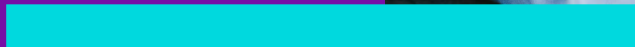





The Jed Foundation



The Jed Foundation 2023 Annual Report





Dear friends and supporters,

As we head deeper into 2024 at The Jed Foundation (JED), we're filled with immense gratitude, a sense of accomplishment, and excitement for what's to come. This year holds a special significance for us, as it marks the 25th year since we established our organization.

Twenty-five years ago, I lost my brother, Jed, to suicide. When he died, it was so difficult because I couldn't stop wondering if there was something I could have done to prevent it. Fueled by grief and determination, my parents, Phil and Donna, started The Jed Foundation, envisioning a world where no family would endure the heartache we experienced. In those early years, my personal involvement was marked by despair at the sheer difficulty of solving such an intractable problem. But over the years, that despair has turned to hope and now excitement as I see the demonstrated impact that JED's programs have on young lives.

JED recently released a report drawing on 10 years of data that revealed a significant decline in suicidal ideation, planning, and attempts among students attending colleges and universities who completed the JED Campus program. In 2023, the program achieved unprecedented growth, with 100 new schools joining the program, bringing our total to 504 schools in 44 states, reaching 5.96 million students.

In addition, we've successfully encouraged teens to seek help for their mental health issues through impactful collaborations with thought leaders and celebrities such as K-pop sensation [WONWOO of SEVENTEEN](#). The [JED Policy Summit](#) served as a powerful platform for advocacy and collaboration, further amplifying our reach and impact. While we celebrate those successes, we recognize that our mission is far from complete.

As we look ahead, we have big plans to extend the proven safety net of our programming by investing deeply in pre-K-12 partnerships through the District Comprehensive Approach and JED High School. I extend my deepest appreciation to our dedicated supporters, partners, and the entire JED community. Together, we are transforming the landscape of mental health awareness and support. Let us continue that work with renewed determination, knowing our collective efforts can help to protect young people nationwide.

Thank you for your unwavering commitment to youth mental health. If you care about the mental health of young people, there is no better way to have an impact than giving generously to JED.

Sincerely,

Michael Satow, *Board Chair*, and John MacPhee, *CEO*

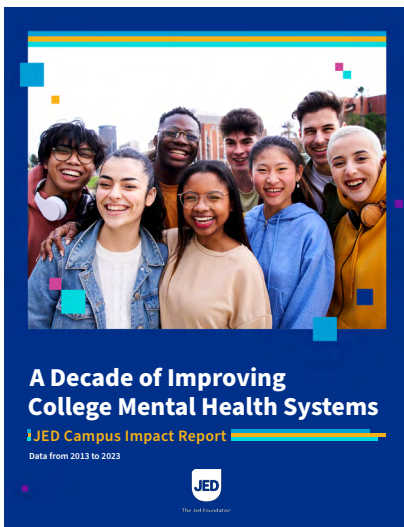


Strengthening Schools

JED's Academic Programs, which encompass JED Campus, JED High School, the District Comprehensive Approach, and JED's consulting and training services, impact more than 1,200 schools, districts, and campuses that represent more than 6.5 million students. They're not just programs; they're a lifeline for students, improving mental health and lowering suicide risk for youth nationwide.

