, often worried and often under time pressure, is work this section will return to.

1 in 12

of all our users is reaching our marketplace on behalf of a child

Who They Are Searching For

Among the 19% of users searching on behalf of someone else.

42%

A Child



36%

A loved one
(partner, parent, sibling)



22%

A friend



Who We Serve

What people are looking for

How people search for care is teaching us how to build it.

The first step toward care rarely happens in a clinic. It happens in a search bar — a question typed, sometimes erased, sometimes typed again. What people ask for, and how they want care to reach them, is the most actionable signal we have for what the next iteration of the marketplace needs to feel like.

Help finding a therapist is what most users come for. Support groups, psychiatry and medication, and digital self-care tools follow. How they want to receive that care matters just as much: more than half want to start digitally, three in ten are open to either modality, and just under one in five prefer in-person. What that mix tells us is that the question is no longer whether digital care is acceptable to the people reaching us — for most users, it is the entry point — but whether the digital experience can carry someone confidently toward the right kind of care, in person or otherwise.

The patterns visible on this page shaped our 2025 investments in ranking, in cost transparency, and in how search results are organized.

Services People Search For

40%	Therapist
20%	Support Groups
15%	Psychiatry & Medication
13%	Digital Self-Care
8%	Sleep Support



How People Want to Receive Care

53%

prefer digital

17%

prefer in-person

30%

no preference

Designing for the long arc of care.

Women are the largest share of the people we serve — and the way they use the marketplace is the clearest case study we have for what mental health care looks like when it is not a single moment of crisis but an ongoing relationship.

Anxiety is what most women name — 65%, more than double the platform-wide rate of 27%. Depression, loneliness, sleep loss, relationship strain, PTSD, and grief follow — and across this full range of challenges, women report rates meaningfully above the platform baseline. What that breadth tells us is that women on our marketplace are arriving with a named, claimed challenge they are actively trying to address — and looking for somewhere credible to bring it.

88% of women who use our platform are searching for their own care

How they search reinforces this. Nearly nine in ten are looking for their own care. Therapy is the entry point, and from there, many move into support groups, digital tools, and psychiatry — often in combination, often over months and years. The ordering tracks the platform overall: care for women is a sequence of services, not a single one. For many, our marketplace helps turn consideration into action. Building toward that moment, and supporting the relationship that follows, is at the center of the next chapter of our work.

Beyond seeking care for themselves, many women also arrive trying to help someone they care about navigate uncertainty and identify the right next step — a child, a partner, a parent, a friend. It is a smaller share of their searches than the platform average, but it reflects the same pattern explored earlier in this section: care-seeking often extends beyond the individual, with users stepping in to support the people closest to them.

65% of women on our marketplace cite anxiety as a top challenge — more than double the platform-wide rate

Subgroup rates reflect users who completed our intake assessment; platform baseline reflects all users.





>3X more often than women, men reach our marketplace on behalf of a child.

A different shape of help-seeking — and a community we need to reach earlier.

One of the most surprising findings in the 2025 data: 17% of men who reach our marketplace are searching on behalf of a child, vs. 5% of women. Conversations about men and mental health often focus on reluctance to seek support. Our data suggests a more nuanced picture. When men do come to the marketplace, they often come because someone they love needs help.

Men come to the marketplace less frequently than women do, but when they do, the shape of their searches differs.

46% reach for therapy — well above women's 35% and above the platform average of 40%.

Men reach for crisis helplines and substance use treatment at roughly 2x the rate women do. Read together, the pattern looks less like ongoing maintenance and more like help sought under pressure — for themselves, or for someone in trouble.

For boys and young men in particular, the cultural conversation is sharpening. Loneliness, identity confusion, and rising suicide rates among young men have moved to the center of public concern, and the gap between what these communities are carrying and the support that reaches them in time is widening. Reaching them earlier — before crisis is the trigger for the first search — is a focus of the cultural programming and partnerships described later in this report.

How Men's Patterns Differ

Each row shows the rate among women / among men.

	women	men
Searching for Self	88%	66%
Searching for a Child	5%	17%
Substance Use Disorder Treatment	4%	8%
Crisis Helplines	3%	6%

A community choosing us far more often than their numbers would predict — a measure of trust.

LGBTQ+ users reach our marketplace at nearly 3X their share of the country. That finding suggests two important dynamics. It is a measure of distress — the rest of this page makes plain the scale of what this community is carrying. And it is a signal of trust in what we are building — that when people in the LGBTQ+ community look for somewhere to bring what they're carrying, our marketplace is where they choose to turn. Both readings are pointers to where we need to keep investing.

The challenges they name register meaningfully higher than the platform baseline almost across the board. Anxiety runs at 58%, more than 2X the platform average. Depression sits at 55%, nearly 3X the average. PTSD and trauma reach 27%, almost 4X the platform rate. What those elevations tell us is not simply that the LGBTQ+ community carries more — it is that they are reaching for a place where they can name what they carry openly.

The question we are working on is whether what they find here is care that recognizes them. The trust this community has shown by reaching us at scale is what makes that work possible — and what makes it urgent.



