



Impact Report 2023

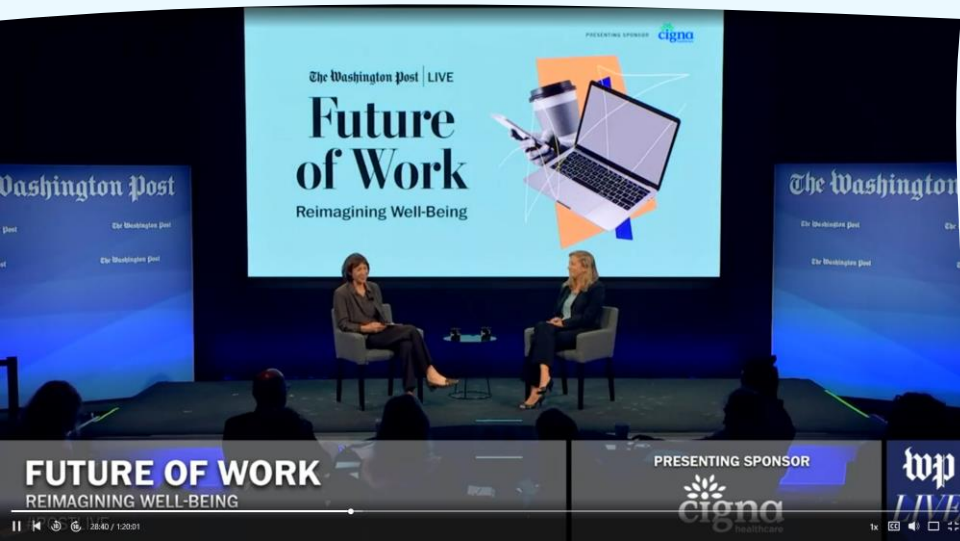


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Who We Are

Mind Share Partners is a national nonprofit changing the culture of workplace mental health so both employees and organizations can thrive. Through movement building, custom training, and strategic advising, we normalize mental health challenges to promote a mentally healthy and sustainable way of working.

We pioneer landmark research, collaborate with partners including the Office of the Surgeon General, launch advocacy campaigns, and have almost 500 companies represented in our free virtual community for mental health ERG leaders.

We regularly contribute articles to *Harvard Business Review*, publish a *Forbes* column, and have been featured in *The Wall Street Journal*, *The New York Times*, *Washington Post Live*, *TIME*, *Good Morning America*, *Fast Company*, and *Bloomberg*. Clients have included BlackRock, Genentech, Morrison Foerster, Pinterest, Tinder, and Yahoo.

www.mindsharepartners.org



Dear friends,

Nearly everyone will experience a mental health challenge at some point. The average American spends 90,000 hours at work over a lifetime—one-third of their life—and there are many workplace factors that have been shown to exacerbate and even cause mental health challenges. It's incumbent upon employers to be a part of the solution by promoting a mentally healthy and sustainable way of working as well as normalizing mental health challenges at work.

I founded Mind Share Partners in 2017 as a solution to this problem. The workplace is an unmatched opportunity for intervention, but few workplaces know how to build mentally healthier cultures effectively. As a pioneer in the workplace mental health space, we've seen momentum for the issue become more mainstream and rise to the top of workers' interests and employers' priorities.

“We have the power to make workplaces engines for mental health and well-being.”

- U.S. Surgeon General, Dr. Vivek Murthy

In fact, our 2023 Mental Health at Work Report revealed an optimistic headline: **Employer investments in work are having a net positive impact on mental health.** In other words—the movement is working. Unlike previous years, we've seen some tangible progress, although significant challenges remain, especially around historically marginalized communities at work.

We're now at an inflection point where mental health perks, benefits, and days off are not enough. Instead, we must double down on investing in long-term, healthier work cultures. That's where Mind Share Partners comes in as a thought partner and movement builder through our client services and advocacy work. Some of our highlights from this year include:

- **Launching Leaders Go First**, our ongoing mental health awareness campaign that features personal mental health stories from C-level leaders.
- **Continuing to publish timely resources**, including on layoffs, LGBTQ+ employees, and the Israel-Hamas War.
- **Publishing our 2023 Mental Health at Work Report**, which explores how workplace mental health in the U.S. has changed from before, during, and after the pandemic.
- **Directly training 4,500+ employees and 100+ companies** through live and on-demand programming—including frontline workers in healthcare and education.

This year, I also announced my decision to step down as CEO after seven wonderful years at the helm. It's time to pass the baton to a new leader. After December 2023, I will move to a Founder and Board member-only role and will remain an ambassador for both Mind Share and the workplace mental health movement broadly. For the full announcement, read my blog post here. I could never have imagined that we could have achieved so much in such a short period—I'm so proud of what we've accomplished and know that we're poised for even greater impact in this new phase.

We've heard incredible stories about how we've tangibly impacted people's lives and relationships to work, which you'll read in this report. I remain deeply optimistic about the future of work as a force for good, especially when organizations recommit to DEI efforts and embed mental health into the fabric of workplaces. If workplaces commit to reducing stigma, supporting employees, and addressing related workplace factors, we can drastically improve the wellbeing of individuals, families, and communities.

Thank you for being a part of the movement. Allies and champions like you make our work possible.



