



Impact Report 2022



Who We Are

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

In doing this, 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.

Our program areas:



I. Movement Building

We aim to shift the perception of workplace mental health from an individual employee's responsibility to a collective priority. We advocate for mental health to be fundamentally woven into the way we work.

We do this through content, campaigns, partnerships, thought leadership, and our free virtual community for leaders of mental health employee resources groups (ERGs).



II. Workplace Training & Strategic Advising

We help organizations to create mentally healthy workplaces through our proactive, culture change approach and management lens. As a nonprofit, we are deeply invested in making a meaningful difference in organizations.

Our workplace training and strategic advising work serves as an R&D engine to inform our movement building activities.



Dear Friends,

As mental health overtakes COVID as the top health concern for Americans, we continue to see the workplace mental health movement grow in importance and sophistication. Mental health was once seen as an individual responsibility for employers to support through benefits and self-help tools. Now, we're seeing more companies recognize that truly supporting mental health requires a shift in company culture. This means creating psychologically safe environments, reducing stigma, and promoting mentally healthy ways of working.

Mind Share Partners is proud to be a pioneer in this burgeoning space, and to continue to deepen our support to help organizations create and sustain mentally healthy workplaces.

In 2022, we grew our team and our collective voice as we help to shape the movement in its next phase.

Highlights include:

- Continuing to build public awareness—including being chosen to provide feedback and contribute to the Surgeon General's Framework for Mental Health & Well-Being in the Workplace as well as contributing three chapters to the HBR Guide to Better Mental Health at Work
- Creating timely free resources and toolkits
- Increasing membership by 40% in our free virtual mental health ERG community
- Launching an on-demand manager training module
- Adding employee offsite training to our custom training and advising services

After a challenging few years, I encourage leaders to shift from thinking about mental health as an isolated initiative to an integrated one. Please support and listen to your teams, infuse mental health into your policies, practices, and infrastructure, and—importantly—prioritize your own mental health.

Thank you for joining us in championing the workplace mental health movement forward.



Kelly Greenwood
Founder & CEO
Mind Share Partners



Our Values

This year, Mind Share Partners' team co-created our core values to guide how we operate both internally and externally—they are not simply a poster on a wall. We view our internal culture as a way to learn about and demonstrate what a mentally healthy workplace looks like.



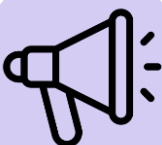
Impact with Integrity

We are a nonprofit for a reason—to prioritize impact in our programs and decision-making as well as to maintain high ethical standards. We seek true change for workplace mental health—not check-the-box solutions or one-off initiatives.



Equity & Inclusion In All Forms

Mental health is a new frontier of Diversity, Equity, Inclusion, Belonging, and Justice (DEIBJ)—both as a new category in and of itself and in how it intersects with our identities. We are persistent in the hard and ongoing work to ensure that DEIBJ—in all their forms—are practiced and prioritized across our organization and in our work.



Vision with Action

We are an entrepreneurial team working to re-envision the future of workplace mental health, serving as pragmatic provocateurs. We learn, experiment, and prioritize tangible action—all while staying humble and having fun in the process.



Strength in Vulnerability

We believe that vulnerability is a strength. We are committed to modeling authenticity, transforming empathy into action, and normalizing the challenges of life—including mental health.



Caliber with Compassion

We strive for excellence without compromising kindness, empathy, and life outside of work. We practice and advocate for inclusive flexibility and sustainable ways of working, recognizing that each of us needs something different to live, work, and be our best.

I. Movement Building

Mental health is the future of work, and we're shaping the movement. In 2022, we continued to advance the social movement around workplace mental health. We created timely free resources to support professionals and organizations through violent news and events, continued strategic partnerships, engaged in significant press opportunities, and spoke at a wide range of events.

Thought Leadership

Mind Share Partners' voice was represented in significant publications and meaningful events this year:



[HBR Guide for Workplace Mental Health](#)

Three of Mind Share Partners' *Harvard Business Review* thought leadership pieces were included in a first-of-its-kind book called "[HBR Guide to Better Mental Health at Work.](#)" The first chapter features [our article](#) on talking about mental health at work.