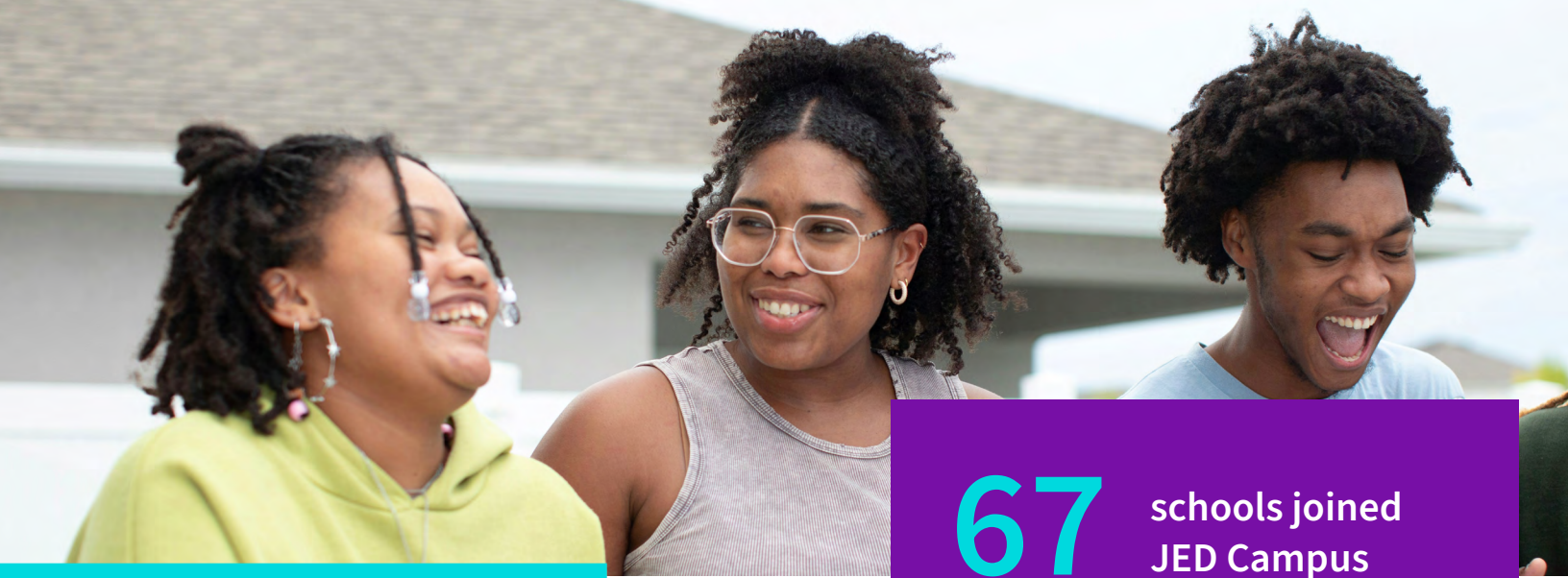
JED Campus

With your support, JED Campus offers colleges and universities expert advice, evidence-based practices, and data-driven guidance to safeguard student mental health and prevent suicide. By working closely with institutions to assess needs and to create tailored strategic plans, JED Campus helps universities devise and implement effective strategies to improve student and community well-being.



JED's recently released report, [A Decade of Improving College Mental Health Systems: JED Campus Impact Report](#), analyzed 10 years of data that revealed a significant decline in suicidal ideation, planning, and attempts among students attending colleges and universities that participated in the JED Campus program. Schools that completed JED Campus saw statistically significant improvements in student mental health compared to when they began the program. At the end of JED Campus, students:

- Were **25%** less likely to report a suicide attempt
- Were **13%** less likely to report suicide planning
- Were **10%** less likely to report suicidal ideation
- Had improved anxiety and depression average scores, and were more likely to stay in school and graduate.



Schools that complete the JED Campus program are significantly more likely to:

- Have cross-departmental collaboration to promote student mental health
- Implement mental health screenings
- Add additional locations for counseling services
- Conduct scans for access to lethal means

In addition to student-level improvements, the results showed school-level gains, with even more progress at schools that implemented a higher number of JED's recommendations.

Together we've made great strides in creating more supportive campuses for students around the country. This year:

- We had 67 schools join JED Campus and 17 join JED Campus Fundamentals
 - Of these new schools, 27% are Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions, Asian American and Native American Pacific Islander Institutions, Native American-Serving Nontribal Institutions, or Tribal Colleges and Universities
 - 79% are public schools
 - 17% are community colleges
- There are now 504 campuses across 44 states, representing 5.96 million students, in the JED Campus network.

67 schools joined JED Campus

17 schools joined JED Campus Fundamentals

504 campuses across 44 states

5.96M students in the JED Campus network

Transformative Change at Champlain College

Through their participation in JED Campus, Champlain College implemented new practices that prioritized student mental health. They began requiring students to complete milestones each semester related to their well-being, like creating a self-care action plan. The school also enhanced their 10-week transition program to help first-year students adjust to college life and launched the Dare to CARE campaign, which encouraged students to seek help for themselves and others if they see a potential problem.