Kelly Greenwood (she/her)
Founder & CEO



7-Year Reflection

2016

Founder & CEO, Kelly Greenwood, conceived the idea that would become Mind Share Partners (MSP).

Kelly and Founding Board Chair Ann Goggins Gregory began doing research and landscape analysis to build the business model for MSP.

2017

MSP is incorporated as a 501(c)(3) nonprofit.

Kelly publicly disclosed her generalized anxiety disorder for the first time as part of MSP's public launch in May for Mental Health Awareness Month.

Launched our cohort-based peer groups for professionals navigating mental health at work.

2018

Launched corporate training offerings.

Launched our first Mental Health at Work conference in May in San Francisco.

Launched our Mental Health at Work section on Arianna Huffington's Thrive Global platform.

Launched MSP's contributor section on Forbes, with Kelly sharing her personal story on suicidal thoughts for the first time publicly as its debut piece for Suicide Prevention Month.

2020

Launched Mind Share Partners' Institute.

Transitioned all training to virtual delivery, and launched new offerings and a free toolkit to meet demand amid the pandemic.

Kelly co-hosted and spoke for The Commonwealth Club's Mental Health at Work Now event.

Launched timely articles and curated resources for marginalized populations, caregivers, and navigating distressing news following the murder of George Floyd.

Co-produced the virtual Make a Difference Summit U.S.

2019

Launched strategic advising services.

Hosted our second annual Mental Health at Work conference in San Francisco.

Published our first Mental Health at Work Report in partnership with Qualtrics and SAP, which was covered by 100+ national and international media outlets, and our first Harvard Business Review (HBR) article—a companion piece to the report.

Launched our virtual community for leaders of mental health employee resource groups (ERGs).

2021

Launched on-demand offerings and nonprofit discounts.

Launched visual guidelines and a curation of images in partnership with iStock by Getty Images for accurate and inclusive depictions of mental health at work.

Kelly participated in an expert roundtable on mental health at work held by the U.S. Surgeon General, Dr. Vivek Murthy.

Published our second Mental Health at Work Report in partnership with Qualtrics and ServiceNow with an accompanying HBR article.

2022

Launched on-demand manager course for licensing.

MSP provided insights to the U.S. Surgeon General's new Framework for Workplace Mental Health & Well-Being.

Contributed three chapters to a first-of-its-kind book, HBR Guide to Better Mental Health at Work.

2023

Launched Leaders Go First campaign for Mental Health Awareness Month featuring stories from C-suite leaders, a special message from U.S. Surgeon General and a companion HBR article.

Kelly announced that she was stepping down as CEO to remain as a board member after December 2023.

Kelly was a featured speaker at a Washington Post Live workplace mental health event.

Published our third Mental Health at Work Report in partnership with Qualtrics and companion HBR article.

I. Movement Building

We continue to be a leader and visionary in the workplace mental health movement.

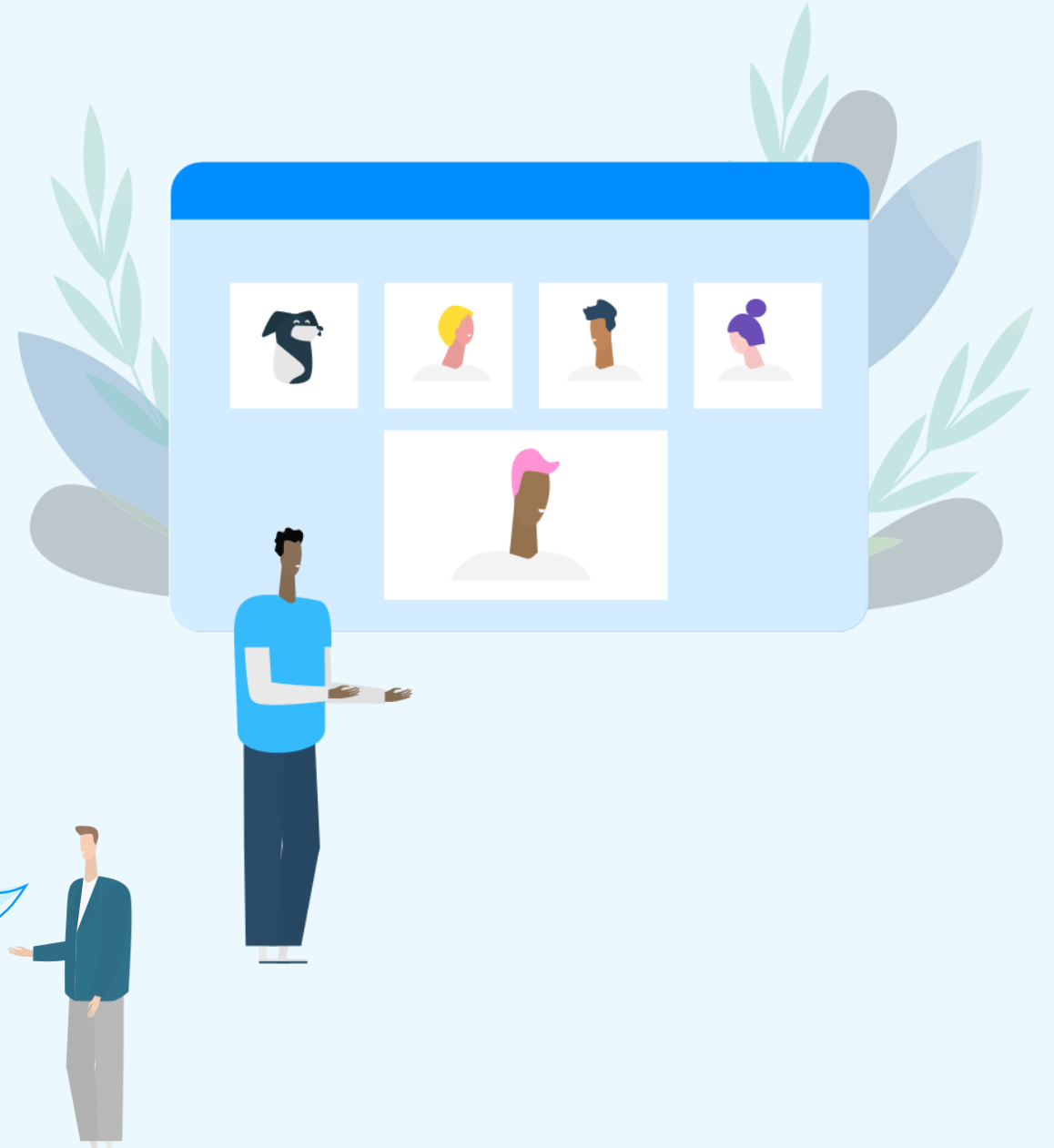
In 2023, our Leaders Go First campaign inspired C-suite leaders nationwide to share their personal stories around mental health, alongside a [free playbook](#) with our storytelling best practices.

