



bring change to mind

let's talk mental health

Impact Report



“What mental health needs is more sunlight, more candor, more unashamed conversation about illnesses that affect not only individuals, but their families as well.”

-Glenn Close
Co-Founder,
Bring Change to Mind



A Letter from our Co-Founder



Dear friends,

I almost lost my sister and nephew to mental illness due to the fact that our family had no vocabulary to handle mental health issues or how to speak about them.

I was completely shattered to hear my sister say that she couldn't stop thinking about killing herself. That was my moment. I knew I had to do something to help her, to help others like her, to change the conversation, to educate myself and with luck and determination, to work daily to end the stigma and discrimination surrounding mental illness.

Because of this, I co-founded Bring Change to Mind (BC2M) in 2010 to bring home a very loud message - to end the stigma around any form of mental illness, empower those who live with it, and those who love them, to acknowledge it, to talk about it, to get help and to eventually lead open and productive lives.

BC2M is a national nonprofit dedicated to helping others gain the tools needed to start the conversation; I know from personal experience that removing stigma saves lives. Our research shows that our Public Service Announcements (PSAs) and evidence-based, peer-to-peer high school and undergraduate programs are having a lasting effect on the ways that people talk about mental illness. BC2M has created a social movement by providing people with platforms to share their own stories, connect with others, and learn from each other.

Our events have brought together influential voices, community advocates, and renowned scientists to raise awareness and support for our programs. Most recently we have honored entertainment icons Billy Crystal and Whoopi Goldberg with the Robin Williams Legacy of Laughter Award, which was created by the Williams family to honor Robin's legacy and to remind us that one in five people will experience mental illness in a given year.

We are deeply moved and inspired by the BC2M high school club programs. These students have shared their stories, and have confirmed our hope that these important conversations can save lives. To date, we have more than 5,000 students in 180 high schools (25 schools on our waiting list) working every day to change the conversation. Our goal is to offer this program for free to every high school in the country.

Mental Illness does not discriminate; we are all affected. It is this reason that we need your help to not only maintain, but also expand our vital programs. Your support will allow us to achieve even greater national impact and we are grateful that so many of you have joined us in this movement.

Best,

A handwritten signature in black ink, which appears to read 'Glenn Close', is written in a cursive style. The signature is positioned above the printed name 'GLENN CLOSE'.

GLENN CLOSE





The Need



One in four people will be affected by a mental illness at some point of their lives, and while there are effective treatments available, **more than 50% of people living with a mental illness will not seek help because of stigma.** A lack of understanding is preventing millions of people from leading full and successful lives.

Bring Change to Mind (BC2M) recognized the need to close the understanding gap, and has become the leading national voice working to demystify mental illness and normalize the conversation. Founded in 2010 by award-winning actress Glenn Close, the organization has successfully leveraged the power of celebrity and media to launch a national dialogue about mental health through Public Service Announcements (PSAs), and evidence-based, peer-to-peer high school and undergraduate programs. Additionally, BC2M has created a social movement around change by providing people with platforms to share, connect, and learn about mental health.

The mission of BC2M is to end the stigma and discrimination surrounding mental illness. Our work is grounded in three pillars of support for the communities we serve, including: creating national advocacy and awareness campaigns, developing a national student-led high school club program, and building a storytelling movement that works to end the stigma in the United States. We have currently reached more than 2 billion people through our advocacy efforts and served more than 8,000 students across the country.





PSA Campaigns



Since our launch, BC2M's PSA campaigns have proven to be a most effective outreach method and educational tool.

From our first PSA in Grand Central Station, directed by Ron Howard and starring BC2M Co-Founders Glenn and Jessie Close, to this year's Not That Weird, BC2M campaigns have been viewed more than **6 BILLION TIMES** across Cinema, TV, Radio, Print & Digital.

Through our strong media relationships, all of our campaigns have reached their targeted demographics, from Baby Boomers to men to teens.