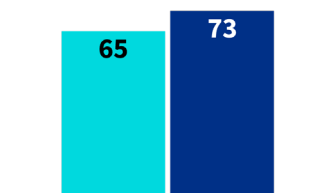
“Participating in the JED Campus program was the catalyst Champlain College needed to review our well-being protocols as a whole. The strategic plan the JED team helped our campus create has and will continue to guide our work for several years.”

— Susan Waryck, Champlain College

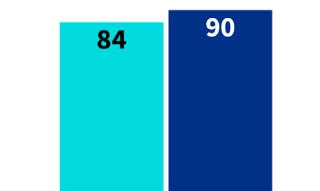
Improvements in Student Mental Health and Well-Being at Champlain College

Percentage of students who...

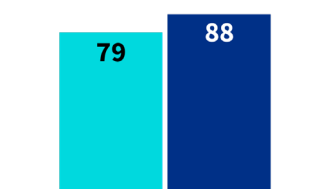
Agreed that student mental and emotional well-being is a priority for the college



Said they knew where to go on campus to get professional help for their mental or emotional health



Agreed that the campus climate promoted free and open discussion about mental and emotional health



Pre-Program

Post-Program





The District Comprehensive Approach

Thanks to your continued partnership, we're scaling our impact! The [District Comprehensive Approach](#) (DCA) is a first-of-its-kind partnership between AASA, The School Superintendents Association, and JED to support districts in safeguarding mental health and preventing suicide in schools nationwide. The evidence-based framework combines expert support, recommended practices, and data-driven guidance to protect the mental health of millions of students.

“By addressing mental health disparities in our school communities, we can help change the lives of countless students and, as a result, improve the future of our country’s public education system — and our entire nation.”

— David R. Schuler, *AASA's Executive Director*

Year 1 Outcomes

JED and AASA established an initial cohort of **15 school districts** representing **480 schools** and **over 300,000 students**



JED High School

In collaboration with our dedicated partners and supporters, JED is committed to offering expert support and guidance to strengthen mental health services in high schools. Our approach involves a tailored assessment of each school or district's unique needs, followed by the development of a customized strategic plan to bolster existing strengths and implement effective tools.

- JED collaborated with 51 high schools serving more than 45,000 students.
- JED established a new partnership with Forefront in the Schools, a Washington-based suicide prevention program, to offer guidance to a cohort of high schools.
- JED partnered with literacy program CommonLit to share six social emotional learning lessons in classrooms across the country, which garnered nearly 900,000 views.

JED High School:

collaborated with

51 high schools

serving more than

45k students

“JED’s comprehensive approach is truly comprehensive. We are evaluating virtually all aspects of our program to ensure best practices for mental health, and everyone on campus is actively involved in the process.”

— Joy Groves, *Director of Counseling at Oak Hill Academy in Mouth of Wilson, VA*

“Addressing student mental health is no small undertaking, and the structure that JED provides keeps us on track.”

— Melissa Northrup, *Associate Interim Principal at Weymouth High School in South Weymouth, MA*



Consulting & Training

With your help, JED expanded our offerings this year, providing new training and consulting services. These programs enable campuses to choose the kind of support they need — whether they’re responding to a crisis or working proactively to help students thrive.

Postvention Consulting

JED has long served as a resource for school communities in crisis, and in 2023 we officially launched Postvention Consulting services, which has helped us connect to campuses during their most vulnerable moments — after a crisis. In the aftermath of a tragic event, JED helps struggling school communities determine how best to support youth and their families.

“Our postvention consulting services help schools not only navigate the immediate challenges in these difficult situations, but also equip them to create safer and healthier environments that protect students overall, and to be prepared before they occur.”

