

2024 IMPACT REPORT

**A year of breaking stigma,
expanding access to vital
mental health resources, and
driving measurable change**



**THE MENTAL
HEALTH
COALITION**

A NOTE FROM OUR FOUNDER



We find ourselves at a pivotal moment in history. As a nation, we face unprecedented division, polarization, and trauma. Yet, amidst this turmoil, there is a common thread that unites us all: mental health. It stands as the most pressing public health issue of our time.

Nearly five years ago, I founded the Mental Health Coalition (MHC) with a clear understanding: we must confront the pervasive stigma surrounding mental health that prevents millions from seeking the essential treatment they deserve.

At MHC, we firmly believe that destigmatizing and prioritizing mental health is the key to fostering happier, more productive, and more connected lives across communities — and we are uniquely positioned to lead that crusade.

In 2024, we made significant strides in forging connections and partnerships with impactful nonprofits, businesses, and individuals across diverse sectors. We convened leaders and experts to foster unique collaboration. We communicated bold mental health messages that guided individuals to life-changing resources.

I am immensely proud of the progress we achieved over the last year, and I look forward to an even greater impact in the future. Together, we can transform challenges into opportunities, proving that when we unite, anything is possible.

A handwritten signature in black ink that reads "KENNETH COLE". The signature is stylized with a long, sweeping underline that extends to the left.

Kenneth Cole,
Founder, CEO & Chairman, The Mental Health Coalition

MISSION

The Mental Health Coalition's mission

is to catalyze like-minded communities to work together to destigmatize mental health and empower access to vital resources and necessary support for all.

MHC'S UNIQUE APPROACH

Connect. Convene. Communicate.

MHC serves as a coalition of the most impactful organizations, companies, and individuals, serving millions of communities.

2024 IMPACT

110+ million impressions

on culture-shifting campaigns
and life-saving mental health resources

MHC — THE ULTIMATE CONNECTOR

The Mental Health Coalition network is growing.

Expanding our Coalition is essential to scaling and leveraging our collective impact and driving systemic change. It's core to who we are. By uniting diverse organizations, businesses, and individuals under a shared vision, we create a powerful force capable of tackling stigma, improving access to resources, and shaping public attitudes in ways no single entity can achieve alone.

A stronger, more expansive coalition allows us to coordinate efforts, share innovations, and elevate mental health as a universal priority, ensuring that every voice contributes to a reimagined mental health landscape that is inclusive, equitable, and transformative.

Together, we can achieve far more than we ever could otherwise.

GROWING OUR NONPROFIT NETWORK

In 2024, we welcomed Mind Share Partners, Maternal Mental Health Leadership Alliance (MMHLA), International OCD Foundation, Creative Visions, Cohen Veterans Network, Kicking the Stigma, Sandy Hook Promise, The Quell Foundation, Inseparable and Movember into the Coalition to continue growing the communities represented in MHC.

These additional organizations provide resources for specific underserved communities, including veterans, youth in schools, mothers, and individuals disproportionately impacted by suicide. We've also included organizations working to advance policies for more equitable mental health access and those supporting mental wellbeing in the workplace.

To date, we have refused to accept government funding to remain bold, independent, and uncompromising in our mission.

EXPANDING INFLUENCE THROUGH CHAMPION CREATORS

Our MHC Champions program, a community-centered network of mental health influencers and creators, expanded to include 40+ passionate voices across the country, reaching millions to destigmatize mental health and support MHC's mission.

Our newest Champions include athletes, media personalities, entrepreneurs, clinicians, parents, and more. Reflecting diverse communities, conditions, and interests, these influencers help to disseminate mental health information to their unique audiences.



MHC — A UNIQUE CONVENER

MHC has convened and joined meaningful conversations around mental health on platforms across the country.

By bringing people together and leading discussions at high-profile events, MHC ensures mental health remains at the forefront of public discourse. These convenings inspire change, challenge stigma, and create a ripple effect, fostering a culture where mental health is openly discussed, prioritized, and accepted.