[HBR Special Report](#)

Our Founder & CEO, Kelly Greenwood, was selected to contribute to a special report from *Harvard Business Review Analytics* called "[Building Lasting Corporate Cultures that Promote Mental Health.](#)" Kelly's contributions are prominently featured throughout. Our Managing Director of Operations (COO), Jen Porter, spoke on an expert panel in a corresponding [live webinar](#) on the content of the report—sponsored by Siemens Energy.



[“Getting Along: How to Work with Anyone \(Even Difficult People\).”](#)

Author, *Harvard Business Review* podcast host and contributing editor, and workplace expert, Amy Gallo, quotes Mind Share Partners' Founder & CEO, Kelly Greenwood, in her new book, “Getting Along: How to Work with Anyone (Even Difficult People).”

Named one of "22 new books... that you should consider reading before the year is out" by *Fortune*.

Thought Leadership (continued)

Collaboration with the Office of the U.S. Surgeon General

Following Mind Share Partners' participation in an expert roundtable held by Dr. Vivek Murthy in August 2021 on mental health at work and ensuing opportunities to provide additional insights with the U.S. Office of the Surgeon General, we were selected to provide key insights and feedback on the new U.S. Surgeon General's Framework for Workplace Mental Health & Well-Being.

- Our Founder & CEO, Kelly Greenwood, attended the invite-only release event in Philadelphia.
- Two stats from Mind Share Partners' 2021 Mental Health at Work report are featured on the HHS.gov landing page hosting the Framework.

[Read our press release >](#)




Five Essentials for Workplace Mental Health & Well-Being



 Office of the
U.S. Surgeon General

A healthy workforce is
a thriving workforce —
and the foundation for
a healthy community.

 Office of the
U.S. Surgeon General

The U.S. Surgeon General's
Framework for

Workplace
Mental Health
& Well-Being

2022

Select Contributed Articles

**Harvard
Business
Review**

How Organizations Can Support Women's Mental Health at Work

by Kelly Greenwood

March 18, 2022



[“How Organizations Can Support Women's Mental Health at Work”](#)
Harvard Business Review
by Kelly Greenwood

**Harvard
Business
Review**

Supporting LGBTQ+ Workers' Mental Health

by Bernie Wong

July 22, 2022



[“Supporting LGBTQ+ Workers' Mental Health”](#)
Harvard Business Review
by Bernie Wong

**Harvard
Business
Review**

Supporting Your Team's Mental Health After a Violent News Event

by Kelly Greenwood

June 29, 2022



[“Supporting Your Team's Mental Health After a Violent News Event”](#)
Harvard Business Review
by Kelly Greenwood

**Harvard
Business
Review**

I Survived a Hate Crime. Here's How My Company Supported Me.

by Bhavik R. Shah

October 31, 2022



[“I Survived a Hate Crime. Here's How My Company Supported Me”](#)
Harvard Business Review
by Bhavik Shah

Forbes

CAREERS

Actions You Can Take Now To Support Employee Mental Health During The Russian-Ukrainian War

Mind Share Partners Contributor ©
We write about changing the culture of workplace mental health.

Follow

Nov 22, 2022, 10:34am EDT



[“Actions You Can Take Now To Support Employee Mental Health During The Russian-Ukrainian War”](#)
Forbes, by Jen Porter

Forbes

CAREERS

You've Invested In Workplace Mental Health Training For Your Company. What's Next?

Mind Share Partners Contributor ©
We write about changing the culture of workplace mental health.