We launched our third biennial Mental Health at Work Report. Our published thought leadership amplified our campaign reach and we continued creating timely free resources as national and world events have evolved.

“Thank you for your vulnerability and courage Kelly Greenwood! I’ve never seen a workplace campaign like this. It’s so needed for culture change because as you said all the challenges of the past few years, global and local, affect us at work. When we log onto our computers or step foot in an office, let’s remember that we’re humans first and ‘employee’ is one of many roles we play in our lives.

Thank you for all the work you and your team do to shift the conversation. Mental health is on an ever-changing spectrum, just like physical health. Talking about it and treating it that way is long overdue. There’s no better time to start than this [#mentalhealthawarenessmonth](#).

- [Sam Drexler on LinkedIn](#)





Leaders Go First Campaign

Our Leaders Go First campaign showcased diverse stories from ten C-level leaders from companies across size, industry, region, and more. [See the campaign page >](#)

1. [We launched an accompanying Leaders Go First Playbook](#), which offers step-by-step guidance for developing and sharing your own mental health story.
2. [U.S. Surgeon General Dr. Vivek Murthy shared a special message](#) as a part of the Leaders Go First campaign.

“Efforts like Mind Share Partners’ Leaders Go First campaign are so important, because when workplaces step up, when their leaders step up in particular to share their personal mental health stories, it inspires openness and shifts a culture to one where we don’t feel ashamed to seek help,” said U.S. Surgeon General, Dr. Vivek Murthy

3. [We authored a companion piece in Harvard Business Review.](#)
4. [We were inspired by the engagement and support](#) the campaign received on social media, including Vinod Philip, Member of the Executive Board of Siemens Energy, receiving nearly 800 reactions and comments [on his LinkedIn post.](#)

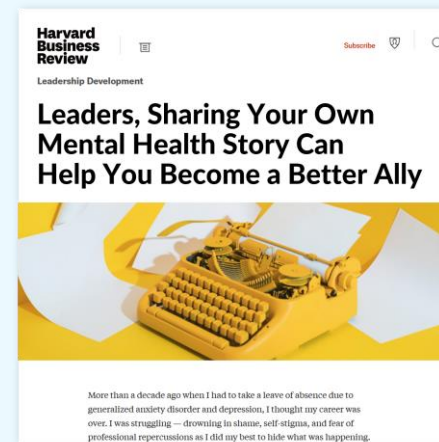
1 [Download the free playbook >](#)



2 [Watch U.S. Surgeon General Dr. Murthy’s special message >](#)



3 [Read our piece in Harvard Business Review >](#)



4 [See Vinod’s Philip’s LinkedIn post >](#)

“Thank you Vinod Philip for sharing and setting the stage for others to speak up. Your leadership has always been inspiring in so many ways and playing your part to raise awareness on such social issues does make a huge impact. Being able to have the comfort to speak about issues around mental health is the first step in addressing while being cognizant about its importance, and we all have a small part to play in normalizing this within our workplace and working groups.”

- Robin D’Souza on LinkedIn



Mind Share Partners' 2023 Mental Health at Work Report

In partnership with: **qualtrics^{XM}**

Sponsored by: **PGIM**
GLOBAL ASSET MANAGEMENT

This year on World Mental Health Day, we launched our third biennial report that uniquely gives a glimpse into how workplace mental health in the U.S. has changed from before, during and after the pandemic.