23%

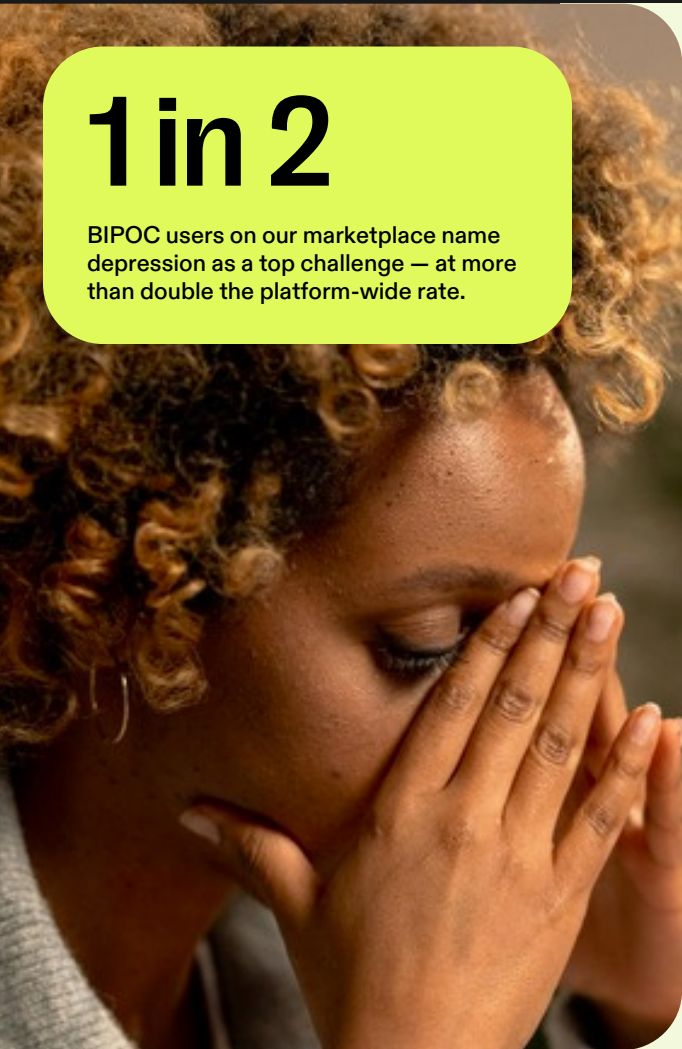
of our users identify as LGBTQ+ — nearly three times their share of the adult U.S. population.



Top Challenges Among LGBTQ+ Users vs. Platform Baseline

Users can select more than one challenge, so percentages do not sum to 100%. Subgroup rates reflect users who completed our intake assessment; platform baseline reflects all users.

	LGBTQ+ Users	Platform Baseline
Anxiety	58%	27%
Depression	55%	20%
Loneliness	37%	12%
PTSD & trauma	27%	7%



1 in 2

BIPOC users on our marketplace name depression as a top challenge — at more than double the platform-wide rate.

A community carrying significant distress — and the cultural barriers that make seeking care harder.

BIPOC users on our marketplace name anxiety, depression, and loneliness at rates between 2X and nearly 3X the platform baseline. The numbers describe a community carrying a meaningful burden of distress — and one that, when it does reach us, knows what it is looking for.

Therapy is the top service sought, at **46%**

The harder part of the story is not on this page. Across communities of color, cultural stigma around mental health remains one of the most persistent barriers to seeking care. Naming a challenge, let alone reaching for help, often runs against deeply held norms about what is private, what belongs to family, what belongs to faith. For many BIPOC users, the journey to a search bar has already cleared a high wall.

That changes what reaching this community well will require. Presence is one piece — the work our 2026 hyperlocal pilot is designed to test. The other is trusted voices: role models from within these communities who can make help-seeking visible as strength rather than weakness and make support-seeking feel familiar and culturally resonant. Both are essential to making support feel visible, trusted, and within reach.

Top Challenges Among BIPOC Users vs. Platform Baseline

Users can select more than one challenge, so percentages do not sum to 100%. Subgroup rates reflect users who completed our intake assessment; platform baseline reflects all users.

	BIPOC Users	Platform Baseline
Anxiety	58%	27%
Depression	51%	20%
Loneliness	32%	12%



2025 at a Glance

Every search on our marketplace is a person in a hard moment, weighing whether to take a next step. In 2025, we built in direct response to what those people showed us. The marketplace became more personal, more navigable, and more accessible. Cultural partnerships met people in the spaces where help-seeking begins — long before anyone opens a browser tab. And the groundwork for a hyperlocal model took shape: proximity-based, affordability-forward, and designed for the communities that existing systems have never been built for. The question that drove every decision was the same one that drives the work: what does it actually take to reach the person who has quietly given up on finding care?

A More Personalized and Navigable Marketplace

In 2025, we focused on making the marketplace more intuitive, more rigorously informed, and easier to navigate in moments of uncertainty. We redesigned how users clarify their needs, compare options, and identify clear next steps — while also strengthening the infrastructure required for quality and privacy at scale.

Key advancements included:

- Address-based search, enabling users to find services that are truly nearby rather than limited to broad state-level filters
- Improvements to service ranking and results ordering, prioritizing evidence-based care and broadly appropriate service types
- Redesigning service cards and tagging to make comparisons clearer and less overwhelming
- The introduction of early cost estimation tools, helping users better understand affordability before committing time and energy

Together, these improvements moved the marketplace beyond discovery alone — toward a more guided, decision-oriented experience.



Culture as a Catalyst for Reach

We continued to invest in culture as a driver of relevance, trust, and action. In 2025, cultural partnerships helped ensure that mental health conversations did not stop at awareness, but pointed people toward credible pathways to support.

- High-profile collaborations across music, film, sports, and creator communities
- Deeper partnerships that strengthened how mental health is discussed in the spaces where people already spend attention and build trust

>31 Billion

media impressions during World Mental Health Day Festival Week, elevating mental health on some of the world's most influential platforms



We now know who reaches us today and who we still need to reach. In 2025, our work across the organization focused on a single priority: helping people understand their options and take the next step toward mental health support — including those the system has historically failed to reach. The sections that follow show how we pursued that goal — a more personal and trusted marketplace, a new model for hyperlocal access, and cultural partnerships that meet people where help-seeking begins.