Follow

Jan 1, 2023, 08:00am EDT



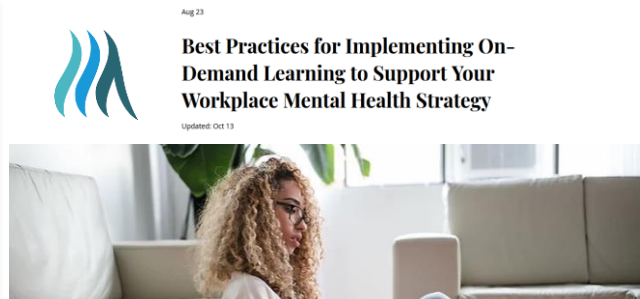
[“You've Invested In Workplace Mental Health Training For Your Company. What's Next?”](#)
Forbes, by Jen Porter

Free Resources and Toolkits



[How to Create a Peer Listening Program Toolkit](#)

Includes key steps and company examples to successfully launch a peer listening program.



[Best Practices for Implementing On-Demand Learning](#)

Highlights six best practices for any organization rolling out on-demand training for workplace mental health.



[The War in Ukraine Resource List](#)

A curated list of trustworthy organizations supporting Ukraine and resources to support employee mental health.



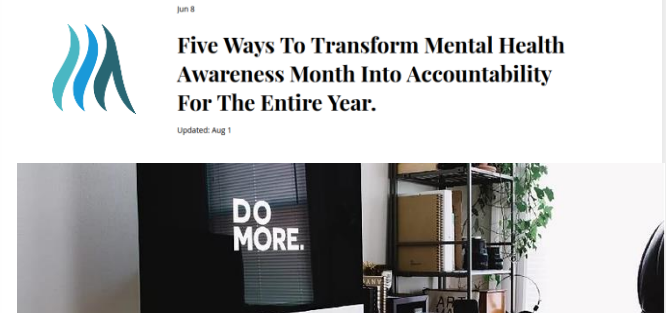
[Roe V. Wade Overturn Resource List](#)

A curated resources page for awareness and resources supporting women's mental health at work.



[Supporting Shift Worker Mental Health Article](#)

Highlights five ways to support the mental health of shift workers.



[Mental Health Awareness Month & Accountability Article](#)

Highlights five ways to maintain accountability around mental health awareness year-round.

Select Press Mentions



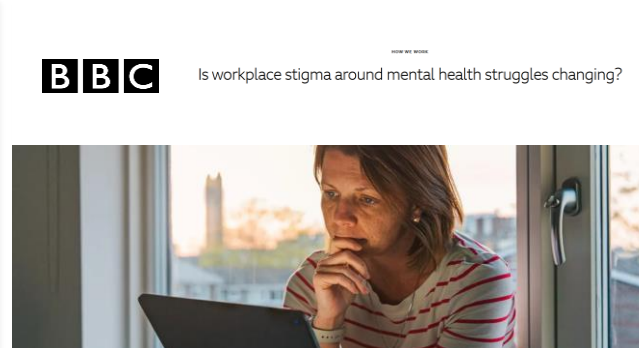
"Mental health at work: It's (finally) time to talk about it."
Fast Company



"Pandemic-driven depression is driving labor shortages around the world."
Fortune



"How Leaders Can Create a Culture of Mental Health"
Newsweek



"Is workplace stigma around mental health struggles changing?"
BBC

Additional mentions:

[Benefits Pro](#)

[Bloomberg Law](#)

[Boston Globe](#)

[CNBC](#)

[Financial Times](#)

[Harvard Business Publishing](#)

[Kellogg Magazine](#)

[Protocol](#)

[Psychology Today](#)

[SHRM](#)

Speaking Engagements



Executive Women's Interest Network (WIN), American Express EMEA

Fireside Chat

Featuring Kelly Greenwood, Founder & CEO

Future Forum

Future Forum (a consortium founded by Slack)

Four sessions for its global executive audience

Facilitated by Jen Porter, Managing Director of Ops (COO)

Facilitated by Kelly Greenwood, Founder & CEO



Tipping Point Community Executive Summit*

Panel and breakout session

Facilitated by Kelly Greenwood, Founder & CEO

** The annual gathering of the grantee Executive Directors of this venture philanthropy nonprofit that fights poverty in the San Francisco Bay Area*