UNITING BUSINESS LEADERS FOR WORKPLACE MENTAL HEALTH

MHC's Wellbeing at Work program, launched in 2023, has continued to grow and sign on key leaders in commitment to workplace mental health. With expanding resources and support, the initiative reinforces the critical role the workplace plays in transforming the health and wellbeing of individuals and their families by leveraging operational, human, administrative, and financial resources.



Pictured (top): Will Reeve, Rachel Platten, Kenneth Cole, Donna Karan, Dr. Ashwin Vasani
Pictured (bottom): Hakeem Rahim, Rachel Duncan, Will Reeve, Dr. Kathy Pike, Kenneth Cole, Kati Morton, Beth Wiesendanger, Rawle Andrews

Our second annual Wellbeing at Work Day took place on December 3, 2024, at the Kenneth Cole Gallery in NYC, with hundreds gathered to advance, support, and share mental health best practices in the workplace. From Fortune 500 companies to nonprofit staff and influencers, we reached a broad spectrum of professionals with resources designed to meet varied workplace needs. The day was filled with programming and inspiration, with prolific speakers and performers including MHC Founder Kenneth Cole, Will Reeve, Dr. Ashwin Vasani, Hakeem Rahim, and Emmy Award-winning, multi-platinum artist Rachel Platten performing her inspiring “Fight Song.”

DESTIGMATIZING MENTAL HEALTH AT THE UNITED NATIONS

The National Alliance for Eating Disorders and the Mental Health Coalition hosted the second annual World Eating Disorders Action Day (WEDAD) Summit at the United Nations in May. The event brought together national mental health leaders, healthcare organizations, experienced policymakers, and other key individuals to engage in critical conversations aimed at addressing the stigma surrounding eating disorders. MHC played a pivotal role in inviting our network of nonprofit mental health organizations to attend, helping to spread awareness and share vital information across the mental health community.



LEADING CONVERSATIONS IN KEY SPACES NATIONWIDE

Lake Nona Impact Forum

Kenneth Cole and SOS Project Director Dr. Dan Reidenberg spoke at the Lake Nona Impact Forum in Florida in February, where they discussed Safe Online Standards (SOS) for Youth Mental Health. They were accompanied by Dr. Michelle Williams, Dr. Garth Graham, and Juju Chang.

Milken Global Conference

At the Milken Global Conference in Los Angeles in May, Kenneth Cole spoke on a panel discussing Digital Media and Youth Mental Health.

Advertising Week

Kenneth Cole was a keynote speaker at Advertising Week NYC in October, reaching an audience of 30K with insight on the business case for prioritizing mental health.

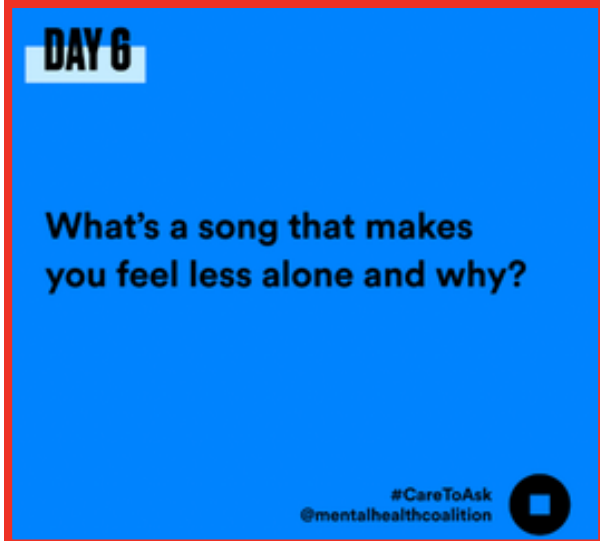
MHC — A CRUCIAL COMMUNICATOR

MHC is having the most important conversations that impact mental health today and advancing access to mental health resources.

