



MIND SHARE
PARTNERS

Year in Review

— 2021 —



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About Mind Share Partners

Mind Share Partners is a national nonprofit that is changing the culture of workplace mental health so that both employees and organizations can thrive.

We focus on [movement building](#), host [communities](#) to support employee resource groups and professionals, and provide workplace [training and strategic advising](#) to leading companies.

In doing so, we ultimately seek to reduce the stigma and normalize what it looks like to have a mental health challenge at work as well as to address the workplace factors that can contribute to poor mental health.

www.mindsharepartners.org

Dear Friends,

Between the ongoing effects of the pandemic, racial trauma, the political divide, and more, supporting mental health at work has moved from a nice-to-have to a must-have. However, few workplaces know how to execute. While I wish that we weren't continuing to face these challenges, I'm grateful that Mind Share Partners is in a position to help. We remain at the forefront of culture change around workplace mental health, which is integral to both the future of work as well as to diversity, equity, and inclusion (DEI).

In our 2021 Mental Health at Work Report in partnership with Qualtrics and ServiceNow, **76% of full-time U.S. workers reported experiencing at least one symptom of a mental health condition in the past year**—up from 59% in our 2019 pre-pandemic study. This speaks to the universality of what is still often a taboo topic, particularly in the workplace. The “resource” most desired by respondents was a more open culture around mental health.

We achieved our goals for 2021 and then some, doubling our headcount and innovating to meet the massive need, as well as nimbly pivoting to address timely issues. We built a new low-cost, on-demand training to broaden our reach, created free resources and toolkits, offered our custom training and advising services to nonprofits at a 90% discount, doubled the membership in our free virtual community for mental health ERGs, and continued to serve as a sought-after thought leader in the space.

Born out of my personal challenges with mental health at work and launched in 2017, Mind Share Partners has proven its program model and is poised for significant growth. **To meet the enormous demand, we recently launched our Pandemic Growth Fund to help us more rapidly scale** our organizational capacity and movement building efforts.

Now is the time to make a sea change in eliminating stigma and creating mentally healthy workplaces. Let's normalize mental health challenges and build sustainable ways of working.

Thank you for joining us at the cutting edge of this movement.



Kelly Greenwood
Founder & CEO



PART I

Movement Building

This program area focused on public awareness is informed by our workplace training and strategic advising services, which serve as an R&D engine that allows us to remain at the forefront of the workplace mental health movement. We apply a multi-faceted thought leadership strategy to reduce stigma in workplaces and promote a mentally healthy and sustainable culture of work.

The future of workplace mental health demands culture change now. As a prominent thought leader in the workplace mental health movement, **Mind Share Partners' efforts have been provocative yet prudent during this catalytic time.**

In 2021, we continued to help build the social movement around workplace mental health through free resources such as articles and toolkits, sponsored campaigns, strategic partnerships including joining two coalitions, launching a follow-up study and other research, as well as participating in numerous press interviews, panels, and speaking engagements.

Mind Share Partners runs a [Forbes column](#), [Thrive Global channel](#), [workplace mental health blog](#), and our Founder & CEO, Kelly Greenwood, is a [Harvard Business Review contributor](#).



Research and Reports

Mind Share Partners' 2021 Mental Health at Work Report in partnership with Qualtrics and ServiceNow.

The report is a follow-up study using the same metrics from our [2019 Mental Health At Work Report](#), enabling a **rare comparison of the state of mental health, stigma, and work culture in U.S. workplaces before and during the pandemic**. It includes additional questions and segmentations pertaining to world-shifting events, including the effects of the pandemic, racial trauma, and return to office. This report was sponsored by ServiceNow and Morrison & Foerster.

During the week of World Mental Health Day, Mind Share Partners held an invite-only virtual launch event on the study findings—including panelists from Mind Share Partners, Qualtrics, ServiceNow and Morrison & Foerster—bringing together CHROs and mental health decision-makers from leading organizations to have a candid conversation on the state of mental health at work. The report has received 100+ press mentions.

qualtrics^{XM}
servicenow

MORRISON
FOERSTER



[Download the 2021 report >](#)

FreshBooks' Mental Health Report In Partnership with Mind Share Partners.

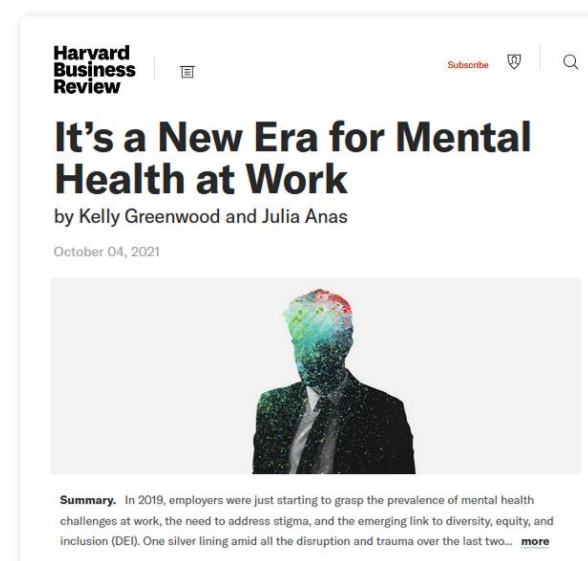
This report and partnership allowed Mind Share Partners to reach and support a **new audience of small business owners and self-employed individuals**.

Select Media: [Small Business Trends](#)



FreshBooks

[Download the report >](#)



Read our accompanying Harvard Business Review article: ["It's a New Era for Mental Health at Work"](#)

by Kelly Greenwood, Founder & CEO of Mind Share Partners and Julia Anas, Chief People Officer of Qualtrics

More Select Media:

[The Wall Street Journal](#)

[Fortune](#)

[CNBC](#)

[The Boston Globe](#)

Visual Guidelines

Guidelines for Visualizing Workplace Mental Health by Mind Share Partners and iStock by Getty Images and accompanying curated gallery of visuals.



Employers everywhere are considering return-to-office plans, facing burnout, and rethinking the future of work. We are at a pivotal point in time where **employers and media alike need to consider how they portray mental health, as well as the very real effects these choices have** on how people understand mental health, seek support, and support others.

Mind Share Partners partnered with leading visual media company, Getty Images, to launch a set of guidelines and [an accompanying curation of visuals](#) to inform, educate, and ideally ensure that businesses and media **feel equipped to make thoughtful visual choices when depicting mental health in the workplace**. Examples include being more intentional around inclusivity across gender identity, race, ethnicity, age, ability, and more, as well as prioritizing visuals that promote healthy, sustainable ways of working. The effort received over 230 press mentions.



The way you choose to visualize your employees at work matters—and can have a real impact on the way they see themselves and others, as well as how supported they feel at work.