"Looking Up: A Unity Podcast" by PayPal

"Coming Out About Workplace Mental Health" episode

Featuring Kelly Greenwood, Founder & CEO



Fast Company's Innovation Festival 2022

"Creating a Workplace that Supports Mental Health" workshop

Facilitated by Bhavik Shah, Principal



6th Annual One Mind at Work Global Forum

"Navigating the Next Normal: Mental Health and COVID-19" panel

Featuring Kelly Greenwood, Founder & CEO

Featuring Morra Aarons-Mele, Senior Advisor

"Kelly led an insightful and thought provoking session on Mental Health with our Exec Women's network in EMEA. Her passion and personal journey made an impact."

— Widad Chaoui

VP & GM, Global Business Financing

American Express

Mind Share Partners' Virtual Community for Mental Health ERGs

Mind Share Partners runs a free, peer-driven community to equip leaders of mental health employee resource groups (ERGs)—also called affinity groups—with the knowledge to maximize their impact. We continue to see significant organic growth as we fill a gap in support for these important internal changemakers—our community remains one of the only publicly available resources specific to supporting mental health ERGs.

Members receive free access to:

- Quarterly live calls with focused discussion on press topics and issues
- Curated information, resources, and more to support members in their continued learning and work
- A community Slack channel to connect with other leaders, ask questions, and share wins and insights

Community snapshot

508 members

(+43% from 2021)

444 organizations

(+41% from 2021)

accenture



CVS Health | aetna



udemy



NETFLIX

Genentech
A Member of the Roche Group



slack

BEST BUY



Zillow

CRISIS TEXT LINE

Microsoft



KPMG



"Mind Share Partners was a critical support mechanism for us because we weren't sure if this was even at all possible. Mind Share Partners confirmed and helped us build this from the ground up."

— John Lowe

Sr. Change Manager,
Change Management Office
Standard Insurance Company

Peer Group Discussion Guide

We launched a six-session facilitation guide to support ERG leaders in facilitating impactful workplace mental health discussions. [Download the guide >](#)



II. Workplace Training & Strategic Advising

Introduction

Mind Share Partners' competitive advantage is our expertise, tactical skill set, passion, and drive for impact that comes with being a nonprofit to support organizations in fostering mentally healthy work cultures. As demand from companies increases and new vendors emerge, Mind Share Partners continues to evolve our work to be on the cutting edge. Our approach is proactive and preventive with a DEIBJ lens, tailored to the specific needs of each organization's culture. As a partner, we are uniquely positioned to support our clients' internal (culture) and external (public-facing) goals.

We meet employers where they are through custom strategy and measurement with flexible-format training. With leadership support being vital to the success of a workplace mental health strategy, we are differentiated in offering leader ally coaching in which we advise organizational leaders on how to talk about their personal experiences and be allies for mental health in an affirming and destigmatizing way.

We continue to offer heavily discounted packages for nonprofit organizations between 25-500 employees across all our workplace training and strategic advising services as well as select scholarships for our Mind Share Partners Institute.

Our Solutions



Training &
Facilitation



Strategy &
Advising



Transformation &
Implementation

SAMPLE CLIENTS

MORRISON
FOERSTER

yahoo!

bhate

ALARM.COM

RIGHTPOINT

TNTP
reimagine teaching

the Y
FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



BlackRock

PGIM

Albourn

Blackstone

Dolby

Jennison

Prudential

Arup

Canadian Tire
Company

Reach

In 2022, client retention remained strong as nearly 30% of Mind Share Partners' clients were returning, seeking to deepen and expand their impact through culture change. Our new quarterly client newsletter provides deeper insights and ongoing education supporting sustained culture change.

2022 REACH SNAPSHOT

42 client organizations
102 training sessions

Impact

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



NPS

48 Net Promoter Score (NPS) (50% higher than SurveyMonkey's global benchmark).



Role Clarity

89% have a better understanding of what their role is (and isn't) to support mental health at work.



Psychological Safety

91% of executives feel better equipped to create a safe and supportive culture for mental health at their organization.