By leveraging our network of partners, creative platforms, and innovative tools, we ensure individuals and communities can find the support they need when they need it most. Through our digital content initiatives and tailored Roadmaps, we connect people with credible, scientifically grounded, actionable mental health resources that address a wide range of needs. In 2024, we reached over 35 million individuals through social media with culture-shifting conversations and life-saving resources.

CHALLENGING EVERYONE, EVERYWHERE, TO **#CARETOASK**

For Mental Health Awareness Month, MHC launched the [#CareToAsk challenge](#) — a campaign designed to combat loneliness through meaningful connection. Every day in May, we shared a thought-provoking question and encouraged our community to care enough to ask, answer, and share these prompts with loved ones. To bring the conversation offline, we partnered with social media creators and hit the streets of NYC, asking strangers our questions in person, proving that a simple question can be the start of something powerful.



The initiative reached ~450K people organically on social media and received 31K+ comments, tags, and engagements from celebrities and influencers like Brittany Snow, Nelly Furtado, Josh Groban, Rachel Platten, and many more. Additionally, we partnered with iHeartMedia on a [#CareToAsk PSA message](#) that aired across 286 stations, garnering 11.3M impressions.

The [#CareToAsk](#) initiative was honored with a [Silver Anthem Award](#) for excellence in non-profit awareness campaigns and a finalist distinction in the [Shorty Impact Awards](#), as well as a [Webby](#) nomination.



ADVANCING RESOURCES FOR BLACK MENTAL HEALTH

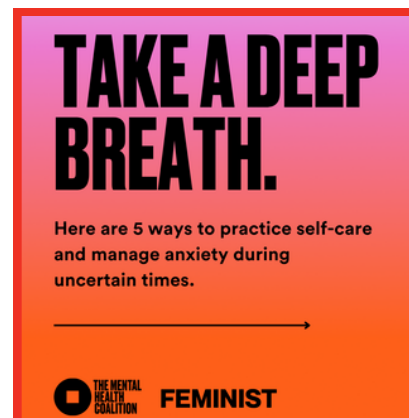
During Black History Month, MHC launched a comprehensive Roadmap to Black Mental Health that provides an understanding of the specific mental health strengths, challenges, and methods of healing for those in the Black community, highlighting over 75 resources from our Coalition members and beyond.

We also supported conversations on social media over the course of the month, sharing the content with the leading Black voices with a combined social following of millions. In total, the Roadmap content organically reached nearly 100K individuals.



POLARIZED, NOT PARALYZED: SUPPORTING THE NATION THROUGH CURRENT EVENTS

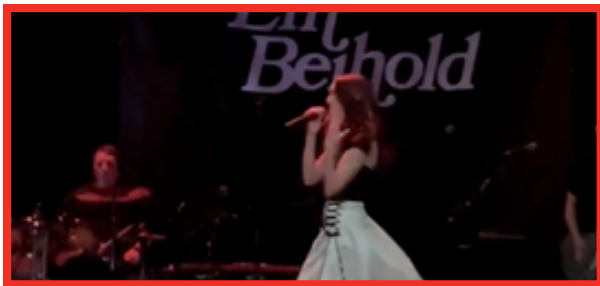
MHC supported people throughout the divisive 2024 election by providing tangible, nonpartisan tips to manage stress, navigate complex emotions, and more. This content featured a collaboration with Feminist, reaching over 4.5M people.



FOSTERING MENTAL HEALTH THROUGH **MUSIC**

Universal Music Group Playlist Collaborations

Throughout the year, MHC collaborated with Universal Music Group on a variety of playlists to benefit listeners' mental health, including 'Sleep Soundly,' soothing melodies to guide you into a restful sleep, and 'Move for your Mind,' tunes to help listeners get moving, uplift their mood, and find balance.



HOW EM BEIhold TAKES CARE OF HER MENTAL HEALTH



Em Beihold 

On Tour

MHC joined platinum-selling “Numb Little Bug” artist Em Beihold on her NYC tour stop, providing concertgoers with mental health resources, meaningful conversations, and more. MHC also partnered with Beihold on social media content series, reaching new demographics with destigmatizing mental health messaging.