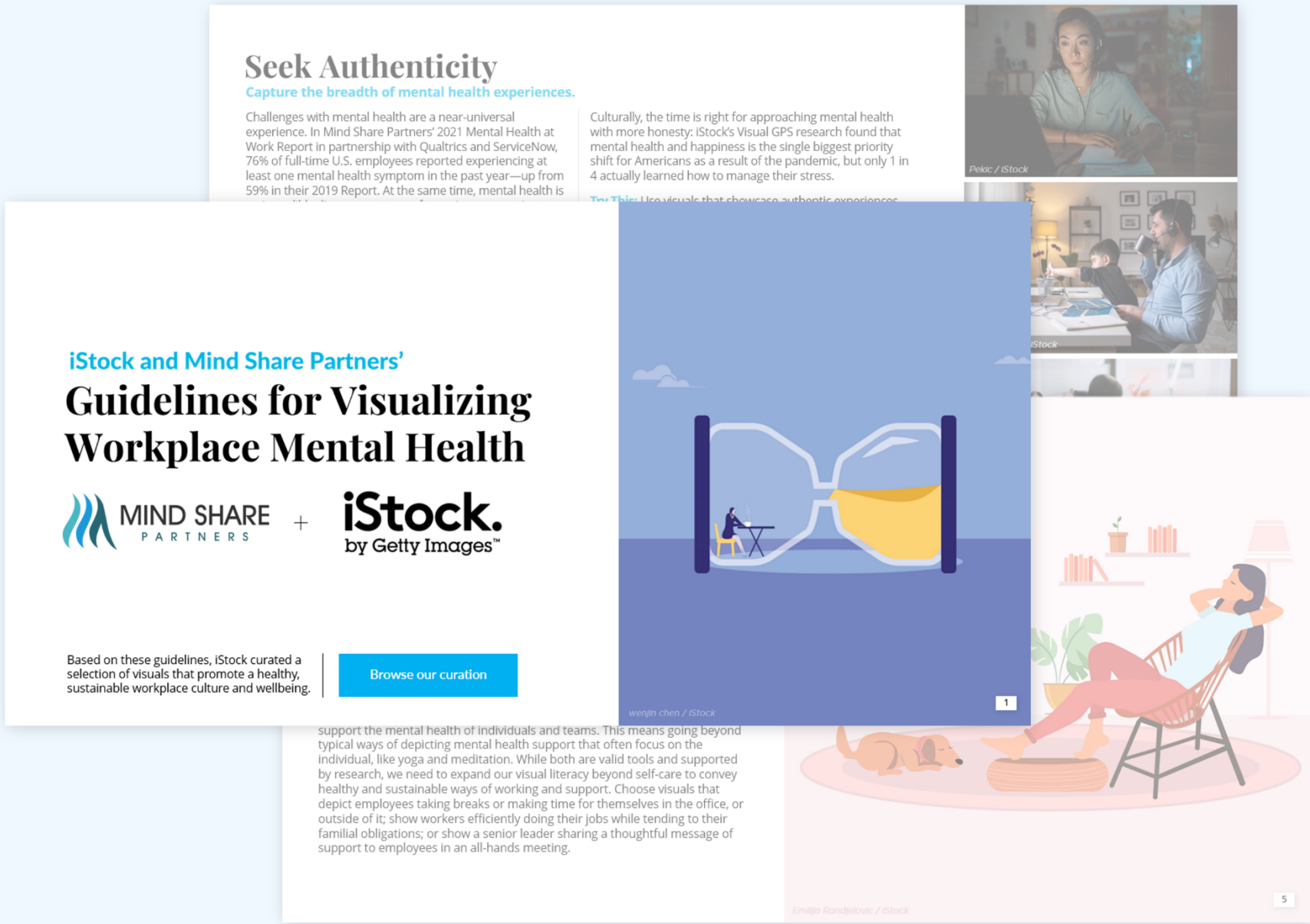
In other words, choose wisely. Given that businesses everywhere are considering return-to-office plans and either issuing messaging and communications describing protocols—or in the process of drafting such protocol now—there's never been a better time to "get it right." Which is to say, putting out communications that demonstrate that you care about your employees, their total well-being, their mental health, both in words as well as pictures, illustrations and videos, is not just good for them, it's good for you, too.

November 3 is National Stress Awareness Day, and Mind Share Partners, a national nonprofit which is actively changing the culture of

[Read our feature](#) about the guidelines in *Advertising Week*, "Q&A with iStock by Getty Images and Mind Share Partners."

More Select Media:

[Yahoo! Finance](#) [Business Insider](#) [Associated Press](#)



[Download the guidelines >](#)

Resources for Diversity, Equity, and Inclusion

Historically underrepresented and disenfranchised communities continue to face **disproportionate challenges** when it comes to mental health at work, notably amid the ongoing pandemic, racial injustices, and violence.

Mind Share Partners remains committed to advocating for the mental health at work of these communities and provided timely resources in 2021 to **support these difficult and vital conversations**.

Coping with the Trauma of Gun Violence

[Resources List](#)

Mind Share Partners



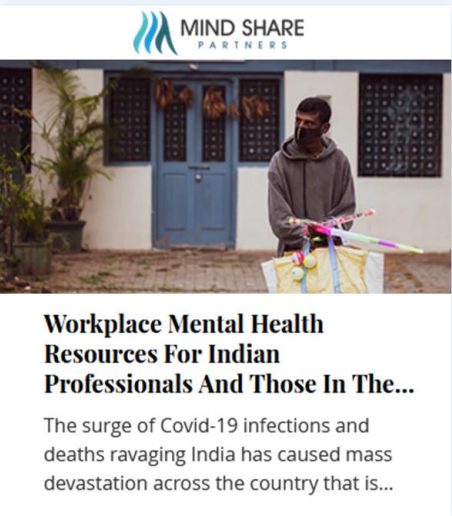
Indian Professionals and Those in the Diaspora



[Article](#)

Bhavik Shah

Principal, *Mind Share Partners*



[Resources List](#)

Mind Share Partners

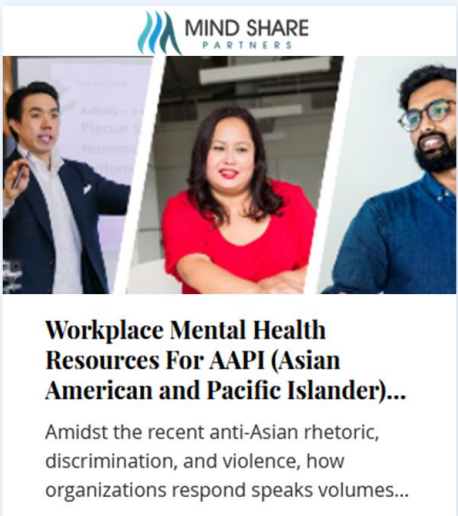
Asian American and Pacific Islander (AAPI) Professionals



[Article](#)

