

IMPACT REPORT 2025

Building a Mentally Healthy Nation For All. Where
You Live, Learn, Work, Worship, and Play

apaf.org



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PSYCHIATRIC
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Thank You

from our Board Chair & Executive Director

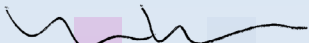
We are proud to share the American Psychiatric Association Foundation's (APAF) 2025 Impact Report. Despite significant challenges across the non-profit sector, APAF achieved new growth in impact, reach, and revenue. We are grateful to the APA and APAF Boards, APA members, grantors, sponsors, donors, Corporate Alliance Members, community partners, volunteers, and the APA/APAF administration for their unyielding commitment towards achieving a mentally healthy nation for all where we live, learn, work, worship, and play. With your trust and support, APAF's impact during 2025 includes:

- **Increased support for family caregivers:** The Mental Health Care Works Campaign reached a new milestone, surpassing 885 million audience impressions since its inception in 2023. APAF's "Where We Live" pillar is now a centerpiece of the campaign with the express goal of reaching family caregivers with valuable new resources and tools. A vignette featuring "Sandra," a busy, working mom who cares for her children and ailing father, was created to highlight the many challenges of caregivers and lack of time for self care. Additionally, the Mental Health Care Works website was updated with several new resources on common mental health conditions, including guidance on accessing free and low-cost mental health services. APAF's Center for Workplace Mental Health released a new toolkit designed to help employers better support working caregivers with their organizations.
- **Historic Growth in the APAF Fellowship Program:** For the third consecutive year, APAF received the largest number of Fellowship Program applications (423) and recorded the largest incoming fellowship class in program history (212 resident-trainees). As the Fellowship Program continues to grow, APAF is expanding its service offerings to host or facilitate GME electives that provide an experiential component for APAF's fellows.
- **Expansion of the NTA Framework Across Faith Communities:** APAF received a one-year, \$550,000 grant from the Mother Cabrini Health Foundation to launch The Health and Healing Collaborative to better support the needs of vulnerable New Yorkers with Serious Mental Illness (SMI), as well as their clinicians and family caregivers. This new grant strengthens clinical expertise in SMI through a digital resource hub; expands community clinical capacity through embedded APAF Fellows; and deepens outreach within faith-based communities by deploying faith navigators to train faith leaders and family caregivers to help connect individuals to needed care across the Bronx and beyond.

Every data point in this Impact Report represents a life touched, a voice heard, and a community strengthened. Working together, we will continue to transform your generosity into measurable impact and your hope into lasting change. Thank you.

Onward Together,

Marketa M. Wills, M.D., M.B.A., FAPA
CEO and Medical Director, APA
Chair of the Board, APAF



M.D., M.B.A., FAPA

Rawle Andrews Jr., Esq.
Executive Director, APAF



A Mentally Healthy Nation: Where We Worship

The Foundation is committed to expanding access to culturally responsive mental health care by strengthening partnerships with faith communities. The APAF Building Partnerships Between Congregations and Mental Health Providers Demonstration Program is an ongoing pilot initiative designed to supply trusted faith-based settings with professional mental health services. In 2025, the program supported two congregational social ministries, St. Joseph's Catholic Church in Alexandria, Virginia, and the RL Jones Community Outreach Center in Flint, Michigan, as they worked to become community "front doors" for mental wellness. With APAF's support, both congregations are developing new pathways that reduce stigma, build referral networks, and link vulnerable community members to culturally informed care.



Additionally, the 2nd Edition of APAF's Guide for Faith Leaders was released with content in both English and Spanish.

Center for Workplace Mental Health

Addressing the mental health and wellness challenges facing young professionals, who comprise over 50% of the current labor market, is essential. To equip employers, the Center released a Playbook offering examples of policies, processes and best practices that increase young professionals' workplace engagement.

The Center adapted the NTA[®] at Work curricula to meet the mental health needs of specific industries, including healthcare, construction, and the legal profession. Addressing industry-specific scenarios that shape mental health challenges uniquely positions NTA[®] at Work to provide employers with meaningful training. **93% of employees participating in Notice. Talk. Act.[®] at Work agree that the training provides them with helpful information** on how to NOTICE an employee who may be experiencing a mental health concern, TALK

to the employee with care, and ACT to connect them to resources.



In 2025, the Center brought its expertise to several global platforms, including the SHRM Conference, the World Psychiatric Congress, and the Total Health Summit.