A key differentiator of our report is that we include statistically significant sampling of women, people of color, caregivers, all generations, and LGBTQ+ workers, including transgender workers as a subcategory. [See our press release](#)>

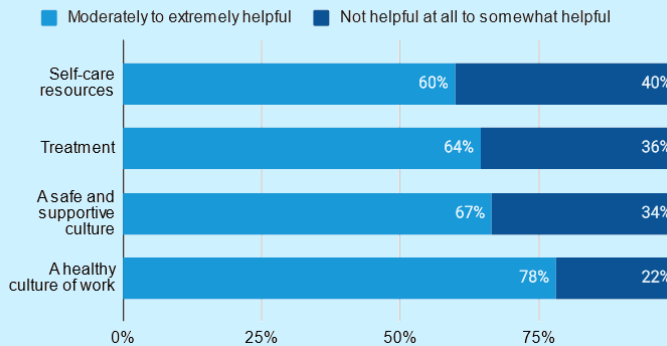
Since its inception in 2019, our Mental Health at Work Report findings have been featured in 250+ media outlets worldwide, contributing to greater awareness of workplace mental health.

Preview

Workers want healthy cultures, not self-care perks.

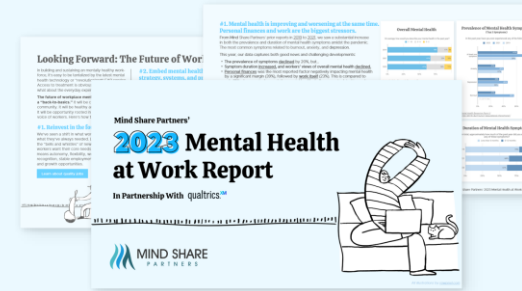
Healthy cultures of work and a supportive culture for mental health were rated as more helpful than therapy and self-care resources.

Rate the extent to which the following would be MOST helpful to your mental health.



1

[Download the report >](#)



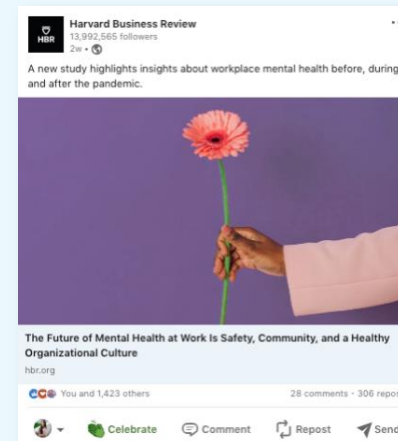
2

[Read the press release >](#)



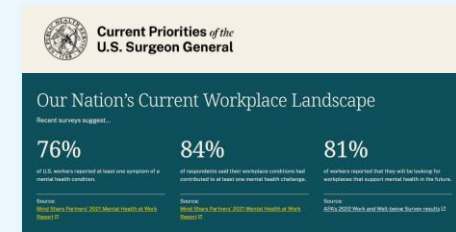
3

[Read our accompanying article in Harvard Business Review >](#)



4

[See our findings cited](#) on the U.S. Department of Health and Human Services Workplace Well-Being priority page.



Select Press



How to Talk to Your Team About the Israel-Hamas War: Trauma-Informed Guidelines for Business Leaders

Our Founder & CEO, Kelly Greenwood was interviewed alongside other experts.

Inc.

Workplace innovations

Workplace innovations are transformative strategies that companies can use to support mental health. The innovations listed on this platform include evidence-based insights and offer real-world examples of how workplace mental health can be prioritized and supported.

Supportive workplaces
Ways of working
Employee support
Beyond the workplace

Supports and downloads
Read the report here
Read more about our research and how to use it.

ECONOMIST IMPACT

Economist Impact Report on workplace mental health

Our Founder & CEO, Kelly Greenwood, offered insights as an expert contributor.



When Managers Try to Be Therapists, Worker Mental Health Suffers

Our Senior Manager of Insights & Principal, Bernie Wong was interviewed and quoted.

Bloomberg

Additional features:

- [Entrepreneur >](#)
- [Fortune >](#)
- [Psychology Today >](#)
- [SHRM >](#)

Select Contributed Articles



How to Support New Workers' Mental Health

Our Senior Manager of Insights & Principal, Bernie Wong, co-authored this timely article with Cleveland Clinic Canada.

Harvard Business Review



How Managers Can Address Their Own Biases Around Mental Health

Our Managing Director & COO, Jen Porter, authored an article on ways managers can address mental health biases.

Harvard Business Review



It's Time To Pass The Baton To A New Leader

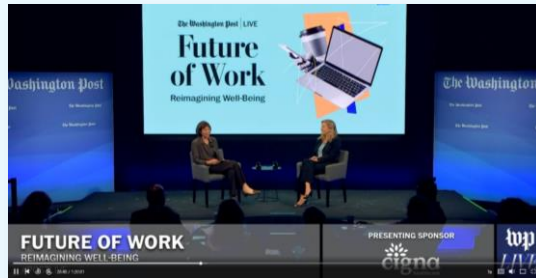
Our Founder & CEO, Kelly Greenwood wrote an op-ed on her decision to step down as CEO at the end of the year.

Forbes

Explore our editorial channels:

- [Forbes >](#)
- [Harvard Business Review](#)
Explore pieces by:
 - [Kelly Greenwood >](#)
Founder & CEO
 - [Jen Porter >](#)
Managing Director & COO
 - [Bernie Wong >](#)
Senior Manager of Insights & Principal

Select Speaking



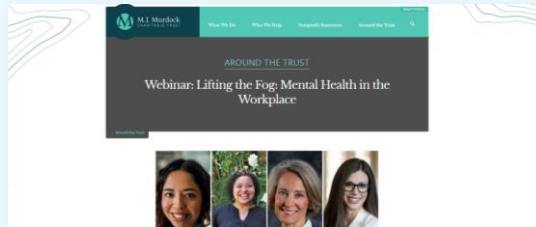
Future of Work: Reimagining Well-Being

Our Founder & CEO, Kelly Greenwood was a featured speaker at a *Washington Post Live* workplace mental health event.