Bernie Wong

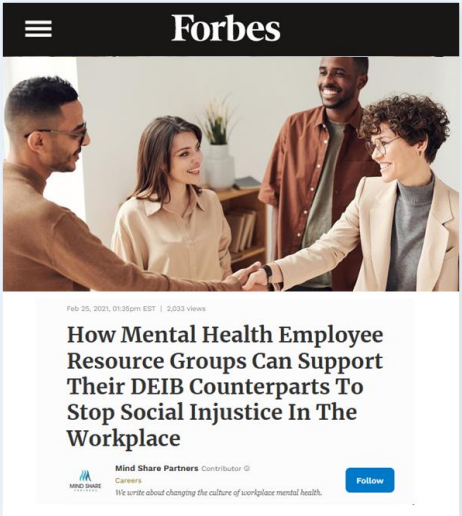
Senior Manager of Insights &
Principal, *Mind Share Partners*



[Resources List](#)

Mind Share Partners

Employee Resource Groups (ERGs)



[Article](#)

Jen Porter

COO & Principal
Mind Share Partners



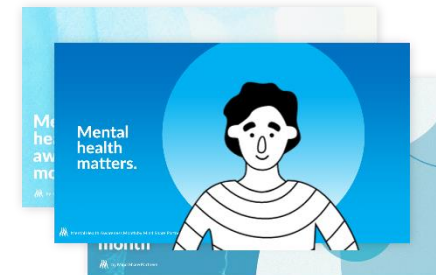
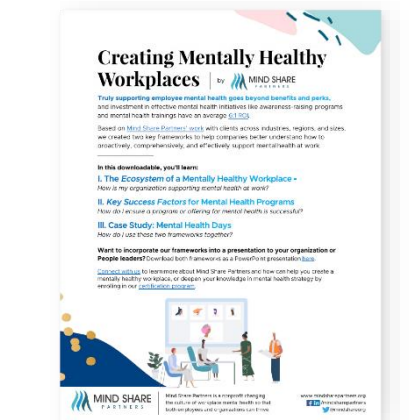
[Article](#)

Kelly Greenwood

Founder & CEO
Mind Share Partners

Resources for the Future of Work

Free Toolkits and Guides



[“Key Frameworks for Success: Creating Mentally Healthy Workplaces and Programs”](#) is based on lessons from Mind Share Partners’ client work. We launched this toolkit to support organizations to proactively and effectively support mental health at work during this critical time.

[Mental Health Awareness Month Communications Toolkit](#) was created by Mind Share Partners and sponsored by Unmind. It includes templates, messaging, and resources for organizations to show their support, address stigma, highlight benefits, and more during May’s Mental Health Awareness Month.

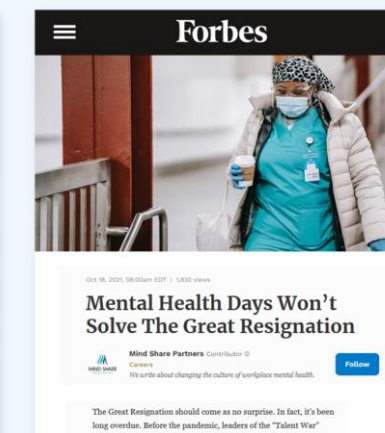


[“Fostering Mentally Healthy Workplaces”](#) Mind Share Partners was asked to create a workplace mental health resources section in Hewlett Packard’s (HP) Small Business Bootcamp to support small business owners and their teams. The printable worksheets include topics such as checking in with your team, talking about mental health at work, and becoming a mental health leader ally.

[This guide by Mind Share Partners](#) explains how to include workplace mental health within employee pulse surveys and engagement surveys.

Thought Leadership

1. [“How to Talk About Your Mental Health with Your Employer”](#) by Kelly Greenwood in *Harvard Business Review*
2. [“Mental Health Days Won’t Solve the Great Resignation”](#) by Bernie Wong in *Forbes*
3. [“Why the Future Of Work Prioritizes Mental Health”](#) by Natasha Krol in *Thrive Global*
4. “Leaders at All Levels Can Support Employee Mental Health,” by Kelly Greenwood in Mediaplanet’s Employee Wellbeing & Engagement Campaign; featured in *USA Today* (print)
5. [“Research: People Want Their Employers to Talk About Mental Health”](#) by Kelly Greenwood in *Harvard Business Review*
* Republished in *Harvard Business Review’s Fall 2021 Special Issue “The New Rules of Managing Talent”* (print)



Press

Mind Share Partners continues to be a sought-after expert in the press, appearing in these select pieces:

[The Wall Street Journal](#)

[Financial Times](#)

[BBC](#)

[SHRM HR Magazine](#)

[EdWeek](#)

[The Bridgespan Group](#)

[NBCLX TV](#)

[Anxiety at Work Podcast](#)

[SHRM](#)

[The Lawyer's Daily](#)

“What Is a Sick Day When You’re Working From Home?”

“Gen Z deserves more support from employers”

“Can companies actually help workers stay happy and healthy?”

“The Pandemic Has Expanded the Role of HR”

“Teachers’ Mental Health Has Suffered in the Pandemic. Here’s How Districts Can Help”

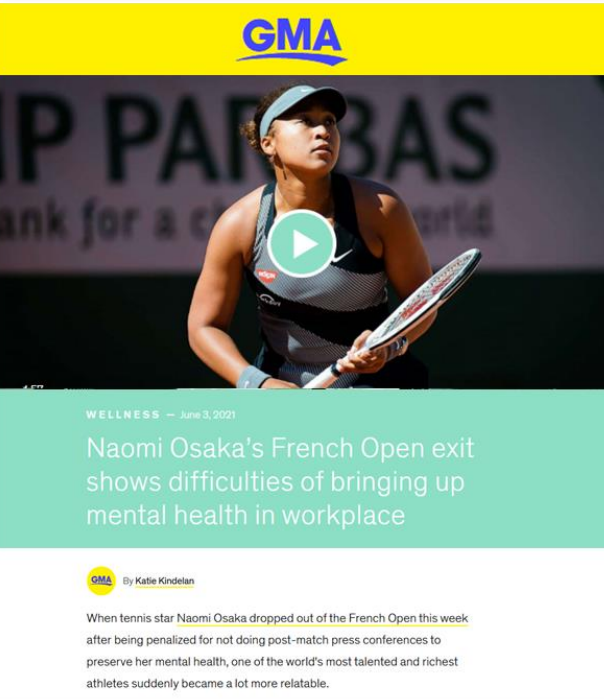
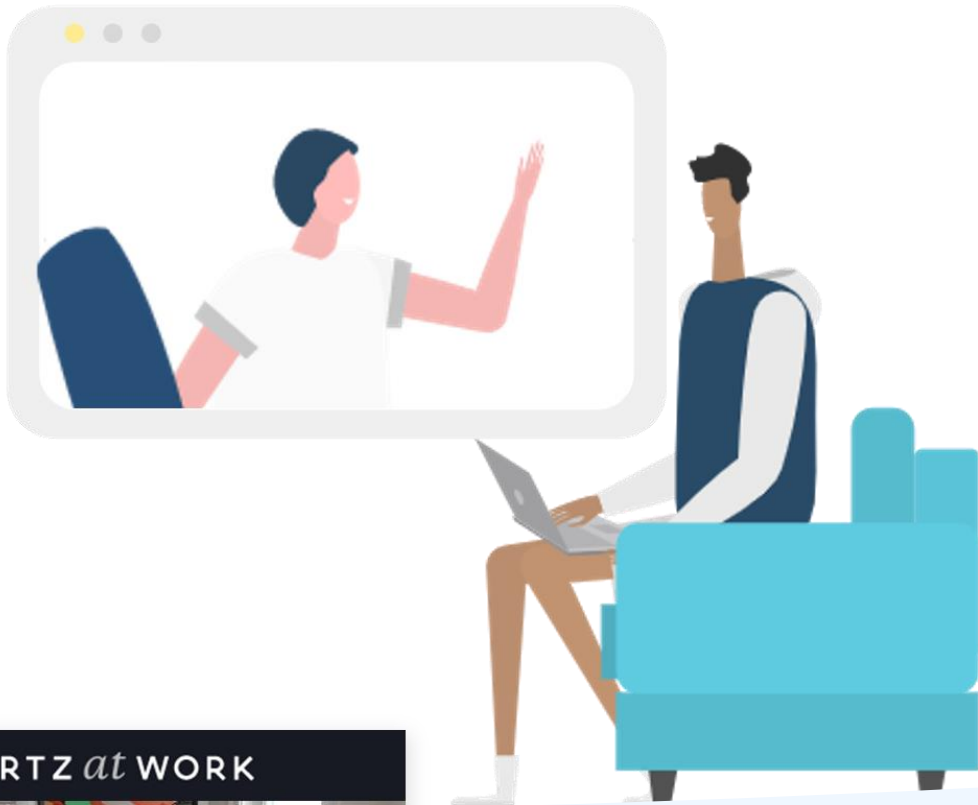
“Getting Better at Talking About Mental Health at Work”