— Dr. Tony Walker, *JED’s Senior Vice President of Academic Programs*

JED’s consulting work includes:

- Supporting students, staff, and other community members in processing and coping with grief
- Crafting and disseminating accurate and rapid crisis-response communications
- Implementing practices that prevent suicide contagion
- Identifying ways to promote help-seeking behavior among students
- Mobilizing local crisis-response services
- Facilitating crisis team meetings and future planning

Maybelline Brave Talk

JED offers trainings to support young people in reflecting on their attitudes and learning new behaviors that promote positive mental health and mitigate suicide risk. This year, we collaborated with Maybelline New York to bring Brave Talk, a free 90-minute training, to college campuses nationwide.

Designed by experts and delivered by college staff, the interactive, discussion-based program helps students support peers struggling with mental health issues and connect them to care by teaching them to:

- Better identify signs of distress in friends and peers
- Understand barriers to helping
- Apply strategies to engage in a conversation with a peer in distress
- List places and resources that can be used to support a peer



Outcomes

In 2023

85+ campuses

accessed [Brave Talk](#) materials

JED has trained NGO leaders in

25 countries

to roll out Brave Talk to universities across the globe

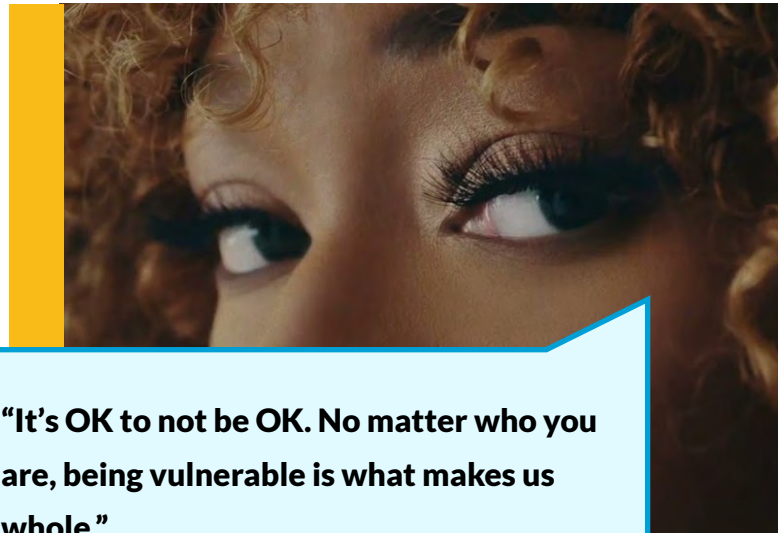


Equipping Individuals

At JED, we directly impact teen and young adult lives by fostering resilience, life skills, social connections, help-seeking, and help-giving — key factors in boosting well-being and safeguarding emotional health. We share lifesaving information and generate important conversations through content and digital campaigns, partnerships, and media engagement. In 2023, we reached more than 30.6M people, while leaving impressions on billions.

Seize the Awkward - It's OK to Not Be OK

Seize the Awkward is a national campaign from JED and the American Foundation for Suicide Prevention (AFSP), in collaboration with the Ad Council, that inspires and prepares young adults ages 16 to 24 to talk about mental health with their friends. Data shows that [76% of young adults](#) will turn to a peer for support in a time of crisis, a statistic that inspires the mission of Seize the Awkward. The goal of the campaign is to equip young adults, especially Black and Hispanic youth, with accessible and useful resources for starting conversations around mental health with friends and spotting the signs that a peer may be struggling.



“It’s OK to not be OK. No matter who you are, being vulnerable is what makes us whole.”

— Megan Thee Stallion

This year, the Seize the Awkward campaign saw 1.67B digital and media impressions. Youth who were aware of the campaign were significantly more likely to take help-seeking and help-giving actions (79% vs. 68% for unaware youth).