VIDEOS



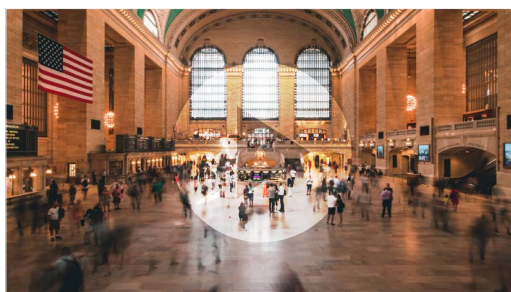
#StrongerThanStigma

Male celebrities came together to discuss the unique challenges that men face when discussing mental health



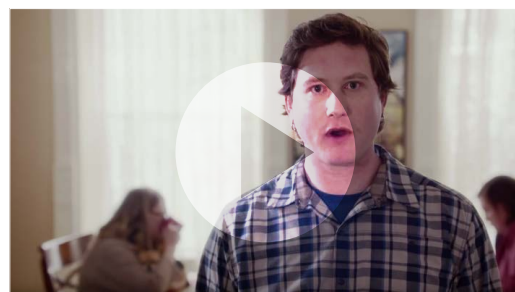
#MindOurFuture

Young people submitted their personal stories, and encouraged their peers to do the same



Grand Central Terminal

Ron Howard lent his extraordinary talent in directing our first PSA, and John Mayer donated his song, Say, as the musical backdrop.



"Schizo" PSA

Featuring the Co-Founder of BC2M Glenn Close, her sister Jessie and her nephew Calen, the PSA has been shown in scientific survey's to reduce stigmatizing attitudes towards those living with a diagnosis of schizophrenia.

PSA: Not That Weird



MENTAL HEALTH. IT'S NOT WEIRD BETWEEN FRIENDS.

Our 2018 campaign might be our weirdest one yet. There is a guy with a shark biting his arm, a kid wearing a diving suit to school, and some even stranger stuff on our social channel. But at the heart of it is something that's not weird at all — friends talking to friends about mental health.

NOT-THAT-WEIRD VIDEOS

Talking about mental health doesn't have to be feel so **strange**.



ALONE



GNAWING

SLIGHTLY WEIRD PRINT ADS

A picture says a thousand not-that-weird words.

Anxiety.
It's not weird between friends.

Maybe you feel like something's gnawing at you. Endless negative thoughts and worries that dig in and just won't let go. And you might feel like that's too weird to talk about. But chances are, your friends won't find it weird at all. They might even be going through something similar. Bring Change to Mind can help you start the conversation. Find out more at BringChangeToMind.org.

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Depression.
It's not weird between friends.

Maybe you feel kind of isolated. Distant. Like even when you're surrounded by other people, you're alone. Maybe you feel weighed down. And you might feel like that's too weird to talk about. But chances are, your friends won't find it weird at all. They might even be going through something similar. Bring Change to Mind can help you start the conversation. Find out more at BringChangeToMind.org.

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PSA: #TalkToAnyone



EVERY CONVERSATION STARTS SOMEWHERE

For our 2017 campaign, we focused on one of the biggest challenges in discussing mental health: getting started.

We gathered a team of performers, many of whom have connections to mental illness in their own lives. We asked them to roleplay different conversations, touching on various diagnoses and relationships.

The videos show that no matter what you're facing, or who you're reaching out to, you can make a real connection. Not every conversation will be perfect, but each one fights the stigma around mental illness. And, that's a conversation worth having.

CONVERSATION VIDEOS

How do you talk about depression with a football fan? Anxiety with a chef? Bipolar disorder with an artist? Find out in our series of PSA videos.



How to Talk About Mental Health with Anyone



Depression with a Football Fan



Bipolar Disorder with an Artist



Anxiety with a Chef



Bring Change to Mind High School



The Bring Change to Mind High School program develops student-led high school mental health clubs that provide a space for educated conversation, changing perceptions, and demystifying a topic that affects so many young individuals. The student-centered clubs are based in research, and their efficacy has been studied by outstanding research teams from the University of California, Berkeley and University of California, San Francisco

SINCE ITS LAUNCH IN THE FALL OF 2015, THE BC2M HIGH SCHOOL PROGRAM:

- Has grown from 25 high schools in Year One, to 180 high schools in Year Four.
- Partnered with schools and have launched clubs in 16 states.
- Been implemented in public, private, charter and continuation schools alike.
- Has more than 5,000 active high club members across the United States.
- Continues to grow its second pilot region in Los Angeles.