“Why Understanding Mental Health Needs to Be Part of Company Culture”

“Changing the Culture of Workplace Mental Health”

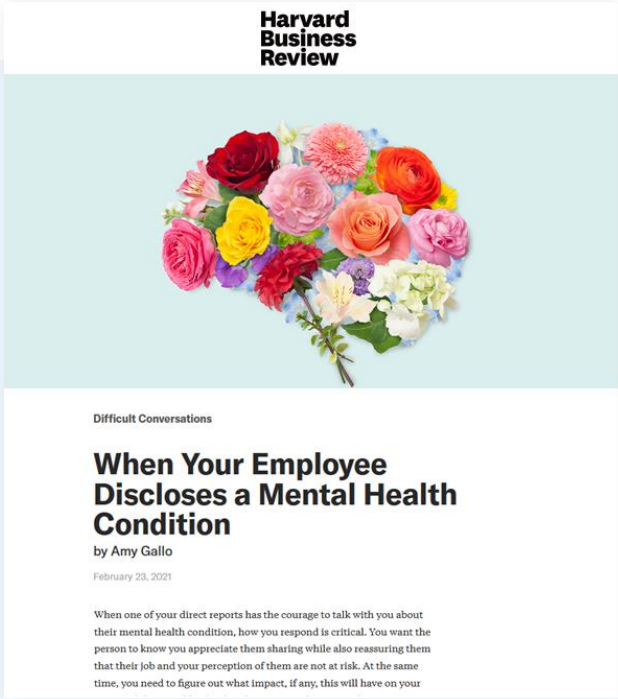
“Supporting Mental Health in the Post-Pandemic Workplace”

“Why law firms should invest in their lawyers’ health”



“Naomi Osaka’s French Open exit shows difficulties of bringing up mental health in workplace”

[Good Morning America](#)



“When Your Employee Discloses a Mental Health Condition”

[Harvard Business Review](#)



“How to support employee mental health from every level of the firm”

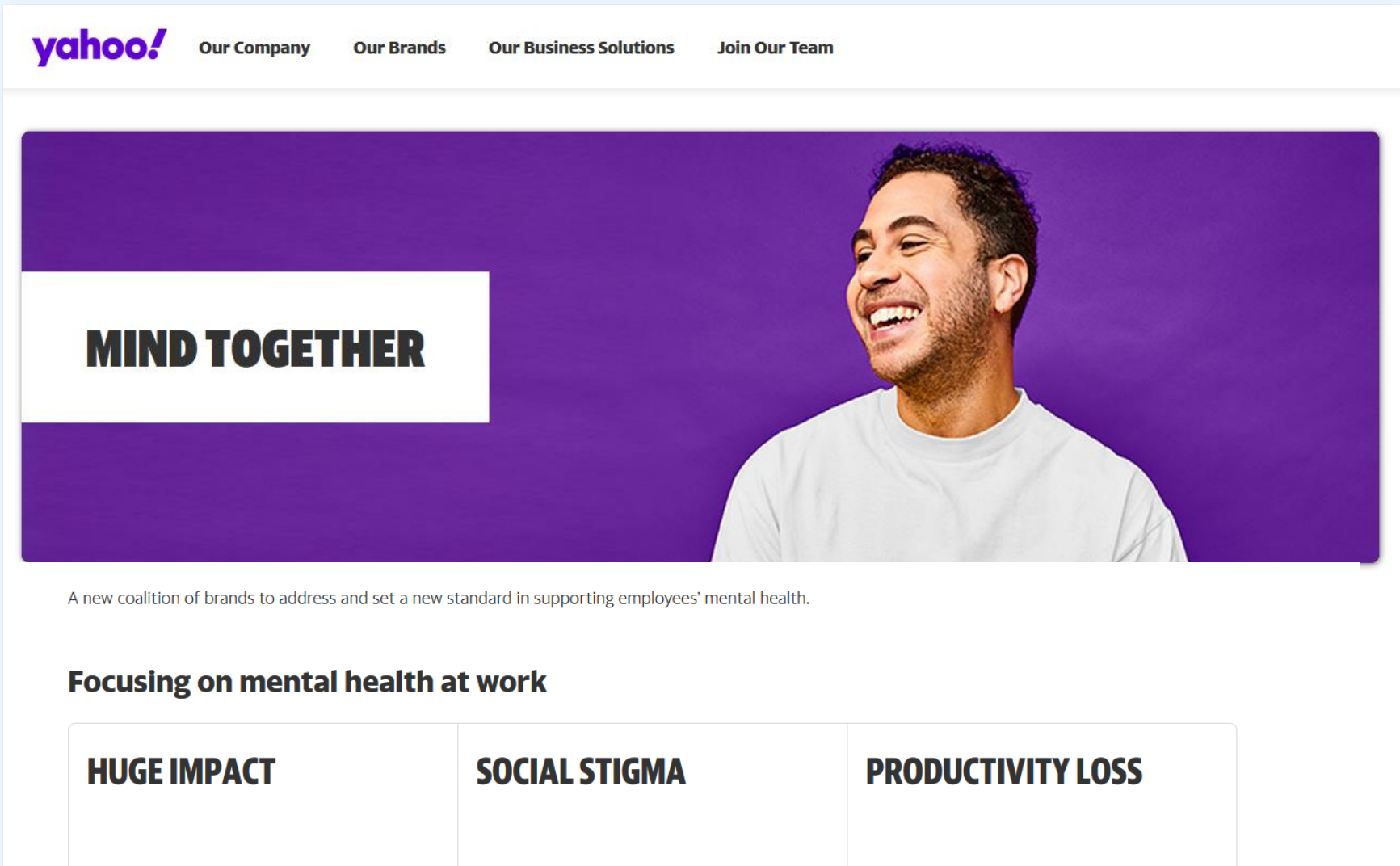
[Quartz](#)

Partnerships

Mind Share Partners joined two coalitions to increase our reach and impact around workplace mental health.