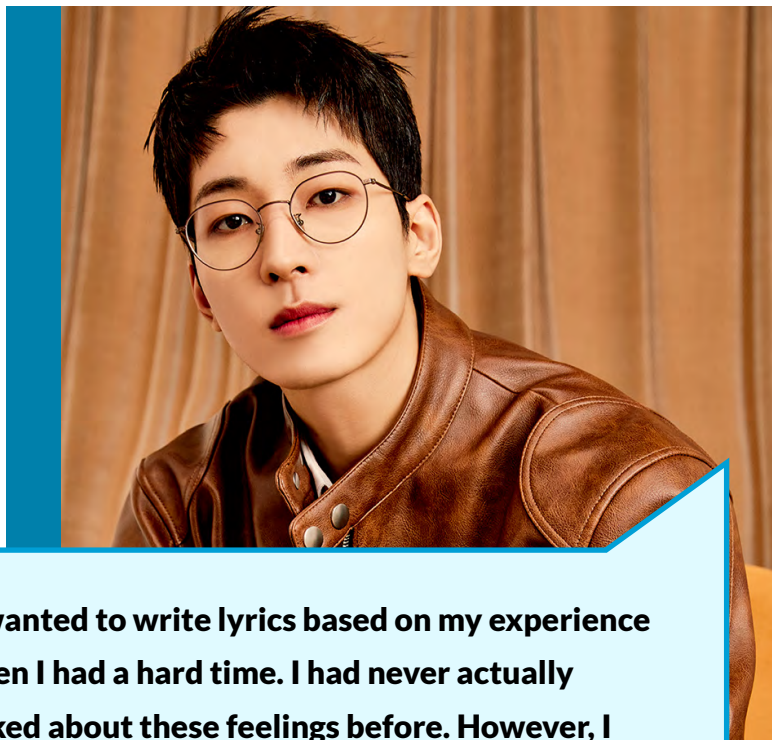
K-Pop Stars Break the Silence on Mental Health

JED collaborated with [Mindset by DIVE Studios](#) to release a three-part video series featuring K-Pop stars to destigmatize mental health support for Asian American and Pacific Islander (AAPI) youth. Throughout the series, [WONWOO of SEVENTEEN](#), Korean indie rock band The Rose, and South Korean actress and musician HANI share intimate, personal stories to spark dialogue and model coping skills to manage mental health and well-being.

The video series garnered 200M organic digital and media impressions and 2.4M video views, as well as a [Teen Vogue feature](#) and the [Audience Award in Storytelling](#) from the Shorty Impact Awards.

“I Need To Ask You Something”

In partnership with Lemonada Media, JED launched [I Need To Ask You Something](#), a 10-part podcast series hosted by trauma therapist and JED consulting expert Dr. Monica Band. On the show, young adults sit down with important figures in their lives to have honest, vulnerable conversations about their mental health challenges. To complement the podcast, JED built a companion [resource site](#) featuring JED content to support the audience’s listening journey and overall mental well-being. The podcast reached No. 1 on Health & Fitness (and No. 6 overall) on Apple Podcasts and accumulated more than 100,000 downloads.



“I wanted to write lyrics based on my experience when I had a hard time. I had never actually talked about these feelings before. However, I hoped that people who were trapped in their traumas or people who were going through a hard time would get the strength to overcome their hardships after listening to the song.”

— WONWOO of SEVENTEEN

“I listened to this last night and am really excited to be able to share this show with my teen daughter. Such a useful way in to discuss really challenging, important topics. And Dr. Band is great. Looking forward to more.”

— Parent/adult listener



Mental Health Resource Center

The [JED Mental Health Resource Center](#) offers essential information about common emotional health issues. It shows teens and young adults how they can support one another, overcome challenges, and navigate adulthood successfully. In 2023, these resources reached more than a million users and garnered over 2.25 million page views. This year, JED also produced new articles to address common obstacles teens face, including alcohol misuse, sleep challenges, eating disorders, financial stress, and social media's impact on mental health.

Set to Go

JED also updated [Set to Go](#), which offers resources for students, families, and educators to plan and help them prepare for the transition from high school to the future students want. We surveyed more than 800 young people and learned that the biggest challenges they face entering college are related to their health management, finances, and connections to others. With these needs in mind, we introduced new resources focused on helping students manage financial stress, build financial wellness, and better understand their health care and insurance options. JED also prioritized developing identity-focused content that provides strategies for creating a comfortable and connected college experience for LGBTQIA+, BIPOC, and first-generation students.