Deepening the Personal, Trusted Pathway to Support

Finding support should not add to the burden people are already carrying. In 2025, we redesigned our marketplace around the emotional and practical realities of searching for care — bringing clarity, warmth, and personalization to the earliest steps of the journey. For many people, searching for mental health support feels like staring into fog: unclear options, opaque costs, unfamiliar terminology, and no way to know which path is right. Our work this year focused on replacing that fog with a guided, grounded experience — one that helps users understand their options and move forward with confidence.

Personalized Assessments That Meet People Where They Are

We expanded and refined our evidence-based assessment tools to help users better understand their needs before choosing a service:

- An 8-question guided intake that surfaces key concerns, preferences, and practical constraints
- Validated clinical screenings (PHQ-8, GAD-7) for depression and anxiety, embedded in a user-friendly flow
- Early-stage development of additional clinical tools that meet our evidence criteria and are appropriate for a digital environment
- Careful design of demographic and discrimination surveys, so users can voluntarily and safely share information that may shape their care experience

These assessments do not replace clinical judgment; they help users clarify needs and identify appropriate paths forward.

Cost Transparency That Reduces Fear and Confusion

Understanding the cost of care is one of the biggest barriers to taking action. To address this, we:

- Launched Static Cost Estimation (v1) to provide early, high-level cost expectations
- Advanced planning for Insurance Compatibility (v1), focused on helping users gauge whether their coverage is likely to be accepted
- Explored third-party integrations and manual approaches for improving cost clarity while maintaining accuracy and trust

These tools are early steps toward a more transparent experience, helping people understand whether a provider is within reach before they invest time, energy, or hope.

Smarter Search, Results, and Navigation

This year delivered major advancements in the search experience:

- State-based and address-based search, allowing users to find services that are nearby
- Redesigned results pages and service cards, making it easier to compare options at a glance
- Ranking Algorithm v2, which places greater emphasis on evidence-based care and general-audience provider types appropriate for a wide range of users
- Improved filters and sorting, making comparison less overwhelming and more empowering

The result is a cleaner, calmer, and more user-friendly experience — one that helps people move from “Where do I even start?” to “Here’s a real option I can act on.”



Deepening the Personal, Trusted Pathway to Support

Strengthening Quality, Safety, and Trust

Behind the scenes, we made significant investments in the infrastructure that supports quality and safety.

- Enhanced screening and tagging workflows to ensure services are accurately categorized and easier to navigate
- Audit preparation and process improvements aligned with HIPAA readiness and best practices for data protection
- Upgraded internal tools that support more consistent vetting and quality assurance at scale
- Strengthened security protocols, further safeguarding user data and partner relationships

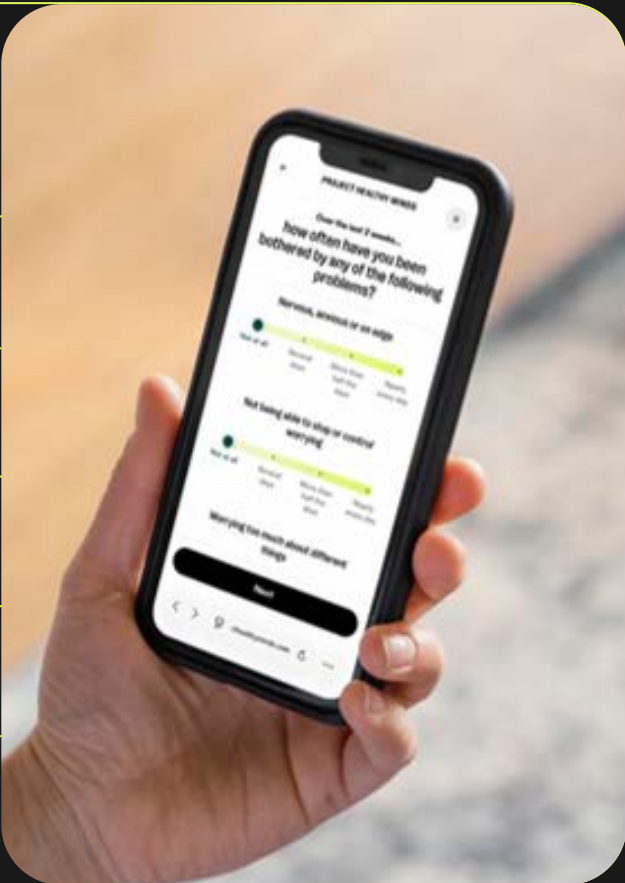
These improvements are not visible to most users, but they are essential to maintaining quality and confidence in the experience.

What We're Learning From Users

Across hundreds of thousands of interactions, we continue to see consistent patterns:

- Top needs:**
anxiety, stress, and depression
- Most selected service types:**
therapy, digital tools, psychiatry, and peer support
- Conversion rates:**
a sustained upward trajectory with each major product release
- Early NPS and qualitative feedback:**
strong satisfaction signals in user testing and interviews

These insights guide our roadmap and ensure that the marketplace reflects the real experiences of the people it serves.



Explore the Project Healthy Minds marketplace. Free, trusted mental health services — accessible nationwide.

projecthealthyminds.com/guide

Laying the Groundwork for Hyperlocal Access

Access to mental health support can vary dramatically from one neighborhood to the next — even within the same city. In 2025, we began designing a new model that brings proximity, cultural relevance, and affordability to the center of the care experience.