“Mental Health: Generation Burnt-the-f-out,” Lenovo Late Night IT Web Series

Our Senior Manager of Insights & Principal, Bernie Wong was a featured guest with Emmy-nominated host Baratunde Thurston.



Lifting the Fog: Mental Health in the Workplace Webinar + published article

Our Principal, Carrie Grogan served on this virtual panel moderated by *The Seattle Times* reporter Esmey Jimenez.



Employee Mental Health Summit

Our Senior Manager of Insights & Principal, Bernie Wong delivered the opening keynote followed by panelists from Headspace, Mental Health America, U.S. Roche & Genentech, and more.

Free Resources

[Explore all of our toolkits >](#)
[Read our blog >](#)



Creating Mentally Healthy Cultures: How To Get Started Toolkit

This toolkit outlines three key actions for leaders, managers, and people leaders to create lasting culture change for employee mental health.



The Terrorist Attack on Israel and Ensuing War Resources

A curated list of resources to help employers, leaders, managers, and colleagues support workforce mental health amid the ongoing crisis.



Supporting LGBTQ+ Workers Amid Growing Anti-LGBTQ+ Legislation Article

Includes three timely actions employers can take to support LGBTQ+ workers.



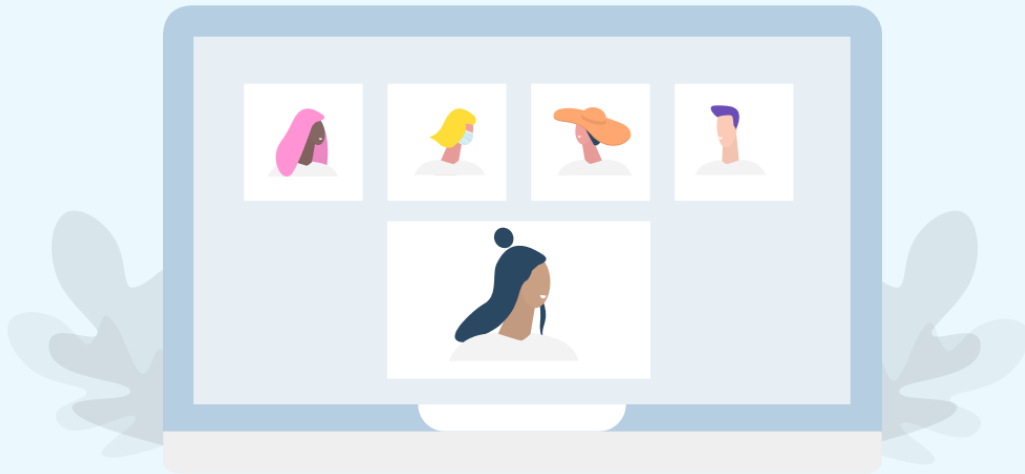
Supporting Your Team After Layoffs Article

Identifies the impact of layoffs on employee mental health, and actions people leaders can take.

ERG Community

Mind Share Partners runs a free, peer-driven community to equip leaders of mental health employee resource groups (ERGs)—also called affinity groups—with resources to maximize their knowledge and impact.

Our community continues to grow organically and remains one of the only publicly available free resources specific to mental health ERGs. We share Mind Share Partners' news and resources regularly and host quarterly calls that dive into specialized topics with the community for bottom-up culture change.



Individual members

600+

Organizations represented

480+

Quarterly call topics

- Q1 Storytelling and Role Modeling as a Stigma Reduction Tool
- Q2 Mental Health Awareness Month Brainstorm
- Q3 Measuring Impact for Mental Health ERGs
- Q4 Implications for ERGs from our 2023 Mental Health at Work Report

Sample member organizations



Nonprofit Clients

Our training and advising services serve as research and development for our movement building efforts, including serving underinvested populations by working with nonprofits in those communities.

We partner with organizations across a diverse range of issue areas, from civic engagement and education to medicine and philanthropy. As a nonprofit ourselves, we know that strengthening the social impact sector starts with taking care of those working on the frontlines.

Thanks to the generosity of our donors and funders, we've been able to offer pro bono and low-cost services to organizations in the past. Nonprofits we've worked with include:

- [Sandy Hook Promise](#) | *Gun violence prevention*
- [KIPP Northern California](#) | *Education, college prep, low-income*
- [The New Teacher Project \(TNTP\)](#) | *Public education inequality*
- [Whatcom Family YMCA](#) | *Youth development*
- [Richmond District YMCA](#) | *Youth development*
- [Open Up Resources](#) | *K-12 education equity*
- [Gillette Children's Hospital](#) | *Children's specialty health care*
- [Apathy is Boring](#) | *Youth citizenship*

Case Study



- **Industry:** Nonprofit, education
- **Size:** 500+ employees
- **Location:** National, U.S.

TNTP's mission is to end the injustice of educational inequality by providing excellent teachers to the students who need them most and by advancing policies and practices that ensure effective teaching in every classroom.