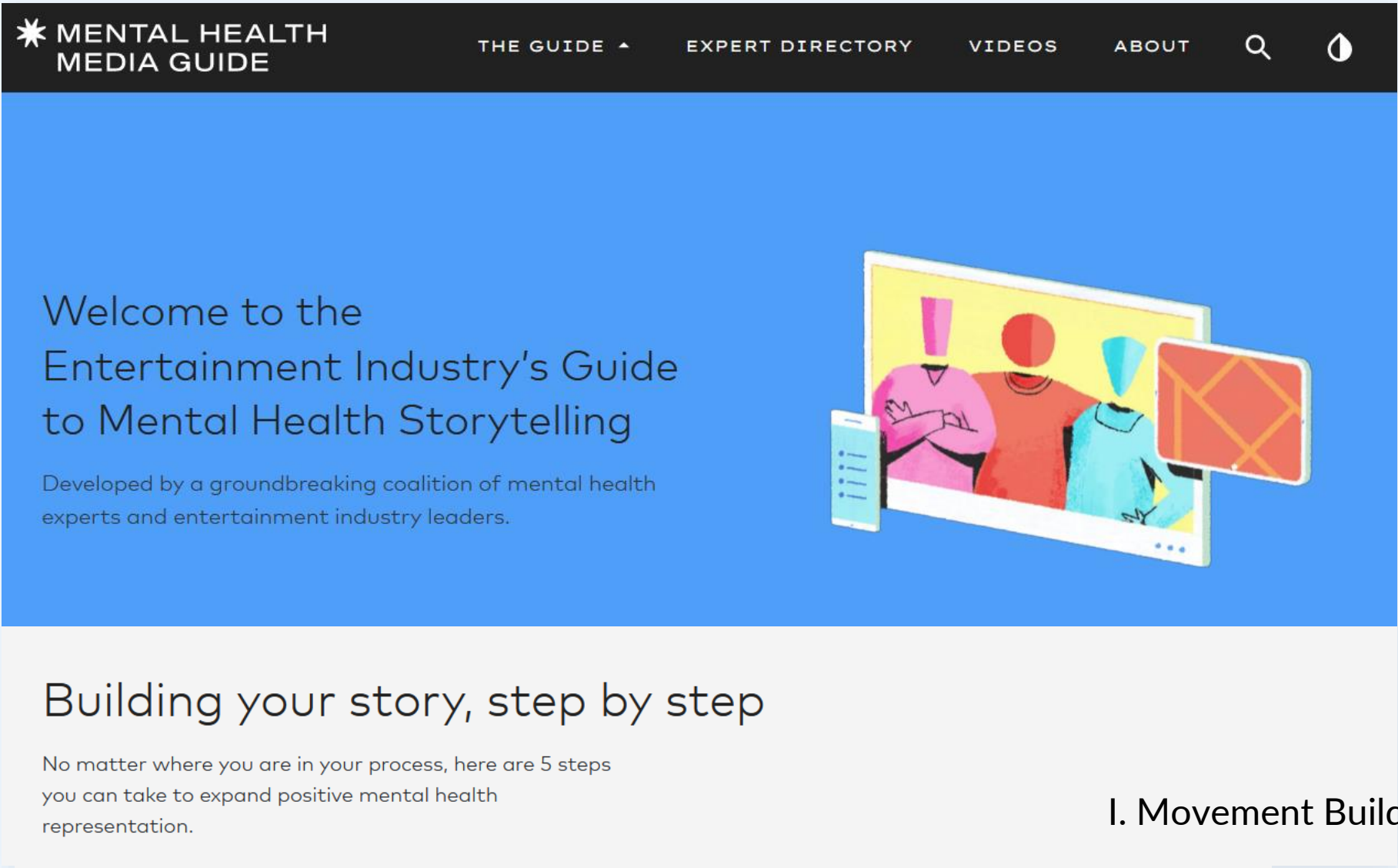
Mind Together

A new coalition primarily of companies (including Yahoo!, Kellogg Company, Spotify, Snap, and Made Of Millions Foundation) to address and set a new standard in supporting employees’ mental health.



Mental Health Storytelling Coalition

Mind Share Partners joined the Expert Advisory Council for the Mental Health Storytelling Coalition, launched by MTV Entertainment Group and ViacomCBS.



Speaking

Mind Share Partners participated in a variety of speaking engagements.

Highlights Include:

U.S. Office of the Surgeon General, Dr. Vivek Murthy

Expert roundtable on mental health and emotional well-being at work, followed by later opportunities to share additional insights with the OSG team.

(Participant)

DIAL Global Summit

[DEI panel](#)

(Panelist)

- Including Guru Gowrappan, former CEO of Verizon Media/Yahoo!
- Featured in [Yahoo! Finance](#)

Realscreen Live 2021

[“New Normal, New Workplace” panel](#)

(Panelist)

Collective Impact Forum

[Champions for Change 2021 Conference](#)

(Keynote)



Culturati Summit 2021

[“Leading With Mental Health: Strategies to Address the 2nd Pandemic at Work”](#)

(Keynote)



Wellbeing at Work Summit

[“Reshaping the workplace for a speedy recovery” panel](#)

(Moderator)

