



An Overview of The Jed Foundation

July 2022

In order to facilitate your school's application to federal grants to fund programming from [The Jed Foundation \(JED\)](#), we have created an overview of JED's programs, operations, and organizational structure that you can reference or copy and paste into your project proposal document. For specific questions about our [JED Campus](#) or [JED High School](#) programs, please contact us at jedcampusinfo@jedfoundation.org or jedhsinfo@jedfoundation.org, respectively.

The Jed Foundation (JED) was founded in 2000 by Donna and Phil Satow, who lost their youngest son, Jed, to suicide, and is now the nation's leading nonprofit that protects emotional health and prevents suicide for teens and young adults. JED advances its mission by:

- **Equipping Individuals with the skills and support to help themselves and others.** Through [educational campaigns](#), [online resources](#) and [powerful collaborations](#) with media and other partners, JED provides millions of youth (and those in their lives, including parents, caregivers, and educators) with the information that helps build skills and encourage behaviors that protect mental health and reduce the risk of substance misuse and suicide.
- **Strengthen schools' capacity to support student mental health.** Through such initiatives as [JED Campus](#) and [JED High School](#), we partner with high schools, colleges, and universities to help them develop and equitably implement a [Comprehensive Approach](#) to protecting student mental health. These programs are now being implemented at more than 400 schools attended by 4.8 million students. In 2020, JED released a major [JED Campus Impact Report](#), which documented significant improvements in school functioning and student outcomes at participating schools. As a result of strong demand and proven efficacy, these programs are increasingly being implemented at the school system level, including by the University System of Georgia, The State University of New York, The Connecticut State System of Higher Education, San Diego Unified School District, Yakima School District in Washington State, and many others.
- **Mobilizing communities to normalize conversations about mental health and create more robust cultures of caring.** Through [digital campaigns](#) and [partnerships](#), JED encourages open, honest, and safe messaging around youth mental health to combat secrecy and shame and promote help-giving and help-seeking behaviors. In addition, JED also advocates for state and federal legislation and policies that address the mental health needs of teens and young adults.
- **Building the field through research and advising.** In addition to JED's core focus areas, the organization also takes on a range of special projects to expand resources and support for youth mental health. Examples include conducting research to increase understanding of the mental health needs of specific populations (including students of color, LGBTQ+ youth, and college students who are also parents, among others) and advising youth-serving organizations, including the NBA, Instagram, Spotify, and many others, on youth mental health matters.



People

[Board of Directors](#)

JED's Board of Directors includes a diverse group of business and community leaders committed to supporting youth mental health.

[Staff](#)

JED's team includes 74 full- and part-time staff members with educational backgrounds and experience in many fields of study, including public health, medicine, psychology, mental health counseling, diversity and inclusion, higher education administration, program evaluation, social policy, communications, business, law and more. JED staff have previously held positions at more than 50 colleges and universities and 70 nonprofit organizations, bringing significant experience in supporting students and serving others to JED's work. Our staff represents a wide range of identities across race and ethnicity, socio-economic status, sexual orientation, age, military service, and religion, as well as lived experiences related to mental health, substance misuse, and suicide. JED's staff members share a deep commitment to advancing the organization's mission.

[External Contributors/Subject Matter Experts](#)

JED's Subject Matter Experts are consultants with deep expertise in specific areas related to our programming.

[Clinical Advisory Board](#)

JED's Clinical Advisory Board brings together experts in the field of mental health and suicide prevention. This group advises on the strategy and evaluation of JED's programs and provides insight into current research and approaches which inform our work.

[Student Ambassadors](#)

JED Student Ambassadors are a group of exceptional young people who organize fundraising and awareness events, promote and distribute JED resources in their schools and communities, utilize JED's peer-to-peer resources on help-giving, and provide feedback on JED content.

Budget and Funding Sources

- JED's 2022 operating budget is \$17,847,215
- JED's audited financial statements can be found [here](#)
- In 2021, funding to JED was provided from the following sources:
 - Individuals (including JED's Board of Directors): 23%
 - Foundations: 39%
 - Corporations: 30%
 - Earned Income from programs fees and consulting engagements: 8%
- Based on JED's reputation for excellence and 20+-year record of success, the organization has earned the trust and support of many philanthropic partners. Major funders include The Ainsworth Family Foundation, The Allen Family Foundation, Allergan Foundation, The Arthur M. Blank Foundation, The Aspen Institute, The Ballmer Group, Becca Inc, Booth Ferris Foundation, The Boston Consulting Group, Clara Lionel Foundation, Colorado Health



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Foundation, Epic Foundation, Gotham Gives, Gottesman Family Foundation, Hudson Bay Co, Jack Dorsey, Jolene McCaw Family Foundation, J. Willard and Alice S. Marriott Foundation, KKR, Mackenzie Scott, Morgan Stanley Foundation, OLLY, The Pew Charitable Trust, Pivotal Ventures, The Poses Family Foundation, RBC Foundation, Saks Incorporated, The Tides Foundation, The Upswing Fund, and Victoria's Secret, among many others.

Organizational Reach

Today, JED's programs and resources are being utilized in every state across the [country](#), providing meaningful benefits to our nation's youth, families, schools, and communities.

Specific reach metrics include:

- JED Campus is now implemented at 388 colleges and universities attended by 4.8 million students (over 25% of all college and university students in the U.S.)
- JED High School, launched in 2021, is now working with approximately 75 schools across the country
- JED's [Seize the Awkward](#) campaign, launched in partnership with American Foundation for Suicide Prevention and Ad Council, has attracted more than 58 million views
- [JED Voices](#) video series, which features youth influencers discussing their mental health journeys, has attracted nearly 3.5 million views
- JED's [Love is Louder](#) resource hub has been visited more than 165,000 times
- JED's [Set to Go](#) resource center has been visited more than 119,000 times
- In the last year, JED's website attracted over 1.5 million page views
- JED has 76,000 active subscribers to its email list, including over 14,500 high school, college, and university professionals
- JED has over 116,000 followers across its social media platforms

Ratings

- In 2021, JED received its [sixth consecutive four-star rating](#) from Charity Navigator
- JED is also a Platinum-Level participant with GuideStar, demonstrating our commitment to transparency
- In 2021, JED became an [Accredited Charity](#) with the Better Business Bureau