Bring Change to Mind Undergrad

Bring Change to Mind Undergrad was a 4 year student led and intervention assessment research pilot program at Indiana University whose goal was to develop, test, and evaluate the efficacy of anti-stigma program materials and student led campus activities. BC2M U was the first of its kind to develop a systematic program aimed at reducing the stigma of mental illness on a campus setting. Now that the pilot phase is completed, the research will be utilized through collaborative partnerships and disseminated to college campuses across the country.

A STUDENT-LED PROGRAM DEDICATED TO CREATING STIGMA-FREE CAMPUSES.

BC2M U empowered students to create fun, educational mental health awareness events and campaigns for entire colleges and universities. Our goal is to encourage open dialogue and to build inclusive campus climates through providing a range of adaptable anti-stigma materials.



What our members and advisors have to say:

"I want to change the way people, especially my peers, see mental illness. The BC2M club has allowed me to help my peers by educating them, and as a result, begun to erase the stigma of mental health in our school."

- Jackson
SENIOR

"As an advisor, I loved working with BC2M. you all have been there when I needed help or support. Thank you so much for creating this group and opportunity!! You are all ROCKSTARS!"

- Stephanie
CLUB ADVISOR

"I really believe in this club and know that we will expand greatly over the next few years at our school. Thanks for everything!"

- Cady
CLUB ADVISOR

"Before being diagnosed with anxiety myself, I had very little understanding of what anxiety is and what it means to have it. I viewed it as something permanent and something to be ashamed of, and I couldn't imagine having a discussion about it with others. It took many months for me to accept my condition, learn to overcome it, and realize that I have nothing to be ashamed of at all. Through BC2M, I hope to help others make the same realization, foster open conversations about mental health, and spread the word that you CAN get better."

- Emily
JUNIOR

"The BC2M Student Summit was a great way to meet and liaise with other students who are passionate about erasing the stigma of mental illness. It has really opened my mind to the lack of awareness that I subconsciously have in certain situations"

- Claire
SOPHOMORE



Revels & Revelations



Revels & Revelations is BC2M's annual benefit, held each fall in either San Francisco or New York City. The star-studded event treats guests to an evening of comedy, music, and most importantly, the heartfelt and honest stories that will help us normalize the conversation around mental illness.

Revels & Revelations was established in 2012 and has featured performances from Tony Bennett, Wayne Brady, Anderson Cooper, Idina Menzel, Joel McHale, Paul Simon, and many others. Beginning in 2017, BC2M launched the Robin Williams Legacy of Laughter Award, which has since been presented to Billy Crystal and Whoopi Goldberg.





All Jokes Aside



In 2018, BC2M celebrated their Los Angeles launch with an event at the legendary Comedy Store on the Sunset Strip. Guests were treated to a VIP panel discussion about stigma, followed by a hilarious night of comedic storytelling by BC2M Ambassador Greg Behrendt, and other comedy greats like Pauly Shore, Yvonne Orji, and Marc Maron.





Corporate Partners



HBC Foundation



Established in Canada in 2005 and in the United States in 2017, the HBC Foundation is the North American charitable arm of Hudson’s Bay Company, one of the fastest-growing retailers in the world. The foundation is a Canadian registered charity and a 501(c)(3) non-profit organization in the U.S. dedicated to improving lives by enhancing physical and mental health through education, access, research, and empowerment. By channeling the collective power of HBC’s banners North America, including Hudson’s Bay, Lord & Taylor, Saks Fifth Avenue, and Saks OFF 5TH, the foundation helps to transform the mental health landscape.

BC2M is honored to partner with the HBC Foundation and their mission to improve the mental health of people everywhere.

The partnership with HBC has included the annual sale of the HBC charity bears, and a 2018 t-shirt and social media campaign to raise funds and fight stigma using #TheFutureIsStigmaFree. The campaign, which was supported by celebrities like Lily Collins, Alanis Morissette, and Olivia Palermo, reached an audience of more than 24 Million people and raised \$100,000 for BC2M.