This is a national problem with a local shape. In metros across the country, hundreds of thousands of residents report unmet mental health needs each year, with Black, Latino, and immigrant communities facing some of the steepest gaps — and what's available can change from one neighborhood to the next. For our first pilot, we chose one market where that need is especially acute, so we could test a model built for proximity, affordability, and cultural relevance from the ground up. The challenge is not simply whether services exist, but whether they are visible, affordable, nearby, and culturally aligned.



What do people struggle with?

Cost and insurance complexity

Determining which options are genuinely close to home or work

Finding providers who understand their identities and lived experiences

Navigating dozens of directories that feel generic and impersonal

In 2025, we set out to build a solution that addresses these realities head-on.

Introducing our Hyperlocal Pilot (Launching 2026)

Our Hyperlocal Pilot is a new model for neighborhood-level mental health access — bringing together:

- Proximity-based service directories across the pilot metro — organized in ways that reflect how people actually move between neighborhoods, the city core, and surrounding counties
- Insurance compatibility and early cost estimation tools, designed to reduce financial uncertainty
- User profiles and check-ins that support ongoing engagement over time, not just a single search
- AI-assisted tagging, helping maintain accuracy and quality as the directory grows
- A replicable framework for expansion to other cities, informed by evidence, user feedback, and local partnerships

This pilot will serve as a blueprint for the next generation of mental health access — responsive to geography, culture, community, and the lived realities of families.

2025 Milestones That Made Hyperlocal Possible

To prepare for launch in 2026, we:

- Completed address-based search (v3), a critical building block for neighborhood-level matching
- Scoped and began designing the Local Services Pilot, including user flows and provider pathways
- Initiated conversations with providers about service utilization data and feedback loops
- Advanced tooling for screening and tagging, enabling more granular and accurate local categorizations
- Mapped the steps required for quality audits at scale, ensuring that growth does not come at the expense of rigor
- Prepared for a 500-services milestone, aimed at diversifying local offerings and building a robust hyperlocal directory

These efforts ensure that the pilot launches with the clarity and infrastructure to succeed from day one.

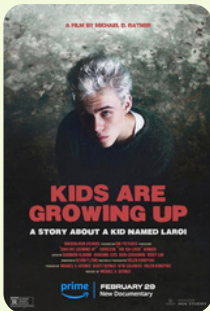
Reaching Youth & Families Through Culture & Storytelling

Discovery and proximity matter when someone is ready to look. But for many young people and families, the harder, earlier work happens long before anyone searches at all — in the cultural spaces where mental health is first named, framed, and made discussable. Culture — music, sports, film, and creator platforms — shapes how mental health is understood, discussed, and acted on.

In 2025, Project Healthy Minds deepened its cultural partnerships to reach youth and families at this upstream moment, when trust is formed and language around mental health first takes shape. These partnerships help normalize language and make support feel more relevant and approachable — particularly for communities less likely to engage traditional systems early.

Documentaries & Film

We collaborated on film and documentary projects that brought mental health into mainstream cultural spaces through lived experience:



KIDS ARE GROWING UP: A STORY ABOUT A KID NAMED LARO

placed conversations about vulnerability, pressure, and support within global music culture, reaching young audiences through an unfiltered account of early visibility and expectation.



CHILD STAR WITH DEMI LOVATO

examined the mental health impact of identity, fame, and public scrutiny, offering language and perspective that resonated deeply with Gen Z and young millennial audiences.

By grounding mental health in real stories rather than abstract messaging, these projects helped reduce isolation and make help-seeking feel more possible.

Sports & Creator Partnerships

Sports and creator platforms play a uniquely influential role in shaping norms around strength, performance, and resilience. In 2025, we expanded partnerships within these ecosystems to embed mental health into everyday conversations within sports and creator communities:



Expanded work with the NBA integrated mental health narratives into broadcasts, community engagement, and fan-facing content.



A new partnership with Alex Cooper's Unwell Network and the *Call Her Daddy* podcast brought mental health dialogue into one of the largest communities of Gen Z and young millennial women.

These collaborations connected audiences to the Project Healthy Minds marketplace, which spans the full continuum of care. Taken together, these partnerships help more people recognize what they're feeling — and know where to start.

World Mental Health Day Festival 2025

Project Healthy Minds' Annual Public Advocacy & Anti-Stigma Platform

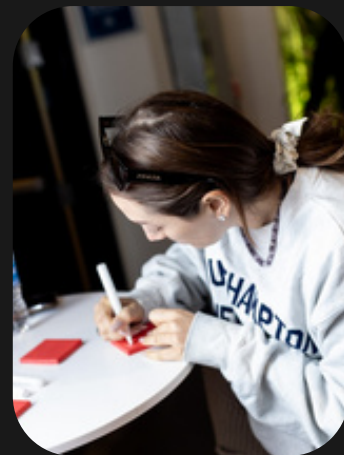


Why This Festival Matters

Mental health has long been treated as something private — a struggle managed behind closed doors, in hushed conversations, in the margins of life. The World Mental Health Day Festival exists to change that. Modeled on the belief that culture shifts when communities gather publicly around what matters — that visibility is itself an act of advocacy — the Festival creates one day each year where mental health is celebrated rather than whispered about. Free and open to all, it is a civic event as much as a cultural one: a signal to every person who attends, watches, or simply knows it exists that their mental health is worthy of a national conversation held in the open, with joy and community at the center.

Pride did not just change how LGBTQ+ Americans felt about themselves — it changed how the country saw them. It did that in part through the radical act of public celebration: gathering visibly, joyfully, and unapologetically in spaces where that community had previously been invisible. The World Mental Health Day Festival is built on the same conviction. Mental health affects more Americans than almost any other condition — and yet it has never had its public day.