Press Pause

[Press Pause](#) is a project from JED, powered by PINK, to help teens and young adults get creative, curious, and consistent in taking care of their mental health. The initiative underscores the significance of prioritizing mental health and empowers individuals to navigate the entire spectrum of emotions and thoughts with helpful mindfulness videos and resources.

“PINK is so proud of our ongoing partnership with The Jed Foundation, working together to help young people protect and improve their mental health. Through collaborations with JED like the Press Pause hub and social storytelling, we’re providing tips, tools and resources to help young adults take care of themselves and support each other.”

— Beth Hagey, *Vice President, Marketing Strategy,*
Victoria’s Secret & PINK



Mobilizing Communities

At JED, we forge powerful partnerships with communities, creating a culture of empathy and understanding that reduces feelings of shame or secrecy about mental health. We work collaboratively with media outlets, celebrities, community leaders, government agencies, and other nonprofit partners to maximize our positive impact on youth.

JED Unveils New Advocacy Levers

You joined us in raising our voices to advocate for youth mental health. In 2023, JED hosted its inaugural policy summit in Washington, DC. The [JED Policy Summit: Shifting Student Mental Health from Advocacy to Action](#) convened over 100 state and federal policymakers, nonprofit leaders, and mental health practitioners and advocates to discuss youth mental health.

During the event, keynote speaker Rafael Campos, the deputy director of public engagement for the Office of the Surgeon General, highlighted the importance of creating a diverse pipeline of mental health practitioners, as well as how we can leverage technology to best serve youth. Panelists from around the country offered their perspectives on youth engagement, mental health parity, school-based mental health services, and more.

“We can’t treat our way out of this crisis. We can’t legislate out of this crisis. We need to understand how to address that gap between policy and practice.”

— Donna Volpitta, *Cofounder, Mental Health Literacy Collaborative*



JED also debuted its policy levers:

- **Community engagement:** Recognizing and addressing the distinctive requirements of communities and actively engaging youth on their own terms
- **Coalition-building:** Creating alliances and fostering collaboration among key stakeholders and partners on both the state and federal levels
- **Foundational practices:** Establishing fundamental best practices and metrics to ascertain significant outcomes in student mental health

Partnering With SHEEO to Strengthen Higher Education

JED partnered with the State Higher Education Executive Officers Association (SHEEO) to support higher education leaders in five states as they develop and implement policy recommendations to strengthen student mental health and wellness. Together, the organizations created a platform for the states to reflect on best practices, refine their approaches, and identify opportunities for collaboration.

“This learning community will offer the essential support and expert guidance that states need to elevate the significance of student mental health and wellness.”

— Dr. Zainab Okolo, *JED’s Senior Vice President of Policy, Advocacy and Government Relations*

The Stories We Tell: Impact on Youth Mental Health

[JED’s Center for Storytelling and Culture Change](#) harnesses storytelling to support emotional well-being and proactively address suicide prevention for young adults. Through these efforts, JED encourages more varied, nuanced, accurate, and compelling youth mental health stories in entertainment. Highlights include:

- In April, JED partnered with the Television Academy to host a discussion exploring the role of storytelling in enhancing mental health outcomes. The panel of prominent mental health professionals, television showrunners, and entertainment executives shared best practices for plotlines, demonstrated the impact of expert input, and uncovered unexplored storylines that will resonate with — and support — youth.

- In October, JED joined The Hollywood Committee and On Our Sleeves for a mental health roundtable at the White House in conjunction with World Mental Health Day. The event brought together leaders from the entertainment industry to meet with expert mental health clinicians, leading advocates, and representatives from the Biden Administration.

“I wanted to create this character to show other teen girls, particularly teen girls of color, that there are resources out there and you can deal with these things and it doesn’t have to be so horrible.”

— Lang Fisher, *Co-Creator and Showrunner*,
Never Have I Ever

JED Thought Leadership

At JED, we strive to contribute to the field by serving as a thought leader, sharing big ideas around mental health.