GlowBiotics

GLOWBIOTICS MD’s mission is to help all women feel good about what they put on their skin so they can radiate confidence from within, because they know when you feel good on the inside, you will glow. In that spirit, GLOWBIOTICS MD donates 1% of sales to mental health charities, as they not only want to help people to look good, but also FEEL good from the inside out.



ban.do



ban.do is a brand that values kindness and hard work. Their mission is to use their brand and products to celebrate fun and friendship, encourage self-expression, and provide an endless amount of happiness.

In 2018, ban.do partnered with BC2M to encourage more people to talk openly about mental health. Their “Anxiety” and “Depression” necklaces, the proceeds of which supported BC2M, were an immediate hit. They sold out within days, helping BC2M further the mission of ending stigma, and raising much-needed funds for BC2M programs.

Corporate Partners



The Mighty

The Mighty is a digital health community created to empower and connect people facing health challenges and disabilities. With over 1 million registered users, and a new one added every 20 seconds, The Mighty's stories and videos are viewed and shared more than 90 million times a month.

By partnering with The Mighty, BC2M is able to help even more people. Our resources will reach The Mighty's wide-reaching readership, and our information will appear on many stories on their site.



Link of Hearts

Link of Hearts' designs are simple and minimal, but their INTENTION sets them apart. Most companies give monetary donations; their mission is to inspire and connect with someone directly... To touch one's heart, and encourage someone to get through one more day... And, to be a voice to help fight the stigma of mental illness. Every piece that Link of Hearts designs comes with an inspirational word / phrase. They believe that one simple word on a piece of jewelry, or any item, is a positive, powerful, daily reminder of hope. That is the purpose. That is the mission.



Someecards

BC2M is excited to partner with Someecards during Mental Health Awareness Month in creating heartfelt and funny messages to help normalize conversations around mental health. Help us normalize conversations around mental health by posting the Someecards on your social pages and sharing them widely. Someecards launched in 2006 as a uniquely voiced ecard site, and has grown into one of the most widely shared and trusted humor brands on the web. Every day, their team of writers creates new ecards, articles, and original content, resulting in over 500MM monthly views on their website and in social media.

Events & Press



CNN

[Finding Hope: Battling America's Suicide Crisis](#)



SAN FRANCISCO CHRONICLE

[Mental health group honors Crystal with Williams legacy award](#)



NEW YORK TIMES

[Glenn Close and Patrick Kennedy on the Weight of Mental Illness](#)



CNN

[Mostly Human: Silicon Valley's Secret](#)



WEB MD

[Glenn Close "Mental Illness Is a Family Affair"](#)



TOWN & COUNTRY

[How Glenn Close is Changing the Way We Talk About Mental Illness](#)



Ambassadors

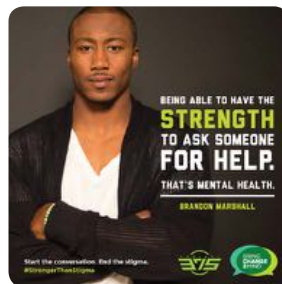


Thank you to all the celebrity voices that have helped us get our mission to national and international audience.

Mädchen Amick
Greg Behrendt
Wayne Brady
Kevin Christy
Whoopi Goldberg
Jen Gotch
Ricki Lake

Charlotte Lawrence
Logic
Kevin Love
Kate Mansi
Marc Maron
Brandon Marshall
Joel McHale