Mind Share Partners' work with TNTP included:

- A remote manager training series
- Executive sessions
- Advising hours
- An all-team presentation during their annual conference

TNTP's goal was to develop a set of workplace mental health resources and trainings for managers and senior leadership to enhance staff engagement and increase benefits utilization by reducing stigma.



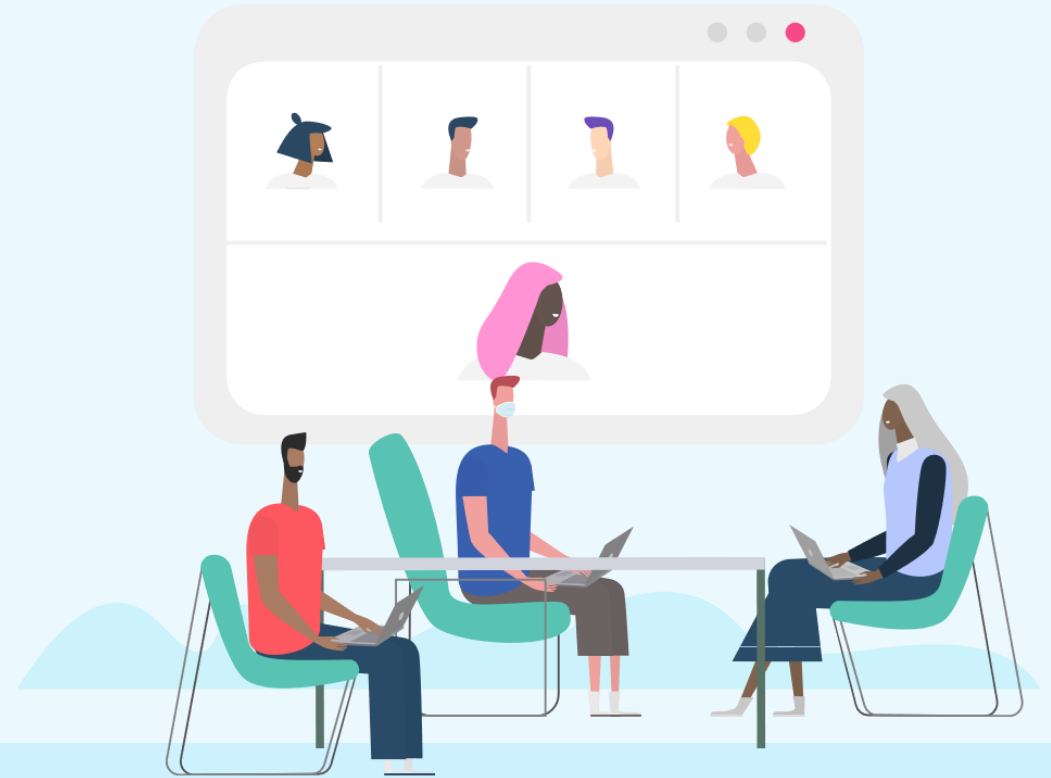
“[Mind Share Partners] helped create the conditions for people to receive [vulnerability] when people opened up and shared... The timing of engaging with MSP at this moment of history could not have been better; we so needed your expertise and the guardrails that you helped us create.”

II. Workplace Training and Strategic Advising

Mind Share Partners' competitive advantages continue to be our impact-driven, proactive approach, ability to customize our solutions, and equity lens. Because leadership buy-in is an essential factor to lasting mental health support, we uniquely offer leader ally coaching with every client partnership.

This year, we've seen employees asking for mental health culture supports, while leadership teams see mental health as important but less urgent. To address this dynamic, we adjusted our offerings and clarified our value proposition to produce impactful services that can be integrated across the employee experience.

We also made some new additions to our offerings, including specialized manager training topics, storytelling events, transformation change management, and cause marketing to meet the evolving needs of today's workforce. This evolution of our work has continued our strong client retention and deepened our culture change work. Our team also continues to offer deeply discounted work to support nonprofit organizations, thanks to our generous donors.



Snapshot

This fiscal year, our training and strategic advising impacted:

100+

organizations reached across industries

4,500+

participants reached

124

live training sessions

740+

managers trained via on-demand training



Live Training Outcomes

Year after year, our live trainings continue to equip leaders, managers, and workers alike with the knowledge and skills to create mentally healthy teams and workplaces.

What the numbers say:

92% of employees

have a better understanding of their role in supporting mental health at work.

92% of managers

shared they are more likely to regularly check-in with their team about mental health at work.

What our participants say:

“I was able to become aware of unconscious stigmas within myself and gained useful tips on how to be supportive to colleagues.”

- Training participant,
Pinterest

78% of executives

shared they are more likely to make mental health a top business priority.

97% of mental health champions

feel better equipped to raise awareness around mental health at their organization.

“It just feels like a big sigh of relief to have [mental health] ‘normalized’ and discussed so openly and constructively. I really struggle with anxiety at work, and this gives me hope that I can share more about that and get support.”

- Training participant, AKQA

Case Study | [Read the full case study >](#)



- **Industry:** Retail
- **Size:** 35,000 employees
- **Location:** Toronto, Canada

The Opportunity: Canadian Tire Corporation’s (CTC) mental health ERG is led by committee members recruited from across the enterprise. ERG leadership knew training would be important to the group’s success, given the privacy needs, complexity, and sensitivity of the topic.