BUILDING A HEALTHIER DIGITAL FUTURE FOR YOUTH

Time Well Spent Campaign

To close out the year, MHC launched our Time Well Spent challenge, in partnership with Meta. The campaign encouraged parents to have meaningful conversations with their teens about healthy social media habits and included a Discussion Guide to help facilitate these conversations. The social media content reached 14 million people with over 50 million impressions in 2024, driving nearly half a million clicks to our online resources.

Thrive: Social Media Threat Exchange

In September, MHC launched Thrive, the world's first and only cross-industry signal sharing program designed to help stop the spread of suicide and self-harm content across different internet platforms. The goal of Thrive is to increase industry collaboration, prevent online challenges from spreading virally, and help improve early detection of content that could potentially pose a safety risk.

Suicidal and self-harm content online can manifest in diverse forms, including viral challenges, text posts, visual media (images and livestreams), etc. While approaches employed by internet companies to mitigate harmful content differ, they are crucial for safeguarding user and viewer wellbeing. The expeditious identification and removal of suicide and self-harm content through Thrive will enable companies who are part of Thrive to investigate, take action and prevent similar content from being disseminated on their platforms fostering a safer online environment.

Meta, Snap, and TikTok were founding members, and over the fall, the program doubled in size, adding Discord, Patreon and Pinterest.



PATREON



Safe Online Standards (SOS)

Recognizing the impact that social media and gaming has on youth mental health and wellbeing, MHC committed to creating a responsible framework to help youth and their parents make informed decisions about where to spend their time online. We made significant strides in 2024 on our multi-year journey to transform youth mental health in the digital space. MHC is well underway with our Safe Online Standards (SOS) program to develop the world's first and only credible, data-driven standards to improve youth mental health and technology platforms for those 13-19 years of age.

During the year we conducted a research project with global experts, received feedback through an open public comment period to get user input on the standards, and held listening sessions with target groups of youth and young adults to ensure their voices were heard about online safety. We developed a scoring system, tested the standards, and worked with our expert panel and steering committee members, along with social media users, to create an SOS ratings framework and design. The SOS Organizational Task Force, also formed in 2024, helped ensure our standards represent the diverse needs of communities and includes both members from within our Coalition and passionate, mission-driven groups outside MHC who offered their insights on the standards, ratings, and plans to support raising public awareness and disseminating the standards when they are launched in 2025.

Much like movie, restaurant, and car safety ratings, over time the SOS ratings will become embedded in our society as the sole source for how technology and social media companies are rated relative to their safety, mental health, and wellbeing of their users. Through our work and dedication to this issue, the SOS program will have a direct impact on how technology companies develop their policies, products, and platforms that are used by youth every day. And we aren't done yet! Children ages 5-12 are also online and the largest number of users are adults, both groups also impacted by the content they are exposed to and how the platforms function. MHC continues to seek support to create a widespread awareness campaign of SOS and development of additional standards for the other groups impacted.



THANK YOU

As we reflect on 2024, we're proud of the strides we've made to reshape the mental health landscape — connecting key leaders and organizations, convening around critical conversations, and communicating impactful narratives. The Mental Health Coalition's collective power continues to break down barriers and redefine what's possible. Together, we are transforming how our communities address mental health stigma. Thank you for being part of this transformative journey with us. The work ahead is bold, but so are we. Let's continue to make change — together.

Thank you to all who helped us make an impact in 2024.

LEARN MORE & SUPPORT

Join us on our mission. Reach out to get involved at info@thementalhealthcoalition.org.

Help us ignite even bigger impact in 2025 by making a donation. The Mental Health Coalition is a 501(c)(3) nonprofit organization and can also be identified for tax purposes with our EIN 81-3992495. Your contribution is 100% tax deductible. Visit thementalhealthcoalition.org/donate.



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