No annual gathering large enough to make the scale of the need undeniable. No civic moment that tells the one in five Americans living with a mental health condition that what they carry is worthy of celebration, not just clinical management. Project Healthy Minds' World Mental Health Day Festival is our commitment to building that moment for mental health in America. Growing every year, it is the country's annual reminder that mental health is not a private problem. It is a public priority.



World Mental Health Day Festival 2025

Project Healthy Minds' Annual Public Advocacy & Anti-Stigma Platform

Hosted at Spring Studios in Tribeca, the 2025 Festival — the largest community event in the world dedicated to World Mental Health Day, and completely free to the public — brought together thousands of attendees for a full day of programming across five floors, an experience grounded in our four pillars: Move, Meditate, Convene, and Nourish. The demand was extraordinary: more than 4,000 tickets were issued, and more than 800 people joined the waitlist after the event reached capacity — reflecting the public's growing desire for trusted spaces to explore mental well-being.

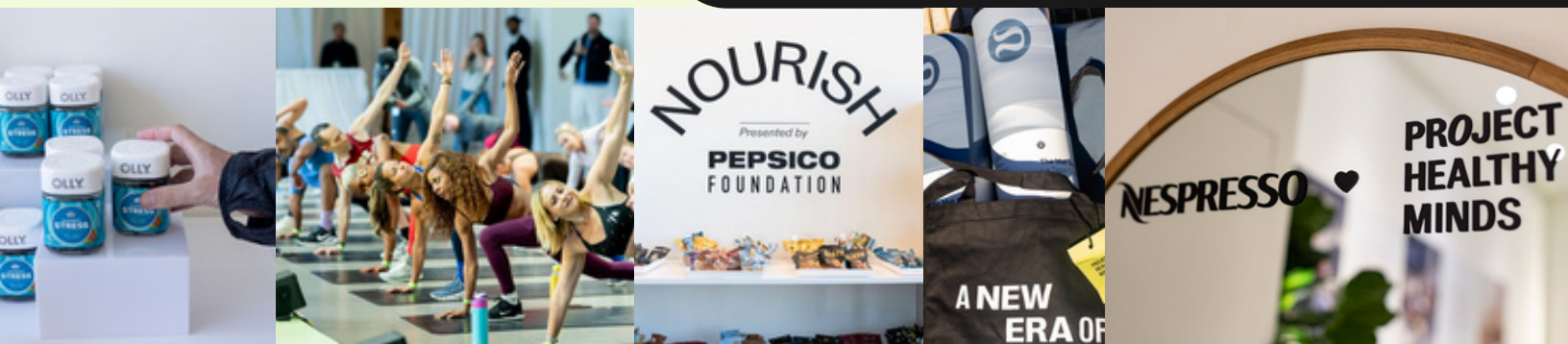


The 2025 line-up

Across the day's sessions, leaders from psychology, journalism, entertainment, sports, and public life anchored a shared conversation about youth mental health, the digital age, leadership, and lived experience. The lineup included Prince Harry & Meghan, The Duke and Duchess of Sussex; Carson Daly (co-host of NBC's TODAY and longtime mental health advocate); Jonathan Haidt (social psychologist and author of the New York Times best-selling book *The Anxious Generation*); Sophia Bush (actress and activist); Arianna Huffington (founder and CEO of Thrive Global); Katie Couric (award-winning journalist and founder of Katie Couric Media); Dr. Becky Kennedy (clinical psychologist, best-selling author, and founder of Good Inside); Remi Bader (content creator and body-acceptance advocate); and Kendall Toole (fitness personality and mental health advocate).

Brand Partners

Partners including PepsiCo, lululemon, Nespresso, Equinox, ServiceNow and OLLY brought the Festival to life through thoughtful activations across all four pillars — and it is their generosity that allows us to keep the Festival free and open to the public. These collaborations transformed sponsorship into experiences that deepened learning, strengthened connection, and elevated the day's core themes.



World Mental Health Day Festival 2025

Project Healthy Minds' Annual Public Advocacy & Anti-Stigma Platform

Convene

The Convene stage brought together researchers, creators, parents, clinicians, activists, journalists, and global leaders for a series of conversations designed to illuminate today's most urgent mental health issues. Each session aimed to deepen understanding, surface practical solutions, and bridge research and lived experience.

Supported by  



Surviving or Thriving: How Are Young People Doing in the Digital Age?

Created in partnership with the Archewell Foundation

This panel explored how constant connectivity, social media, and emerging AI tools shape young people's mental health. Featuring young leaders, parents, and researchers, the session explored how teens experience online life and what families and communities need to foster healthier digital environments.



How the Great Rewiring of Childhood Caused an International Mental Health Crisis — and How We Can Reverse It

Jonathan Haidt outlined the global rise in youth mental health challenges tied to the shift from play-based to phone-based childhood. Joined by parent advocates and moderated by Katie Couric, the conversation charted pathways to restoring independence, purpose, and human connection for the next generation.



World Mental Health Day Festival 2025

Project Healthy Minds' Annual Public Advocacy & Anti-Stigma Platform



Changing the Game: Breaking the Stigma in Sports and Leadership

Boardroom co-founder Rich Kleiman shared personal insights on resilience and leadership, highlighting the growing movement within sports and entertainment to speak openly about mental health. The conversation underscored the need for leadership models rooted in vulnerability.

What Parenting Has Taught the Comics

Dr. Becky Kennedy, Michael Kosta, and Rosebud Baker explored the chaos, humor, and emotional highs and lows of raising children today. Through candid discussion, the panel reframed humor as a powerful tool for coping with stress, anxiety, and parental overwhelm.