In July, we released a high-profile report, [Can the Metaverse Be Good for Youth Mental Health?](#), in partnership with [Raising Good Gamers \(RGG\)](#) — an initiative founded by the nonprofit Games for Change, the Connected Learning Lab at UC Irvine, and the mental health NGO Take This — made possible with the support of the [Morgan Stanley Alliance for Children’s Mental Health](#). Grounded in a robust literature review, and the deep engagement of an interdisciplinary advisory board of experts, and a diverse cross section of young people, the report provides actionable guidance in fostering a metaverse ecosystem that centers the rights and well-being of youth.

In December, JED published [Youth Suicide: Current Trends and the Path to Prevention](#). The report provides actionable insights into the mental health challenges of young people and evidence-based recommendations for lowering youth suicide rates.

JED Youth Voices in the News

José Caballero and Audrey Wang were honored as JED’s 2024 [Student Voice of Mental Health Award Winners](#) and have uplifted JED’s mission by sharing their stories with major news outlets.

José gave a Radio Nacional de España interview about his mental health journey and authored a [USA Today op-ed](#) about the impact of Taylor Swift’s music. Audrey was featured in the October 2023 *Education Week* article “[Why America Has a Youth Mental Health Crisis, and How Schools Can Help](#)” and participated in an [interview about the youth mental health crisis](#) with *Science News Explores*.



Corporate Partners

JED's partnerships help raise funds and increase awareness about suicide prevention both within corporations and on a national level. JED is grateful to have corporate partners who value the importance of mental health for their teams, communities, and especially teens and young adults. In addition to Morgan Stanley, Maybelline New York, and PINK, all featured earlier, below are just a few examples of the corporations partnering with JED:

Macy's showed its commitment to youth mental health for the second consecutive year, with a back-to-school fundraiser benefiting JED and NAMI. The partnership raised over \$1.4 million for the organizations.

With generous support from **RBC Foundation USA** and **Rare Impact Fund**, JED expanded its signature program, JED Campus, which now works with more than 500 colleges and universities representing more than 5 million students.

That's 26% of all college students nationwide! In addition, Rare Impact Fund and Rare Beauty amplified JED's messaging to their millions of followers.

JED received generous support from **The Adobe Foundation** to partner on a number of programs that further JED's mission to strengthen the emotional health of youth across the U.S. These programs integrate creativity into daily life to promote mental health and well-being. Specifically, Adobe's gift enabled JED to grow the Storytelling and Culture Change initiative and develop new assets for our Seize the Awkward campaign.

[Check out the full list of JED's corporate sponsors.](#)



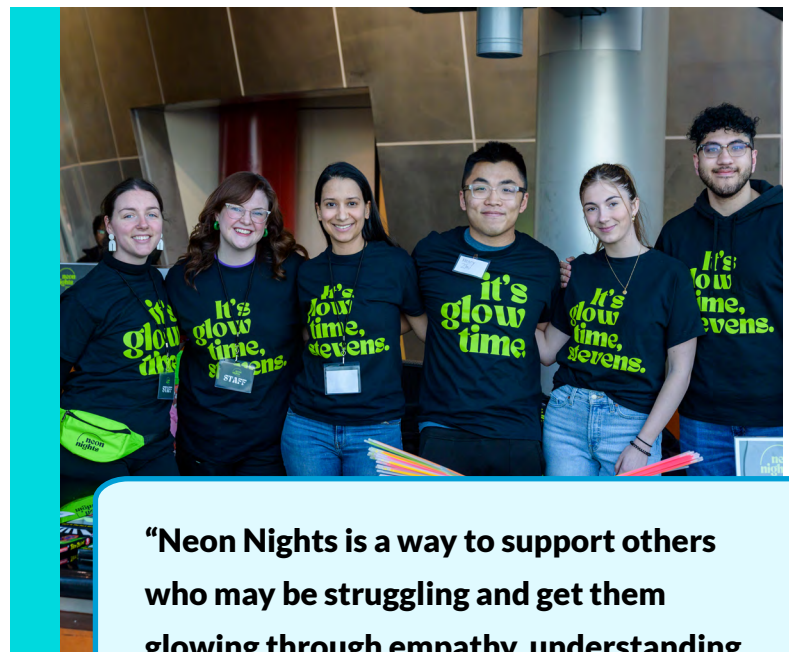
Communities Come Together to Fundraise for JED's Mission

Whether honoring a loved one, lighting up the night for a campus fundraiser, or joining one of our events, your commitment and generosity are at the heart of our mission.