The Solution: We offered two committee training sessions and leader ally coaching for senior leadership. Trainings focused on understanding ERG best practices and storytelling coaching for leaders helped them create and deliver an empowering story around their personal mental health experiences.

The Impact: Participants understood how to effectively contribute to a mental health ERG and discussed how managers can better support employees who are struggling. Leader ally coaching and storytelling helped normalize conversations about mental health in the workplace.



“We hit the nail on the head with the ERG team training sessions. I have heard nothing but good things about both sessions! Our team was surprised by how interactive and interesting the sessions were, and found them to be really helpful.”

III. Team

We aim to create a vibrant organizational culture that demonstrates what a mentally healthy culture looks like and upholds our values. This year, we launched a semi-annual team engagement survey, created a cross-functional Culture Working Group, built out a DEIBJ (diversity, equity, inclusion, belonging, and justice) improvement strategy, and began an internal monthly newsletter. We hosted two in-person team retreats in San Francisco and Portland.

"In remaining authentic to our work and mission, we don't just advise others around mental health at work, we aim to walk the walk ourselves. We aren't always perfect and the journey never ends, but by using our own organization and culture as a sandbox to test ideas together, we're able to learn and share lessons that allow us to better support others." - Mike Davis, Principal



Kelly Greenwood
Founder & CEO



Andrea Cooper
Operations
Manager



Bernie Wong
Senior Manager of
Insights & Principal



Bill Greene
Principal



Carrie Grogan
Principal



James McLean
Fractional CFO



Jen Porter
Managing Director
& COO



Kevin Nix
Managing Director,
External Affairs &
Communications



Michael Davis
Principal



Nina Tomaro
Marketing &
Communications
Lead



Rachel Chung
Chief of Staff



Rebekka Bagatsing
People Team Lead



Trevonna Hendrix
Business Development
Manager

Board & Advisors

Board Members



Jill Miller
Board Chair
Special Projects,
Jeremiah Program



Saydeah Howard
Treasurer
Founding Partner
& COO, *Cherryrock
Capital*
Former Chief Talent
Officer, *IVP*



Kelly Greenwood
Founder & CEO,
Mind Share Partners



Nina Kim Schultz
Secretary
Independent
Consultant
& Investor

Advisors

Morra Aarons-Mele

Author, *The Anxious Achiever*

Ryan Caldbeck

Co-founder and Chairman, *CircleUp*

Maegan Carberry

Founder + Creative Director, *Birdbrain*
(Non-profit for sexual trauma victims)
Journalist,
Upworthy, Huffington Post, Variety

Shoshana Chazan, JD

Senior Employment Counsel, *Unity*

Christine Coleman, PhD, LMFT

Founder and CEO, *POC Thriving*

Robert Gill

HR Business Partner Team Lead -
Engineering, *Block*

Cole Hooley, PhD, LCSW

Assistant Professor,
Brigham Young University,
School of Social Work
Licensed Clinical Social Worker,
Private Practice

Arianna Huffington

Founder & CEO, *Thrive Global*
Co-Founder & Former Editor-in-Chief,
The Huffington Post

Natasha Krol

Founder & Executive Coach,
Colibri Works
Psychotherapist, *InnerVoice*
Psychotherapy & Consultation
Former Head of Client Services
& Principal, *Mind Share Partners*

Amy Lazarus

Founder, *InclusionVentures*
(Diversity & Inclusion firm)

Jennifer Marshall

Founder, *This Is My Brave*
(Mental Health Awareness Nonprofit)

Rod McCowan

Founder & Chief Catalyst,
Accelerance Group International, LLC.
(Executive Coaching & Leadership
Development Firm)
Former SVP of Global HR,
Verisign & Hitachi

Richard Meeboer

Sales Director, *AuditMate*

Paul Mele

Vice President, Global Benefits
Lead, *The D.E. Shaw Group*
Former Global Head of Benefits,
BlackRock

Clare Miller

Mental Health Benefits Manager,
San Francisco Bay Area Technology Company
Former Director of the Center for Workplace
Mental Health,
American Psychiatric Association Foundation