Mental Health Care Works Campaign

In addition to launching a new campaign persona, family caregiver Sandra, the Foundation strengthened the Mental Health Care Works campaign's resource library through enhancements to mentalhealthcareworks.org. These updates include an interactive decision-tree feature and a new information hub that connects users to 12 new APAF mental health resources, including 'Caring for Yourself While Caring for Others', and 'How to Start the Conversation About Mental Health', as well as topic-based resources. Since launching in 2023, the campaign has generated more than 885 million audience impressions and was recognized with two Anthem Awards for social impact, a Silver Award in Health (Nonprofit Campaign), and a Bronze Award in Short-Form Video.



Mental Health: Where We Play



The Where We Play program started the year with two powerful Annual Meeting sessions that highlighted the realities of athlete mental health and deepened awareness of the Foundation's work in this space. The sessions featured

Olympic Gold Medalist Scott Hamilton, two-time World Series MVP and APA Foundation Board member Ben Zobrist, along with current and former professional athletes from the NWSL, NBA, and beyond.

The 2025 Baton Rouge and New Orleans Impact Tour brought this program to local communities, elevating conversations around mental health in sports. In partnership with the Huntsman Foundation, the Foundation supported "Huddle Up for Hope" through school activations, a student pep rally, and a visit to the LSU Sports Mental Health and Wellness Department, where partners shared practical techniques to better support athlete well-being.

In New Orleans, APAF participated in national radio interviews and joined the NFLPA "Be Well" program, highlighting athlete mental wellness.

The tour wrapped up with the Super Bowl Breakfast and sponsorship of the 12th Annual Leigh Steinberg Brain Health Summit, where Executive Director Rawle Andrews, Jr. spoke about player safety and holistic health. Additionally, APAF participated in panel discussions as part of the Mental Health Awareness Games hosted by the Washington Commanders, Los Angeles Rams, and Phoenix Cardinals.

Melvin Sabshin, M.D. Library and Archives

The Melvin Sabshin Library and Archives remains one of America's premier sources of information on the history of psychiatry. This year, the Library and Archives partnered with the staff of Psychiatric News to mark the sixtieth anniversary of the APA's member news service by creating an exhibit about the publication's history. Paired with a reception event that brought together APA members, staff, and guests, the exhibit is a testimony to the enduring collaboration between Psychiatric News and the Library and Archives that preserves the APA's legacy. Visit the Library and Archives online to view the exhibit and learn more.



Fellowships

APAF Fellowships support residents in becoming future leaders in psychiatry through professional development programming and networking opportunities. **In 2025, APAF welcomed 137 new Fellows, bringing the total to 207—the largest and most diverse class in the program's history.** First-year Fellows represent 71 institutions, 36 states and Washington D.C., and include 24 international medical graduates (IMGs) from 19 countries. At APA's 2025 Annual Meeting in Los Angeles, 57 Fellows participated in 31 sessions and presented 20 posters.

“The field placement component of the Community Diversity Fellowship deepened my engagement with community mental health and allowed me to work directly with individuals experiencing severe mental illness, homelessness and facing systemic barriers to care. And what began as an opportunity to broaden my clinical experience and enhance my skills soon became a cornerstone of my training, influencing both my growth as a clinician and my continued path within community psychiatry.”

Kelly Akah, M.D., *Community Diversity APAF Fellow*

The Psychiatry Ambassadors and Student Scholarships Program (PASS)

This program provides APA Medical Student and Resident Fellow members with networking opportunities and access to APA Annual Meeting benefits while raising awareness of APAF's work.

In the program's first two years, **1,000 Ambassadors were accepted** from 42 states, Washington D.C., and Canada, including 116 IMGs from 42 countries. Over half of the 2025 cohort - 387 PASS participants - were able to attend the 2025 Annual Meeting in person.



A Mentally Healthy Nation for America's Youth

To meet demand, significant strides were made to expanding the current network of certified trainers to deploy Notice. Talk. Act.® at School, the Foundation's signature mental health professional development training for school staff. 234 trainers across 21 states and Washington, D.C., were selected for their school mental health expertise and educated in the Notice. Talk. Act.® at School curriculum, representing a 497% increase in trainings versus 2024. In total, 2,500 school staff members, were trained impacting over 17,000 students. The Foundation was also honored with the 2025 School Safety Advocate Award and Notice. Talk. Act.® at School was named an Anthem Silver Winner in the Health: Education category.



Justice Initiatives: Reducing Incarceration of People With Mental Illness

2025 marked the 10th anniversary of the Stepping Up Initiative, the Foundation's national effort to reduce the over-incarceration of people with mental illnesses. In partnership with the National Association of Counties and the Council of State Governments, the Foundation's work with **Stepping Up supports 559 counties to employ data-driven approaches that improve behavioral health and justice outcomes.** In addition, the Foundation's Judges and



Psychiatrist Leadership Initiative (JPLI) has trained 110 trainers across 48 states, Washington D.C., and Puerto Rico, including 7 new states this year. 5,033 judges have been trained since 2011, with the program on track to reach 10,000 judges by 2030. A JPLI Advisory Group was launched, bringing

together leaders in the fields of justice and psychiatry and individuals with lived experience to inform the future direction of JPLI work.