The State of AI

Created in partnership with the Archewell Foundation

Experts in tech accountability, safety, and digital policy explored how algorithms shape identity, family dynamics, self-image, and safety. The session provided families with strategies for navigating a world increasingly mediated by AI.



The Mental Health and Psychosocial Response to Humanitarian Crises

Created in partnership with the Archewell Foundation

Global leaders from the UN, Humanity Crew, and mental health institutions examined how communities can address trauma during conflict and disaster. The discussion centered on culturally grounded, early-intervention approaches that protect dignity, resilience, and long-term recovery.

Meditate with Deepak Chopra, Followed by a Conversation on AI and Spiritual Evolution

Deepak Chopra led a guided meditation before joining Arianna Huffington to discuss AI, consciousness, and the future of well-being. The session explored how technology may help—or hinder—human development and self-understanding.



World Mental Health Day Festival 2025

Project Healthy Minds' Annual Public Advocacy & Anti-Stigma Platform



Rallying Around Boys and Young Men

A diverse panel explored rising mental health challenges among boys and young men — from loneliness to identity confusion to suicidal ideation — and identified community-driven solutions to help them thrive.



Creator Conversation + Workshop with Case Kenny

Creators: The Mental Health Toll of Influence

Leading creators — Remi Bader, Kendall Toole, Davis Burleson, and Kelsey Wells — spoke openly about burnout, community expectations, comparison, and the emotional weight of living online.

Workshop: What's YOUR Mantra?

Case Kenny guided attendees through a practical framework to build optimism and develop personal mantras rooted in clarity, language, and self-belief.



Body Image in the Age of GLP-1s

With the rise of GLP-1 medications and shifting beauty norms, leaders across fashion, advocacy, and content creation examined what it means to reclaim body autonomy and promote self-acceptance in a rapidly changing landscape.



Sophia Bush on Mental Health, Joy, and the Power of Advocacy

In a deeply personal conversation, Sophia Bush reflected on a year of transformation, the role of authenticity in healing, and how advocacy can open space for others — particularly LGBTQ+ communities and women — to seek support.



World Mental Health Day Festival 2025

Project Healthy Minds' Annual Public Advocacy & Anti-Stigma Platform

Nourish

Culinary leaders and mental health experts explored the intersection of food, ritual, and emotional well-being, grounding mental health in everyday practices that create connection, stability, and meaning.

Presented by

PEPSICO
FOUNDATION



Move

Movement sessions led by Kelsey Wells, Kendall Toole, and Hellah Sidibe grounded the day in physical resilience, demonstrating the profound connection between movement, stress relief, and emotional well-being. These sessions brought the science of movement to life, helping attendees experience firsthand how fitness can be a gateway to mental strength.

Presented by

 **lululemon**

Supported by

EQUINOX



Meditate

Mindfulness programming culminated in a rooftop meditation with Deepak Chopra. Supported by partners including OLLY, Equinox, and lululemon, the Meditate pillar invited attendees to slow down, restore, and reconnect with themselves — blending contemplative practice with evidence-based tools for daily grounding.

Supported by

 **OLLY**



Project Healthy Minds Gala 2025

The Project Healthy Minds Gala serves as a strategic convening point — bringing together leaders from business, culture, philanthropy, and public life to align around solutions that expand access to mental health support.

Held as the kickoff for World Mental Health Day,

the third annual Project Healthy Minds Gala at Spring Studios reflected the growing seriousness with which mental health is being taken across industries. The evening was designed to do three things well: elevate visibility for mental health as a public issue, convene influential decision-makers across industries, and mobilize philanthropic support for scalable, evidence-based solutions.

The program blended personal perspective with institutional leadership. Musical artist Alexander Stewart opened the evening with a performance that grounded the night in lived experience. NBC's Carson Daly hosted, guiding the program with a focus on clarity, purpose, and the urgency of action.



Art Installation Curated by Keith Lissner

Created specifically for the Gala, the immersive installation used AI-driven visual language to explore emotion, identity, and perception. Drawing on Lissner's background as a New York-based artist and former Executive Vice President of Design at Vera Wang, the work invited reflection—using art as a quiet, experiential entry point into conversations about mental health.



Project Healthy Minds Gala 2025

The evening recognized leaders whose work reflects meaningful commitment to mental health:



Sports Visionary of the Year

Kalen Jackson,
Owner of the Indianapolis Colts,
presented by NFL Commissioner Roger Goodell



Humanitarians of the Year

Prince Harry and Meghan,
The Duke and Duchess of Sussex,
honored for their global advocacy and sustained
focus on mental health and community resilience



Corporate Visionary of the Year

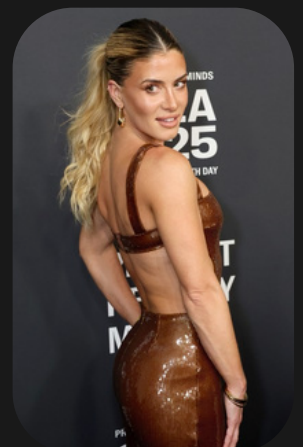
ServiceNow,
Accepted by Vice Chairman Nick Tzitzon



The Gala concluded with a performance by Lukas Graham, underscoring the role of culture in shaping public understanding and engagement.

Beyond the program itself, the Gala functioned as a platform for alignment — reinforcing mental health as a priority that requires coordinated leadership, investment, and long-term commitment. The evening generated significant visibility across business, entertainment, and national media, while also supporting Project Healthy Minds' continued growth and program expansion.

The success of the 2025 Gala reflects a broader shift: mental health is no longer a peripheral issue. It is increasingly understood as foundational to leadership, performance, and community well-being — and deserving of sustained, strategic investment.