Megan Rogers, LMFT

Licensed Marriage and Family Therapist, *Utah
Valley Counseling*

Brad Smallwood, MFT

Licensed Marriage and Family Therapist,
Private Practice

Behavioral Health Specialist, *Square*

Lincy Suen, Psy.D

Director of People, *Loom*

Chris Underhill

Social Entrepreneur in Mental Health
and Professional Mentor

Emeritus Founding Board Chair

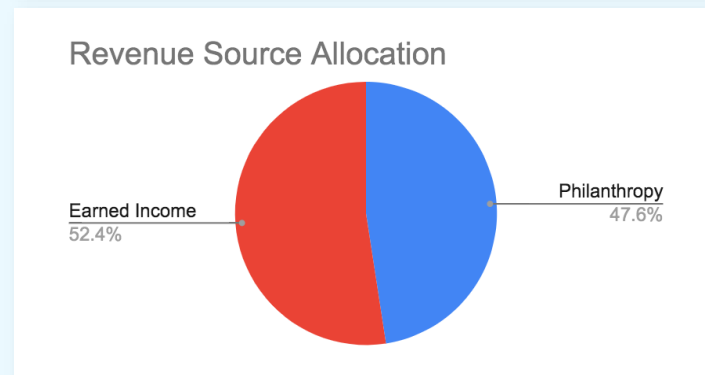
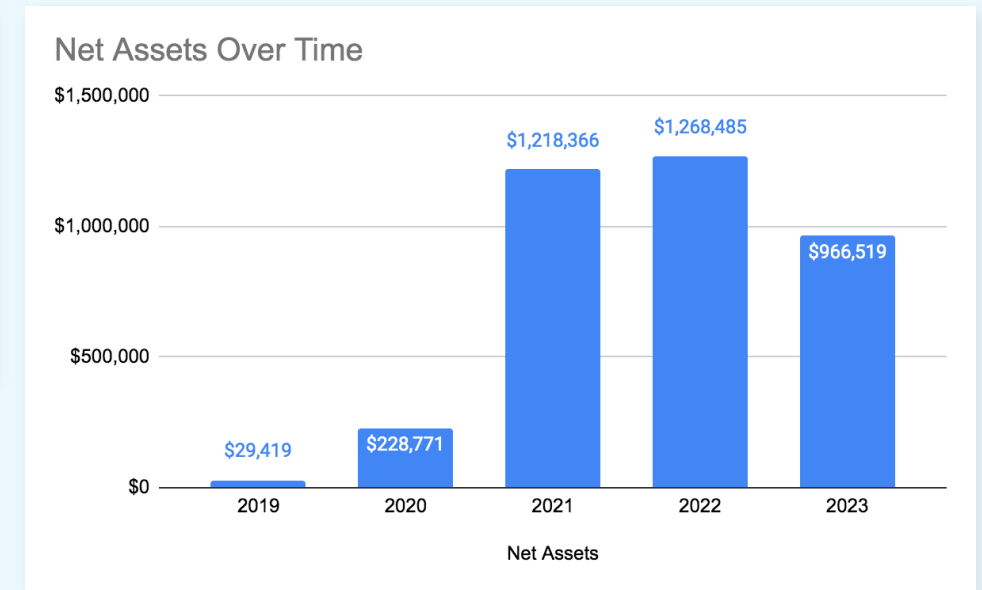
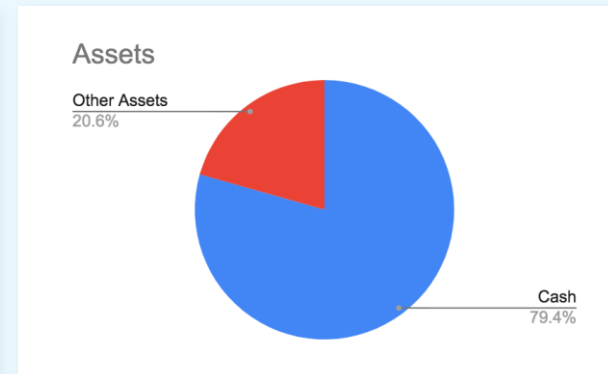
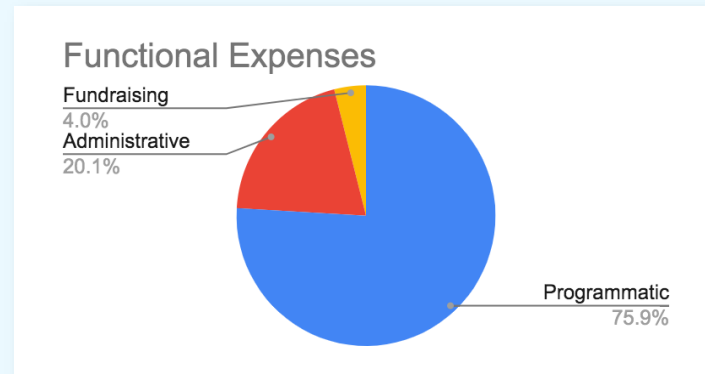
Ann Goggins Gregory

Senior Vice President, Resident Services,
MidPen Housing Corporation
Former COO, *Habitat Greater San Francisco*

IV. Financials

Our standard workplace training and strategic advising services are funded by our fee-for-service client work, while our movement building and professional communities programs are underwritten by philanthropic giving. 76 cents of every dollar given to Mind Share goes directly to our programmatic work.

This year, earned income represented over 50% of our revenue with philanthropic contributions making up the remaining amounts. In total, we raised \$1.5M and invested \$1.9M in the organization of which 76% was used for programmatic purposes. We used a portion of prior year surpluses to help fund our work.



V. Donate

Our vision is a healthy and sustainable future of work for everyone. We need your partnership to change the narrative and end the stigma surrounding mental health.

Supporters like you drive our mission forward— providing timely thought leadership, empowering leaders, building a national movement, and ensuring resources are accessible to all. Thank you!

[Make a donation](#)

Does your employer match your charitable giving?

Find out if your company matches your gift [here](#) or reach out to your employer to learn more.

For questions, or to make a donation via wire, ACH, or stock, please reach out to connect@mindsharepartners.org. All donations to Mind Share Partners are tax-deductible. EIN: 81-5350598.



www.mindsharepartners.org/donate

VI. Stay Connected

Website www.mindsharepartners.org
www.mindsharepartners.org/blog

Contact connect@mindsharepartners.org

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