Research Colloquium

The 2025 Research Colloquium selected 44 mentees from diverse backgrounds, including 7 international awardees from the following countries: Brazil, Canada, France and Uganda. Additionally, 10



new mentors were added to these programs, to expand training and diversity the psychiatric research workforce pipeline.

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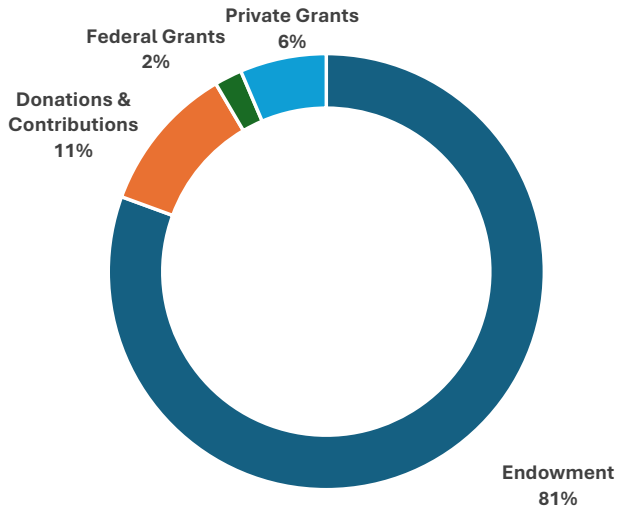
Why Our Work Matters

The APA Foundation creates mental health literacy, connects underserved communities to the mental health care they need, and changes behaviors and attitudes toward mental health. Through our programs, signature Notice, Talk, Act training framework, and grant opportunities, we are working towards a **mentally healthy nation for all where you live, learn, work, worship, and play.**

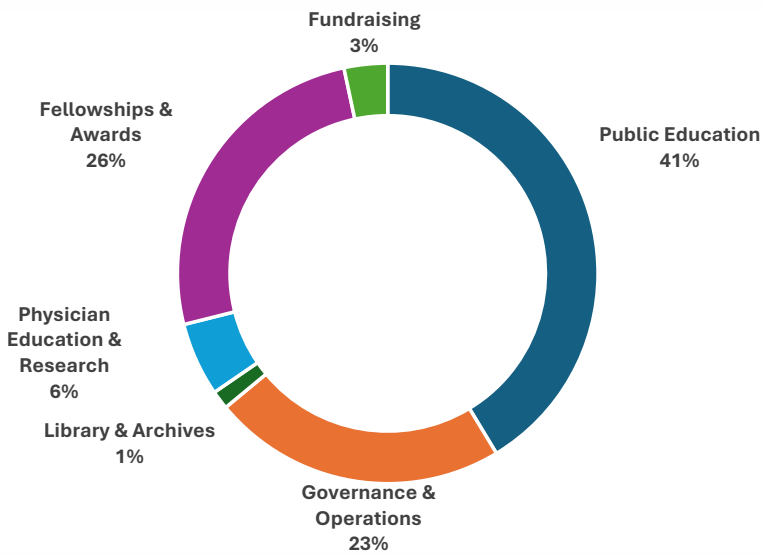
While more Americans are becoming comfortable discussing their mental health care needs and are seeking help from professionals, there is still much work to be done. To help meet this moment, APAF launched the Mental Health Care Works Campaign in 2023 and continued its expansion in 2025. The campaign's bold mission is to shift public perception, so all begin to prioritize their mental health the same way that they prioritize physical health. Our reach to date exceeds more than 880 million impressions through paid, earned, social, and owned media channels as well as through a national public service announcement campaign.



2025 Revenue Sources



2025 Uses of Funds



APAF Corporate Alliance

Acadia	Intra-Cellular Therapies
Alkermes	Johnson & Johnson
Axsome	LivaNova
Boehringer Ingelheim	Myriad
Bristol Myers Squibb	Neurocrine
Compass Pathways	Otsuka
Definium Therapeutics	Sage/Biogen
Eli Lilly and Company	Takeda

THANK YOU!

Our work is made possible by generous individuals, foundations, and corporate partners like you. We are grateful for your support and could not have accomplished our goals and had the impact without your support. To see a full list of our 2025 donors, please visit [apaf.org/honor roll](https://apaf.org/honor-roll).

For more information or to make your 2026 gift, please visit apafdn.org or TEXT **APAF2026** to **#44321**.