Advancing Workplace Mental Health

Workplaces shape how millions of people experience stress, support, and care over the course of their daily lives, and the cost of getting it wrong is measurable. The World Health Organization estimates that 12 billion working days are lost each year to depression and anxiety alone, roughly \$1 trillion in lost productivity globally. In 2024, diminished employee productivity drained an additional \$438 billion worldwide, according to Gallup. For decades, workforce mental health has been treated as a benefits-and-wellness question. Yet no standardized framework exists to measure which investments actually work.

In 2025, Project Healthy Minds set out to change that through the Workforce Lab, an effort to build credible standards and measurement for mental health at work.

Project Healthy Minds Workforce Lab

The Project Healthy Minds Workforce Lab (formerly the Corporate Coalition) brings together leading employers to build a first-of-its-kind measurement framework: a standardized, research-backed way to understand and improve employee mental health — and to prove what actually works.

Heading into its public launch in H2 2026, the Lab includes nine member companies across sectors, among them Apollo Global Management, AXIS Capital, KPMG, L'Oréal, ServiceNow, TD SYNnex, Teneo, and Universal Music Group, with additional companies in advanced stages of engagement. During the year, Project Healthy Minds also formalized a research partnership with Harvard Business School's C.D. Spangler Professor Ryan W. Buell to co-develop the Lab's measurement framework.

The Lab helps employers address a set of practical, high-stakes questions:

How do you accurately measure mental health across a workforce?

Which programs, policies, and benefits make a statistical difference?

How do those investments translate into performance and improve the bottom line?

Beyond measurement, the Lab gives members a platform to lead the conversation around workforce mental health:

Lab Sessions

Monthly, recorded panels led by member company executives, bringing top voices to discuss pressing questions facing leaders

Lab Notes

A rotating editorial series authored by member company executives and posted on Project Healthy Minds' channels

Roundtables

Convening top executives together to share learnings at the cutting edge of workforce mental health programming

Global Forums

Speaking opportunities at events like Davos and Milken

Looking ahead, the Lab will:

- Publicly launch and continue to expand its membership base
- Finalize the initial measurement framework and begin full data collection
- Convene members through toolkits, roundtables, newsletters, and an annual summit
- Deliver initial cross-company research findings and case studies

Together with the Project Healthy Minds Workforce Lab, we can change the future of work.

With it, we can change the future of mental health.

Data, Research & Accountability

Trust is built on transparency

In 2025, we invested in tools, practices, and partnerships that ensure our marketplace is grounded in evidence, privacy, and scientific rigor. We use data to strengthen insight, accountability, and continuous improvement — with clear ethical guardrails and a focus on privacy. Our 2025 data strategy focused on three core commitments:

Understanding Needs in Real Time

We continued to gather anonymized insights on the concerns users are experiencing, the types of support they seek, and how they move through the platform. Across hundreds of thousands of interactions, consistent patterns emerged around dominant concerns and preferred pathways.

These insights now guide:

- Product decisions, such as which assessment tools to prioritize and how to structure the search experience
- Sourcing priorities, including which service types and geographies to target as we expand
- Hyperlocal planning, informing how we design neighborhood-level access models

We also advanced work on demographic and discrimination survey design, collaborating closely with researchers and community stakeholders to ensure that any new measures are voluntary, respectful, and privacy-protective.



Building Responsible Data Foundations

We invested in the systems and practices required to ensure that data informs decisions responsibly as the marketplace grows. Our focus was on strengthening the quality, consistency, and reliability of the information that underpins how services are surfaced, evaluated, and improved over time.

In parallel, we advanced internal data practices that support accurate insight and accountability — including improved service screening and auditing workflows, stronger metadata integrity, and clearer internal standards for how insights are generated and applied. Together, these foundations ensure that future measurement around access, equity, and outcomes is built on rigor, trust, and real-world relevance.

Strengthening Trust, Privacy & Security

We significantly accelerated work toward HIPAA readiness, including:

- A comprehensive third-party security and privacy audit
- Upgraded security practices and technical controls
- Improved documentation and workflows for how data is handled internally
- Enhanced systems for service screening and tagging, supported by our Services Admin 2.0 infrastructure

Together, these efforts underscore our commitment to becoming one of the most trusted stewards of mental health data in the nonprofit sector.

Board of Directors

Board Spotlight

Our Board of Directors and advisors anchor Project Healthy Minds at the intersection of technology, culture, public health, and social impact. In 2025, we strengthened this leadership bench with the addition of new expertise that further expands our capacity to scale nationally.

This year, we proudly welcomed Matt Fischer to our Board of Directors—a leader whose career has helped shape global digital ecosystems and next-generation innovation.



Matt Fischer

**Former Head of Global App Store, Apple;
Founder, 55 West**

Matt Fischer has been a leader at the intersection of media, entertainment, and technology for more than 25 years. He spent 21 years at Apple (2003–2024), where he served as a Vice President overseeing Apple’s global App Store business. In this role, he managed the App Stores for iPhone, iPad, Apple Watch, Apple TV, iMessage, Apple Vision Pro, and Mac, along with Apple’s game subscription service, Apple Arcade.

Under Matt’s leadership, the App Store reached over one billion customers worldwide, with developers generating more than \$1 trillion annually across the App Store ecosystem.

Matt built and led a large, diverse global team and oversaw all aspects of the App Store business — including revenue generation, customer acquisition, editorial strategy, marketing, and product management — in partnership with Design, Engineering, Finance, Legal, and Operations.

Before overseeing the App Store, he led U.S. marketing and business development for iTunes. His early career included leadership roles at Napster, myplay, CDNOW, and N2K.