Neon Nights Strengthens Campus Connections While Raising Funds

[Neon Nights](#), an event focused on promoting mental health and raising funds for JED, is spreading across the nation. Six universities have hosted the event, engaging hundreds of students. At the University of South Carolina, the Kappa Kappa Gamma sorority set a Neon Nights fundraising record with a \$44,000 donation and more than 500 students in attendance. The event highlighted the importance of talking about mental health with peers.

“Our chapter of Kappa Kappa Gamma at U of SC was able to not only succeed in our philanthropic endeavors but also simultaneously help change the way we all personally think about and take care of our mental health.” — Mia D’Onofrio, Philanthropy Director, Epsilon Kappa Chapter of Kappa Kappa Gamma, University of South Carolina



“Neon Nights is a way to support others who may be struggling and get them glowing through empathy, understanding, and love.”

— Jaya Kappaganthula, *student, University of Tampa*

JED 2023 Gala Raises \$1.7 million for Suicide Prevention



“I understand what it’s like to struggle with mental health and how some days can bring darkness. But I also know that none of us are alone on our journeys, and it’s OK to not be OK. It’s OK to ask for help.”

— Selena Gomez, *Singer, actor, mental health advocate, and founder of Rare Beauty*

Photo by: Priyanca Rao Photography

Our annual star-studded event, hosted by Stephanie Wittels Wachs, co-founder and chief creative officer of Lemonada Media, raised more than \$1.7 million to help scale JED’s evidence-based, data-driven programming. JED was proud to recognize activists, thought leaders, and influencers for their commitment to mental health and suicide prevention and present awards to:

- Selena Gomez, JED Voice of Mental Health Award
- CVS Health, JED Corporate Voice of Mental Health Award
- The Huntsman Foundation, JED Visionary Mental Health Award

In addition to raising funds to continue JED’s critical work, the event elevated crucial messages about mental health and well-being.

JED’s Florida Gala Funds Initiatives at Local Schools

Our fourth annual Florida gala raised \$200,000 to benefit youth mental health and suicide prevention work for local schools and students. Rob Konrad, former Miami Dolphins player, emceed the night, openly sharing insights into the mental health challenges athletes face. The event honored youth ambassador Adison Schwartz for her leadership and commitment to young adult mental health and awarded insurance company NFP the Corporate Leadership Award for the company’s continued commitment to supporting teens and young adults.



Donor List

\$100,000+

The Clark R. Smith Family Foundation
CVS Health
The Epic Foundation
The Gray Foundation
Google
Hopewell Fund
The Huntsman Foundation
Jack Kent Cooke Foundation
John Hardy
Jolene McCaw Family Foundation
Kappa Kappa Gamma International Fraternity
(Sorority)
Macy's/Bloomingdale's
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RBC Foundation USA
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Roots and Wings Foundation
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The Tepper Foundation

Theodore J. Forstmann Charitable Trust
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\$10,000—\$24,999

Achievement Centers for Children &
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Community CA
The Community Foundation of Western North
Carolina
The Daniel Legacy Foundation
Dario Health
Delta
EBA Foundation
Magellan Federal
Molly O’Neil Frank and Lincoln Frank
Rolando Garcia
GradGuard
Lucinda and Joseph Gregory
Hasbro Inc.
Doug Hammond
HBO Inc.
The Henry Foundation
Ishiyama Foundation
The James B. Mintzer Foundation
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Sid Koch
Cheryl and James Lebenthal
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McGraw Hill
Meadows Mental Health Policy Institute
MLB
Mountains for Mental Health
Scott Moss
MTV Networks
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Ulta Beauty Charitable Foundation
United Way of the Bay Area
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Meredith Vieira and Richard Cohen
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\$5,000—\$9,999

Aflac
The Allinder-Anestis Family Charitable Fund
Dale and Doug Anderson
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Vita Health
Wealthspire
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Dustin Williams
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Nancy Zarcadoolas

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Pauline Bandolik
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