PART II

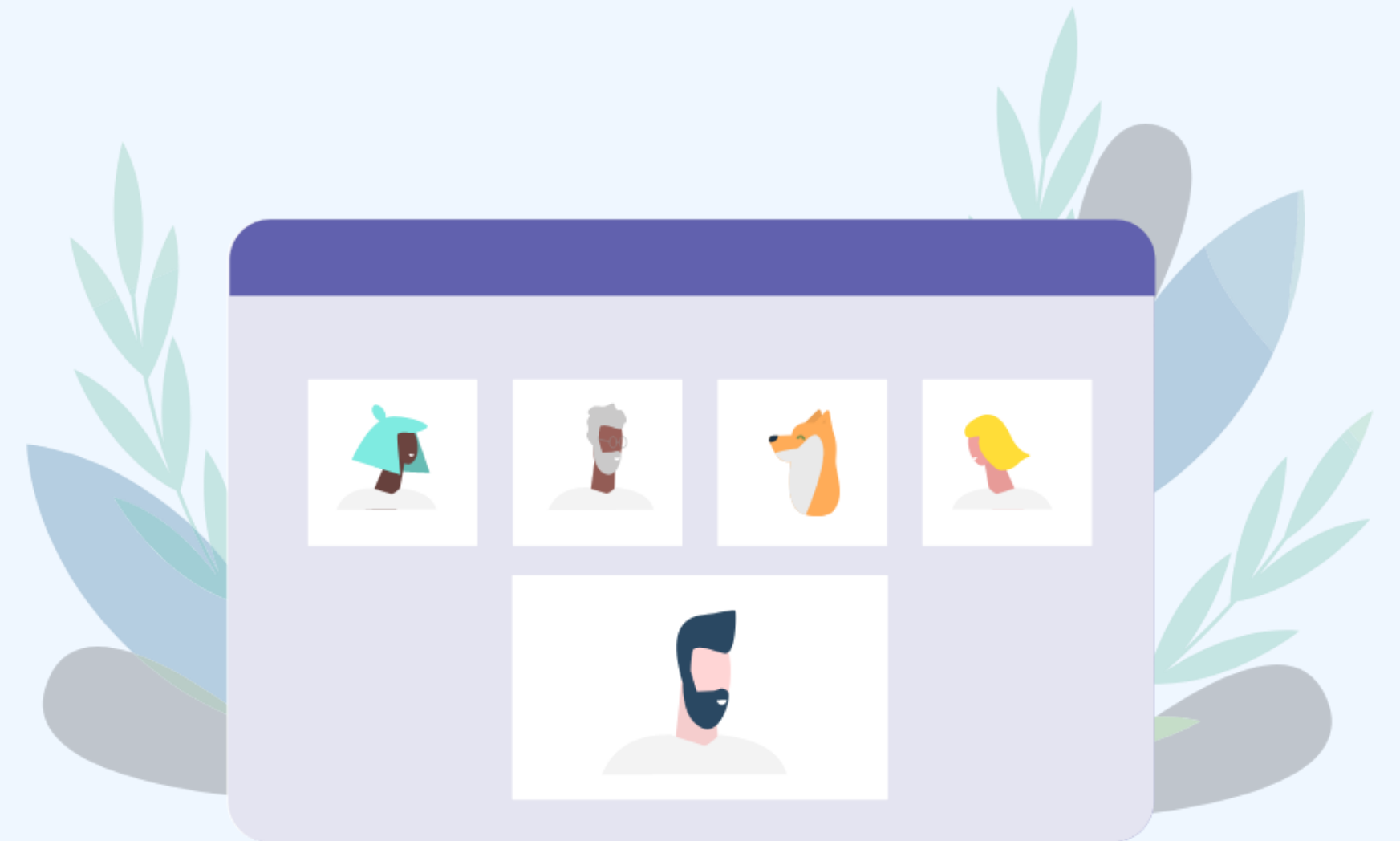
Professional Communities

As the demand for workplace mental health support continues to rise, **mental health employee resource groups (ERGs) are steadily growing** in popularity among leading organizations.

A few companies, such as Twitter and LinkedIn, have [just begun compensating](#) ERG leaders. However, most still have **little to no budget, time, or support.**

To help, equip, and grow these internal changemakers for the workplace mental health movement, Mind Share Partners focused our efforts on our [Virtual Community for Mental Health ERGs](#)—a **free, peer-driven platform** launched in 2019 to equip mental health ERG leaders and members.

This is one of the only publicly available resources specific to supporting mental health ERGs—an otherwise unmet market need.



Mind Share Partners' Virtual Community for Mental Health ERGs

Activities

In 2021, Mind Share Partners provided the ERG community with:

- **Quarterly calls** that focus on timely issues, including:
 - Q1 - Creating a Mental Health ERG and Practicing Self-care
 - Q2 - May Mental Health Awareness Month Brainstorm
 - Q3 - World Mental Health Day Brainstorm
 - Q4 - Navigating Privacy & Legal Consideration for ERGs
- **A Slack channel** for community members to connect and find support
- **A private web portal**, with a member directory and live resources log
- **Special discounts** for select Mind Share Partners offerings
- **Press opportunities** for ERG leaders to highlight their work in media



Community Snapshot

362
members

315
companies

~2x growth
since 2020
(180 members, 150 companies)

accenture



CVS Health. aetna



Microsoft

udemy

Genentech
A Member of the Roche Group

BEST BUY

slack



NETFLIX



CRISIS TEXT LINE



Zillow

Mind Share Partners' Virtual Community for Mental Health ERGs

Impact

To understand how this ERG community has been beneficial to its members, we conducted an impact survey in November 2021.

Key Results Include:

91% **gained helpful knowledge,** resources, and/or strategies.

84% **feel less alone** in their role in advocating for mental health at their organization.

75% **feel better-equipped** to lead and/or manage their ERG.

Testimonials

"This ERG community is a fantastic resource to help! **I thought I was unique in this type of ERG and had to go it alone, but since connecting, I have found so many useful resources** to help overcome the obstacles I have been faced with. Knowing I am #NotAlone... and knowing there are experts who can help me make the impact is truly an awesome blessing!"

- Ashley Hobbs, Sr. Business Analyst, Accessibility at Electronic Arts



"**Starting a mental health ERG was a completely new experience for me and my colleagues,** but Mind Share Partners provided help and guidance that contributed to our success. I've enjoyed meeting other ERG leaders from literally around the world and I've gained both insight and practical suggestions from our meetings."

- Dan Jolivet, The Standard



"The Mind Share Partners community has allowed me to meet other ERG Leaders with a passion for mental health where we can **discuss, share learnings, and help pave each other's path** to amplify our ERGs. Having this community has been **extremely valuable to me personally, and to our ERG** at NextRoll."

- ERG Lead, NextRoll



PART III

Workplace Training and Strategic Advising

Rampant burnout and widespread attrition catalyzed by the pandemic have contributed to an influx of companies investing more into mental health support out of necessity. What's encouraging is that more companies are also starting to take steps towards true culture change.

In 2021, Mind Share Partners **reached over 100 organizations** across all workplace training and strategic advising offerings.

We take a proactive, preventive approach with a management lens.

Rather than waiting until a crisis situation occurs, we work upstream to eliminate stigma, emphasize sustainable ways of working and proactively support mental health.

Our interactive training utilizes skills-based learning and is tailored to a company's unique needs and culture. It includes skills development around topics like how to have productive conversations about mental health at work, how to build healthy team cultures to prevent mental health distress, and how to be a leader ally for mental health and model mentally healthy behaviors. Our focus and goal is on culture change throughout.



Workplace Training and Strategic Advising

New Offerings In 2021

In 2021, we launched new offerings to reach a broader audience, such as smaller workplaces, nonprofits, and individuals, including:



Mental Health Now

We launched this **low-cost virtual library of self-directed, on-demand, and bite-sized learning** accessible to individuals and organizations that otherwise couldn't afford our training. Our first course is "Foundations for Creating Mentally Healthy Workplaces."

"This is a MUST for managers. At our organization, this is where we are finding it difficult to better support our community. Our managers are not trained to handle or identify these situations. People are often directed to HR or benefits."