Modeling Healthy Behaviors

86% of managers said they were more likely to model mentally healthy behaviors for their team (e.g., visibly practice self-care, set boundaries, be vulnerable with their team).



Facilitation

96% rated the facilitation "good" or "excellent."

New Offerings in 2022

Employee offsites

As hybrid work is the future for most organizations, employee offsites have become increasingly important to not only build team morale, but also to communicate organizational priorities. We facilitate meaningful team experiences centered around workplace mental health.



Off-the-shelf, on-demand manager course available for licensing

Managers are culture linchpins in every organization, and manager training is by far the most sought after training to support workplace mental health. Our on-demand course helps us provide a solution to meet this need, accommodate a variety of budgets, and can be used as a starting point for future live training.

[View the course >](#)

On-Demand Training

As the future of workplaces continues to evolve, we expanded our on-demand offerings to support flexible ways of learning.

[Learn more >](#)

Both our off-the-shelf and custom on-demand solutions are seeing strong impact:



Psychological Safety

93% of managers felt equipped to create a safe and supportive culture for mental health for their team (a [34% increase](#) from before the training was completed).



Taking Action

96% of executives and HR leaders shared they take action on programs, initiatives, or other activities related to creating a healthy workplace culture for mental health (a [36% increase](#) from before the training was completed).



Role Clarity

92% of all employees felt a better understanding of what their role is (and isn't) to support mental health at work (a [35% increase](#) from before the training was completed).

III. Team

Mind Share Partners has a talented, interdisciplinary, and mission-driven team. We increased our team size in 2022, added a new member to our leadership team, and are continuing to grow to meet the needs of those we serve.

Leadership Team

Staff



Kelly Greenwood
Founder & CEO



Dimple Pajwani
Managing Director,
Client Services



Andrea Cooper
Operations Manager



Bernie Wong
Senior Manager of
Insights & Principal



Bhavik Shah
Principal



Bill Greene
Principal



Jen Porter
Managing Director,
Operations (COO)



Carrie Grogan
Principal



James McLean
Fractional CFO



Michael Davis
Principal



Morra Aarons-Mele
Senior Advisor



Nina Tomaro
Marketing &
Communications Lead



Rachel Chung
Chief of Staff



Rebekka Bagatsing
People Team Lead



Valerie Chernetsky
Digital Marketing
Contractor



Board Members

Ann Goggins Gregory
SVP, Resident Services |
MidPen Housing
Corporation

Former COO |
Habitat Greater San
Francisco

Jill Miller
Special Projects |
Jeremiah Program

Kelly Greenwood
Founder & CEO |
Mind Share Partners

Nina Kim Schultz
Independent Consultant
& Investor

Advisors

Amy Lazarus
Founder | *InclusionVentures*

Arianna Huffington
Founder & CEO | *Thrive Global*

Brad Smallwood, MFT
Licensed Marriage and Family
Therapist | *Private Practice*
Behavioral Health Specialist | *Square*

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

Christine Coleman, PhD, LMFT
Founder and CEO | *POC Thriving*

Chris Underhill
Co-Lead | *mhNOW*, *citiesRISE*
Founder & President | *Basic Needs*

Cole Hooley, PhD, LCSW
Assistant Professor |
Brigham Young University,
School of Social Work

Jennifer Marshall
Founder | *This Is My Brave*

Lincy Suen, Psy.D
Director of People | *Loom*

Maegan Carberry
Founder & Creative Director |
Birdbrain

Megan Rogers, LMFT
Licensed Marriage and
Family Therapist |
Utah Valley Counseling

Natasha Krol
Principal | *ghSMART*
Former Head of Client
Services & Principal
Mind Share Partners

Nekisa Cooper
VP of Content | *MasterClass*

Paul Mele
VP, Global Benefits Lead
The D.E. Shaw Group
Former Global Head of
Benefits | *BlackRock*

Robert Gill
HR Business Partner Team
Lead – Engineering | *Block*

Rod McCowan
Founder & Chief Catalyst |
Accelerance Group
International, LLC.