Idina Menzel
Yvonne Orji
RuthAnne
Pauly Shore
Jenny Yang





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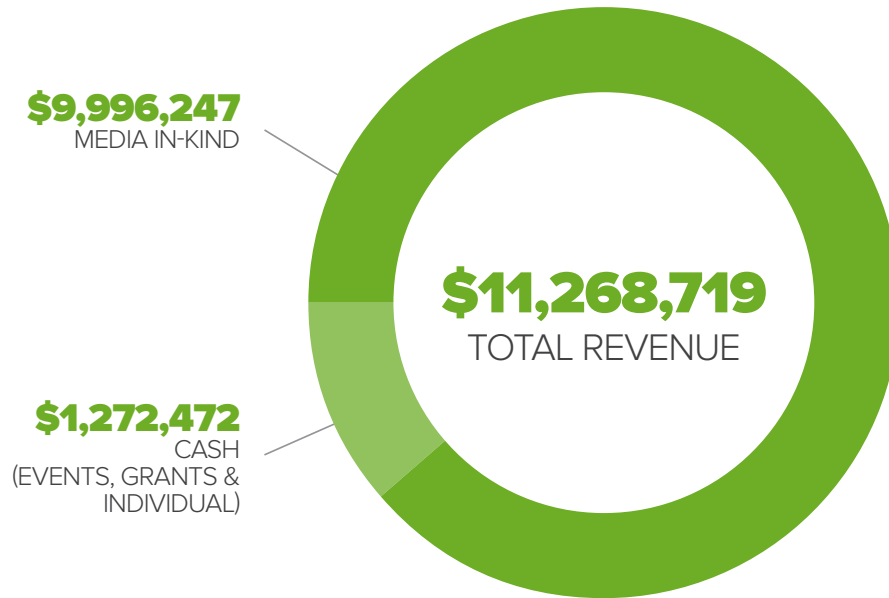
Department of Psychology, University of California,

Berkeley

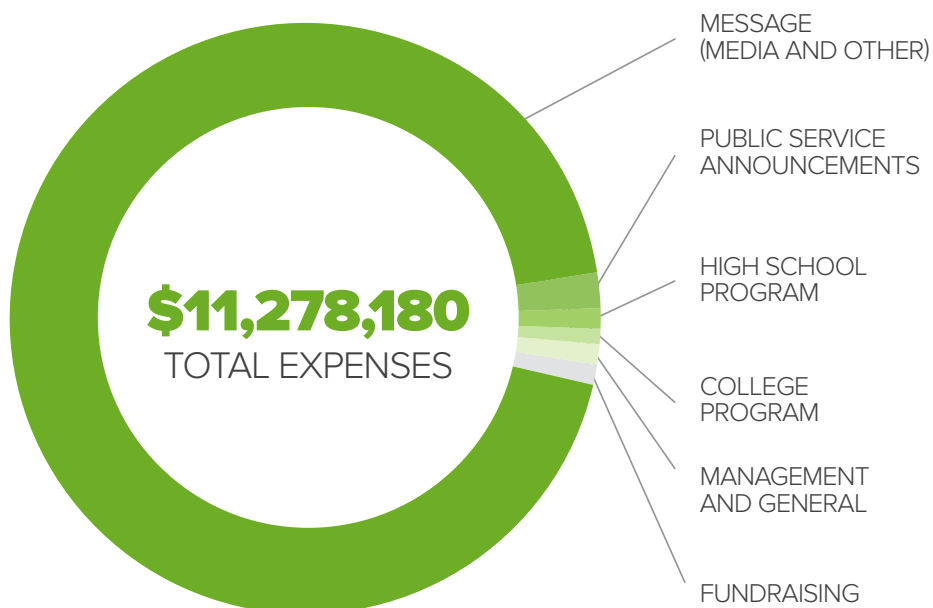
Financials



REVENUE FISCAL YEAR 2016



EXPENSES FISCAL YEAR 2016



Summary.

Since the beginning, BC2M has been committed to furthering our mission, while maintaining low overhead costs by employing a small staff and leveraging connections and networks wherever possible. With additional funding, BC2M could scale its High School and Undergraduate programming to reach more students in states throughout the U.S.; and develop influential multimedia campaigns that encourage cultural conversation around mental health, allowing for greater impact and reach.

Every individual who speaks out inspires another. And another. Through starting and continuing these conversations, BC2M is ending the stigma around mental illness and saving lives.



Thank You



Thank you to all of the incredible people and organizations that make our work possible.

If you would like to contribute to our future success, please visit:

bringchange2mind.org/donate

For more information about Bring Change to Mind,
please contact BC2M's Executive Director:

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