- Participant, Mental Health Employee Resource Group Chair



Ticketed virtual workshops

We offered ticketed virtual workshops to the public during our peak months of May (sponsored by Unmind) and October (sponsored by Calm) to help meet the increase in demand and need.

These live, interactive 90-minute sessions provided a first-of-its-kind **experience of our custom training that we've never offered to the public before.**



90% discount for nonprofits

We launched heavily discounted offerings for nonprofit organizations between 25-500 employees **across all our workplace training and strategic advising services and select scholarships** for our Mind Share Partners Institute.

Workplace Training and Strategic Advising

Most Popular Offerings in 2021

With mental health challenges being the norm among employees and persisting longer than ever before, **Mind Share Partners saw a significant increase in the demand** of our workplace training and strategic advising services in 2021.

Our most popular offerings this year included:

Culture Change Partnership

This supports organizations—including executive teams—to assess their culture today, begin to develop a mental health strategy for the future, and implement mental health training and other programs.

Manager Training Series

This interactive training uses scenarios and action plans to help managers support the mental health of their teams and recognize when individuals might be struggling.

In 2021, 91% of managers felt better-equipped to create a safe and supportive culture for mental health for their team after this training.



Mental Health Champion Training

This program reduces the stigma of mental health and builds a network of colleagues who are willing to listen.

In 2021, 96% of participants in this training felt better equipped to support a colleague with their mental health if they need support.

We have a comprehensive suite of custom training and advising services for all-staff, managers, mental health champions, HR teams, as well as leadership and executive teams. [See all of our offerings here.](#)

Workplace Training and Strategic Advising

Reach

In 2021, **one third of Mind Share Partners' clients were returning clients**, and nearly 30% of all clients engaged in projects that had a more comprehensive, culture change focus.



Sample Clients Include



Others

- BlackRock
- PGIM
- Tinder



Workplace Training and Strategic Advising

Impact

Among training post-survey respondents across all session types and industries:

51 Net Promoter Score (NPS)

(above 50 is “excellent”)

90%

have a better understanding of mental health and stigma, and how they show up at work
7% increase, up from 84% from 2020.

88%

feel better equipped to support a colleague with their mental health if they need support.
10% increase, up from 80% from 2020.

91%

have a better understanding of what their role is (and isn't) to support mental health at work.
No 2020 comparison.

88%

feel more comfortable talking about mental health at work.
19% increase, up from 74% from 2020.

“Over the past several years, we have partnered with Mind Share Partners to increase our focus on mental well-being through training, communication and additional benefits. They assisted us in creating the **first ever mental health charter and guidelines for a law firm** at Morrison & Foerster.

With their support and expertise, we have been able to **strengthen the culture of the firm and how we prioritize the wellbeing of our people.**”

- Jason L McCord
Chief HR & Administrative Officer

**MORRISON
FOERSTER**

Mind Share Partners Institute

In 2021, we held **two cohorts** of our Mind Share Partners Institute, our online certification program to equip individuals with the key knowledge and skills to support a mentally healthy workplace culture.

The Institute includes **five 90-minute live, virtual training sessions that are instructor-led, highly interactive**, and intentionally limited to a small number of registrants to maximize learning and engagement.

This year’s fall cohort was the first to offer **7.50 HR general recertification credit hours** from HR Certification Institute’s (HRCI) to participants upon completion of the program.


Reach

77 participants from **38** organizations



Impact

- 62** Overall **Net Promoter Score (NPS)**
- 91%** said the Institute equipped them with **knowledge about mental health and how it shows up at work.**
- 91%** said the Institute **equipped them to create a mental health strategy** for their organization.
- ~3x** more participants said they have the **knowledge, skills, and strategies to create a culture of support** for mental health at their organization after the Institute than before the Institute.



Latonya Moore
Parent Community Coordinator at Outschool
3w · Edited

I was diagnosed with post-traumatic stress disorder, anxiety, and depression in late 2019 after a car accident. That experience changed my life, and I have learned so much more about myself and the people around me. As a life-long learner and encourager, I can't help but share what I've learned with others. I believe that to make an impact that there has to be some vulnerability and openness in exposing your humanity.

Earlier this year, I launched a Mental Health ERG at [Outschool](#) with support from [Amir Nathoo](#) and [Olga Boldarieva](#). I am grateful to work at a company that I can show up as my whole self and share openly. Our community is one of my favorite Outschool spaces.

I am also grateful that I can use my professional development funds to strengthen my work as a mental health champion. I just finished a 10-week institute with [Mind Share Partners](#).
[#mentalhealthadvocate](#) [#mentalhealthawareness](#)

55 · 17 Comments

Like

Comment

Share

PART IV

Finance and Operations



Team

Mind Share Partners has a talented, interdisciplinary, and mission-driven team. We doubled in size in 2021 and are continuing to grow to meet the massive need.



Kelly Greenwood
Founder & CEO
(she/her)



Andrea Cooper
Executive Assistant
(she/her)



Bernie Wong
**Senior Manager of Insights
& Principal** (he/him)



Bhavik Shah
Principal
(he/him)



Bill Greene
Principal
(he/him)



Carrie Grogan
Principal
(she/her)



Jen Porter
COO & Principal
(she/her)



Johanna Seitenbach
Senior Manager of Partnerships
(she/her)



Michael Davis
Principal
(he/him)



Natasha Krol
**Head of Client Services
& Principal**
(she/her)



Nina Tomaro
**Marketing &
Communications**
(she/her)



Rebekka Bagatsing
People Team Lead
(she/her)

Financials and Business Model

Mind Share Partners’ workplace training and strategic advising services are sustainably funded by our fee-for-service client work, which accounts for over 60% of our revenue. Earned income from our client work also supports deeply discounted work with nonprofits and some of our movement building work. **Our movement building efforts and professional communities are primarily funded philanthropically.**