Ryan Caldbeck
Co-Founder and Chairman |
CircleUp

Saydeah Howard
Chief Talent Officer | *IVP*

Shoshana Chazan, JD
Senior Employment Counsel |
Unity

IV. Growth & Business Model

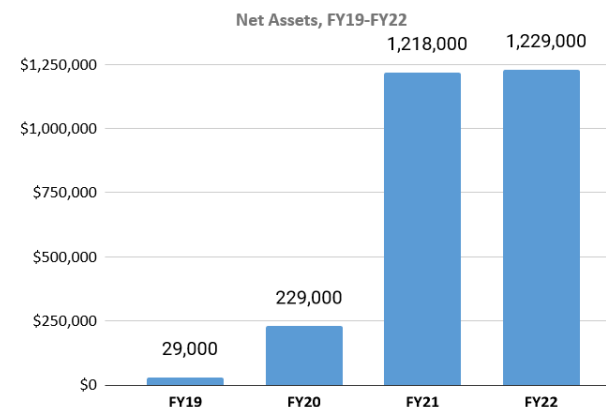
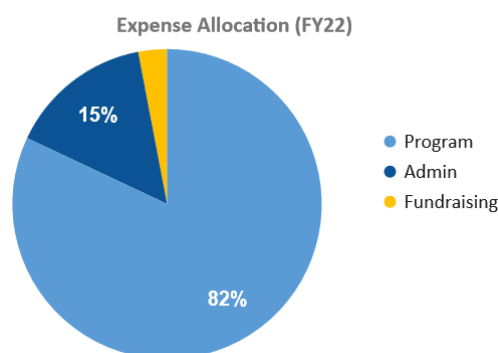
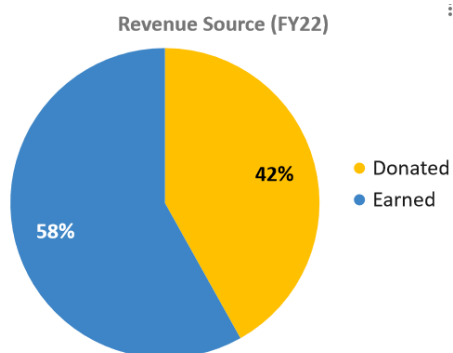
Our standard workplace training and strategic advising services are funded by our fee-for-service client work, while our movement building and professional communities programs are underwritten by philanthropic giving. 82 cents of every dollar given to Mind Share Partners goes directly to our programmatic work. This year, earned income represented almost 60% of our revenue with philanthropic contributions making up the remaining amount.

Statement of Financial Position, FY 2022 (as of Sept. 30, 2022)

Assets	
Cash	\$1,492,000
Other Assets	\$142,000
Total Assets	\$1,634,000
Liabilities	
Unearned Revenue	\$380,000
Other Liabilities	\$25,000
Total Liabilities	\$405,000
Net Assets	\$1,229,000
Total Net Assets and Liabilities	\$1,634,000

Statement of Activities, FY 2022 (Oct. 1, 2021 – Sept. 30, 2022)

Revenue	
Earned Income	\$805,000
Contributions	\$580,000
Total Revenue	\$1,385,000
Expenses	
Personnel	\$1,115,000
Contractors	\$208,000
Other Expenses	\$61,000
Total Expenses	\$1,384,000
Change in Net Assets	\$1,000





Stay connected:

www.mindsharepartners.org
connect@mindsharepartners.org

Editorial channels:

[Forbes column >](#)

[Thrive Global channel >](#)

[Workplace mental health blog >](#)

[Harvard Business Review contributions](#) by Kelly Greenwood, Founder & CEO

Newsletter & socials:

[Monthly newsletter >](#)

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Support Mind Share Partners

Mind Share Partners is one of the few U.S.-based workplace mental health nonprofits and continues to be a pioneer within the workplace mental health movement. Your gift will directly support our timely and urgent work in [professional communities](#) and [movement building activities](#).

[Make a donation >](#)