Matt earned a BA with Distinction from the University of Virginia in the Political and Social Thought Distinguished Majors Program. He lives in the Bay Area with his wife, Renee, their teenage sons, and their golden doodle, Finn.

Stewards of Our Mission

Project Healthy Minds is committed to financial stewardship that supports long-term sustainability, responsible growth, and national scalability. In 2025, we continued strengthening the systems and practices that ensure resources are deployed strategically and with discipline.

Strategic Financial Management

Throughout the year, we aligned investments with our multi-year product and program roadmap, sequencing initiatives to balance ambition with responsible pacing. This approach allowed us to:

- Build core marketplace features and infrastructure essential for hyperlocal expansion
- Deliver high-impact programming such as the Festival and Gala without compromising operational stability
- Maintain flexibility to respond to emerging opportunities and needs

Our financial strategy centers on durability: ensuring we can sustain the tools, programs, and partnerships that define our model.

A Broad and Diverse Funding Community

Project Healthy Minds is supported by a wide and diverse coalition of philanthropic partners, including individuals, corporations, and private foundations. This diversity reduces reliance on any single funding source and reflects broad confidence in our mission and execution.

Our funding community continued to expand in 2025, enabling investments across technology, cultural programming, research, and organizational capacity.

How We Invested Resources in 2025

Our 2025 budget was allocated across five core areas critical to advancing mental health access:

Product & Engineering

Investments in marketplace enhancements, address-based search, affordability tools, quality systems, and foundational infrastructure supporting future hyperlocal models.

Program Delivery & Cultural Programming

Development and execution of the World Mental Health Day Festival, Gala, and year-round cultural partnership initiatives.

Research & Data Infrastructure

Strengthening privacy, security, and data governance; advancing real-time insights; and supporting the design of new evaluation and equity frameworks.

Storytelling & Outreach

Strategic communications and community engagement to ensure users, partners, and service providers are aware of — and can effectively access — our tools.

Core Operations

Finance, compliance, talent, and operational systems that enable organizational excellence and support sustained scaling.

Commitment to Transparency and Sustainability

We continue to build financial practices that reflect industry standards, including multi-year planning, scenario modeling, and ongoing evaluation of resource allocation. That discipline has earned Project Healthy Minds a Four-Star rating from Charity Navigator — its highest possible rating, awarded to only about one-in-four charities it evaluates. These foundations position Project Healthy Minds for responsible growth as we expand our marketplace and prepare to bring hyperlocal access models to new communities.



What's Next

The future of mental health access is personal, local, and rooted in trust. Our work in 2026 and beyond will bring this vision to life.

As we look ahead, our focus sharpens around four long-term priorities:

Building the Hyperlocal Pilot

In 2026, we are building our first hyperlocal access model — demonstrating how proximity, cultural relevance, and affordability tools can work together at the neighborhood level.

Expanding Affordability Tools

We will advance insurance compatibility, expand cost estimation, and explore pathways for subsidized or sponsored services — ensuring people can find not just any care, but care they can realistically access.

Deepening Personalization & Retention

User profiles, check-ins, and supportive touchpoints will help people navigate their mental health journeys over time — without ever feeling surveilled or pressured.

Strengthening Outcome & Equity Measurement

We will continue investing in tools that measure not only who clicks, but who receives care, who benefits, and where systemic gaps persist — shaping advocacy and public health solutions built from lived experience.

Shaping Culture at Scale

Through the Festival, Gala, and partnerships across entertainment, sports, and digital media, we will continue building cultural momentum that makes mental health easier to talk about — and easier to act on.

A Shared Path Forward

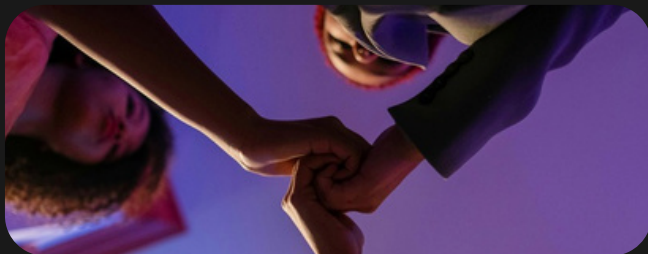
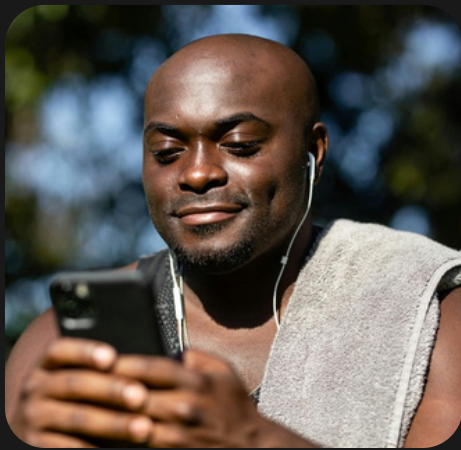
The mental health crisis remains profound. But with each product improvement, each partnership, each convening, and each step toward a more personal, local, and affordable system of support — we are building something that did not exist before.

- 1 A system that turns uncertainty into action.
- 2 A system that treats trust, transparency, and relevance as essentials — not extras.
- 3 A system that meets people earlier, in the places where language and confidence are shaped.



We are grateful to every supporter, partner, advisor, and community member who helped make 2025 a defining year. The work ahead is big — but so is the opportunity.

The future of mental health starts today.



**PROJECT
HEALTHY
MINDS**

Through disciplined innovation, trusted partnerships, and sustained commitment, we are building a world where mental health care is easy to find, free from stigma, and accessible to all.