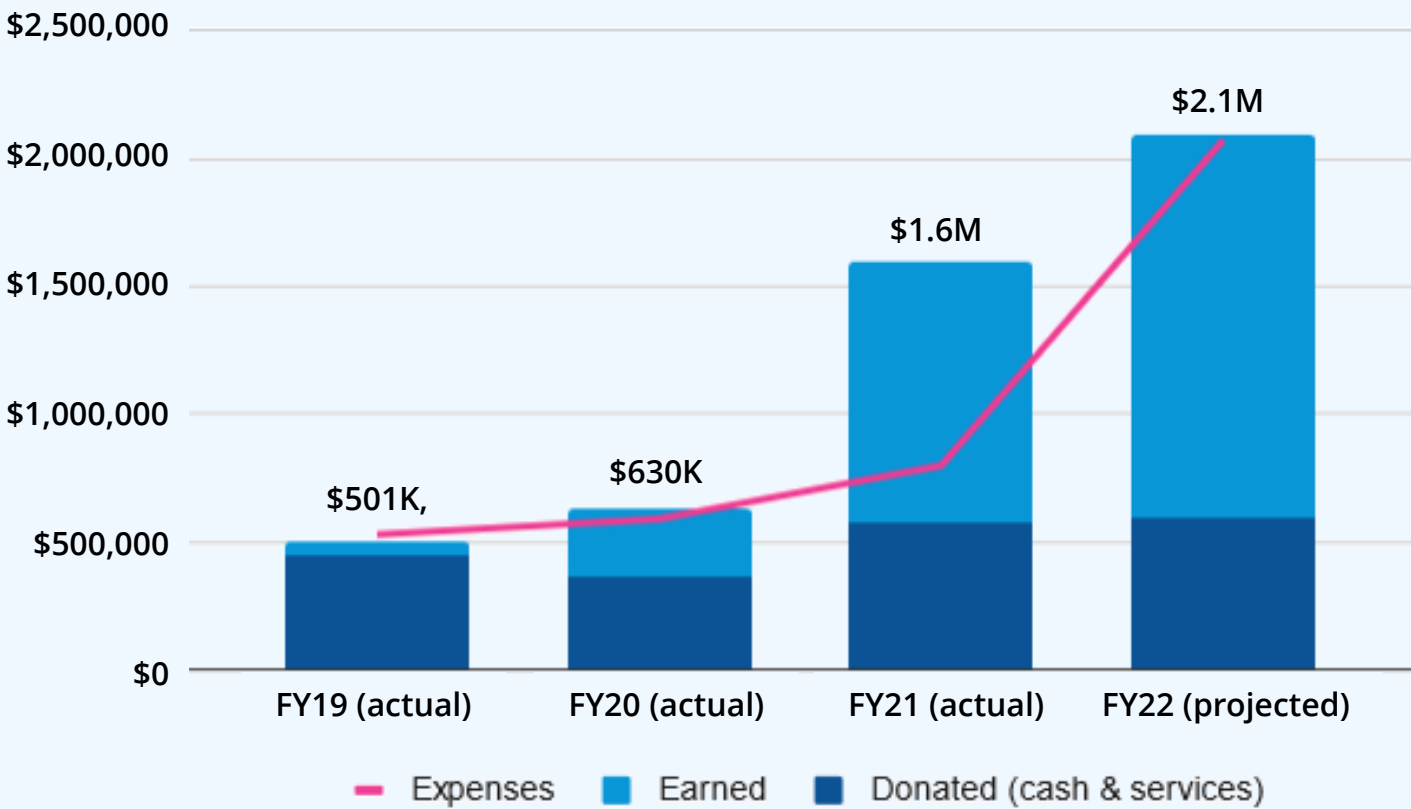
Our revenue grew by 154% compared to last fiscal year, driven by the significant increase in demand for our workplace mental health services due to the pandemic. We are in the process of rightsizing our team, already having doubled our headcount from last year. This will align our run-rate expenses to account for the additional services sold and to enhance our movement building efforts. Our overhead is low, with 85% of all revenue directly funding programs.

After FY21, our fiscal year is moving from a June 30 end date to a September 30 end date. The FY22 projections reflect the new fiscal year; the months not included (July-September 2021) have similar revenue and expense run-rates.

We project continued growth in our earned revenue as the need for workplace mental health services increases. While our current goal for philanthropic support in FY22 will enable us to sustain our programs, **we launched our Pandemic Growth Fund this year**, seeded by an anchor funder. As part of this, we hope to raise \$2M in major gifts over two to three years.

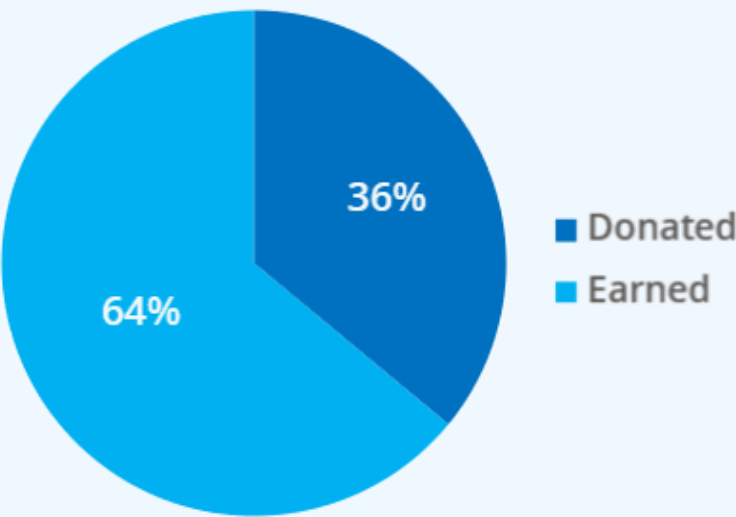
Now is the time to scale our movement building work and professional communities to meet this unique moment.

Revenue & Expenses | FY19 – FY22

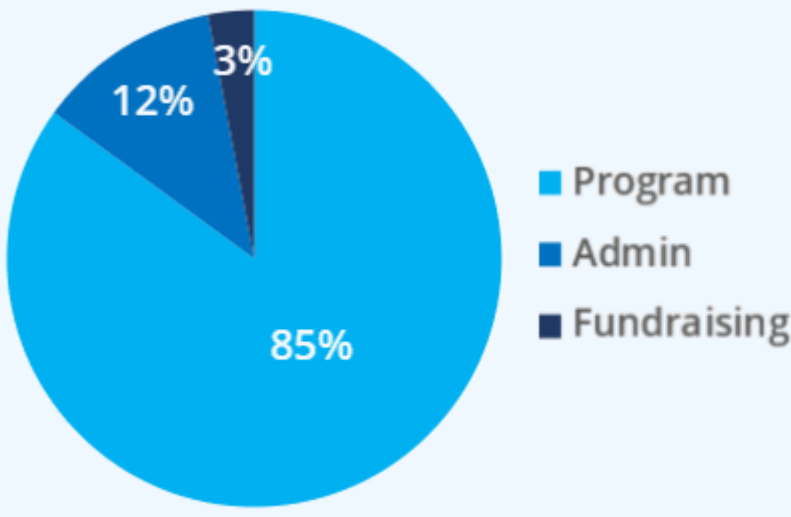


Fiscal Year 2021

Revenue Source



Expense Allocation





Mind Share Partners is a national nonprofit that is changing the culture of workplace mental health so that both employees and organizations can thrive.

www.mindsharepartners.org

✉ connect@mindsharepartners.org

f / mindsharepartners

in / mindsharepartners

🐦 @mindshareorg

201 Spear Street, Suite 1100 San Francisco, CA, 94105

Support Mind Share Partners

We are one of the only nonprofits in the U.S. focused exclusively on changing the culture of workplace mental health. Your contributions will directly support programs and activities like our virtual community for mental health ERGs, free online toolkits, and our other movement building activities.

[Make a donation](#)

Resources

[Discover our free toolkits](#)

[Read our *Forbes* column](#)

[Read our *Harvard Business Review* Articles](#)

[Read our *Thrive Global* “Mental Health at Work” section](#)

[Read our blog](#)

[Explore our *Reading List for Workplace Mental Health*](#)