

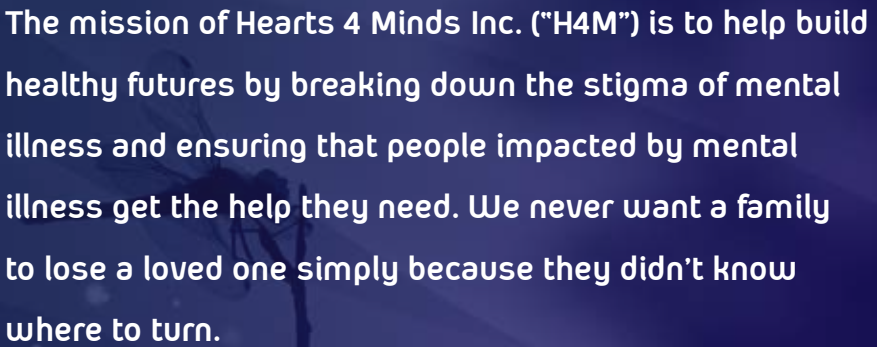
Impact Report

2022



Providing Resources to
Those Who Need Them





The mission of Hearts 4 Minds Inc. (“H4M”) is to help build healthy futures by breaking down the stigma of mental illness and ensuring that people impacted by mental illness get the help they need. We never want a family to lose a loved one simply because they didn’t know where to turn.

At Hearts 4 Minds, we strive to save lives by creating innovative solutions to solve the most critical needs in our communities struggling with mental illness. Creating solutions and meeting needs means stigma reduction, education, early identification and facilitation to accessible treatment.

This mission is personal. We lost our oldest son Alex on August 12, 2017, just one week before his 23rd birthday, after he lost his battle with depression and anxiety.

Watching a loved one suffer from mental illness is one of the most frustrating and helpless experiences. The fact that it is often done in secret makes the struggle nearly impossible. Although we tried to provide Alex with support and connect him to medical providers, we were not adequately educated on his illness, and his care was never consistent or accessible in a timely way. We know there are so many parents, siblings, friends and loved ones out there feeling the same sense of frustration and hopelessness that we felt. A tragedy changed us, but it also drives us to help others as they maneuver through treatment and emerge successful on the other side.

The Need

The sad reality is that 1 in 4 adults and 1 in 3 youth in the United States have a mental health disorder.

Unfortunately, mental illness has been lumped in with negative stereotypes and scary images depicting sufferers as dangerous and unpredictably violent. As these types of images are ingrained in our minds, stigma is created. Perpetuating stigmatizations of mental illness causes real harm. People with mental illnesses can be discriminated against, bullied or even ostracized by those who simply do not understand. During a speech in 2018, the US Surgeon General, Vice Admiral Jerome M. Adams, identified stigma against mental illness as a major barrier to mental healthcare, causing many to needlessly suffer in silence rather than seek help. This has led to less than 44% of the more than 52.9 million adults suffering getting the help they need and deserve.

Importantly, on average there is an 11-year delay between the onset of symptoms and treatment¹. Simply a lack of understanding and a lack of information is preventing millions of people from leading full, healthy lives. Hearts 4 Minds recognizes the need to close this gap. H4M has created solutions that drive change by providing the community with information to learn, share and connect. Donations made to Hearts 4 Minds help ensure that our programs designed to reduce stigma, drive early identification and facilitate early treatment of mental illness reach those in need throughout our community.

If you are, or know someone who is having a mental crisis...

Text "LIFE" to 741741

Trained Therapists are standing by 24/7 to assist

The Solutions

The work of H4M is grounded in four pillars of support for the community:

Break
Stigma

Raise
Awareness

Educate

Connections
to Care

Break Stigma, Raise Awareness, Educate

Laying a foundation of destigmatization, awareness and education enables early identification and facilitation to effective treatment. Early identification gives patients a higher likelihood of a positive treatment outcome. Through our programs, we can reach a broad demographic and make effective strides towards closing the gap in care. We actively work to drive change and eliminate barriers to care for patients and their families.



Creating a Universal Symbol

Hearts 4 Minds uses a unique dragonfly design as a universal symbol of hope and healing. It is based on a photo taken of our son Alex at age 5, after a dragonfly landed on his nose. Dragonflies have many meanings and often symbolize courage, strength and change. It makes the perfect symbol for mental wellness. We use it as a unifying and recognizable way to spread awareness about mental illness and express support for those impacted by it.



We have used the dragonfly to create a unique lapel pin that we distribute to people to wear and share. To date, we have distributed over 20,000 pins in 5 different countries, with a heavy concentration in Northeast Florida. Wearing the lapel pin raises awareness, sparks conversation and leads to the distribution of additional pins. Symbols can be powerful tools and present an opportunity to drive awareness, understanding and compassion, which in turn drives change.



H4M has built on the success of the pin program to expand the use of the dragonfly with additional branded material, allowing us to leverage this unique symbol to raise funds for research, treatment, destigmatization, education and connections to critical resources. Having a consistent symbol that is instantly identifiable and vivid can mobilize masses to change. It is an authentic invitation to create new attitudes, behaviors and opportunities to shape our world for the better and drive change for those battling mental illness.

Speaking and Community Events



Helping the community understand that talking about mental health shouldn't be hard and is a core tenet of destigmatization and awareness. Hearts 4 Minds regularly attends community functions, Jaguars Coaches forums, Leadership Jacksonville sessions, school assemblies, school health days, JAX Chamber luncheons and more! These diverse community functions are opportunities to connect with residents and discuss the mental health issues facing our community. We facilitate workshops with teachers – helping provide tips and tools to recognize at-risk students and training on addressing issues with parents. We conduct workshops with youth coaches in partnership with the Jacksonville Jaguars, providing coaches with critical information on how to create a healthy culture within youth groups and empower the youth to address their mental wellness in conjunction with healthy athletics. We conduct school assemblies, helping students realize their connections to each other, reduce bullying and provide ways to utilize coping mechanisms like breathing techniques, mindfulness and yoga.

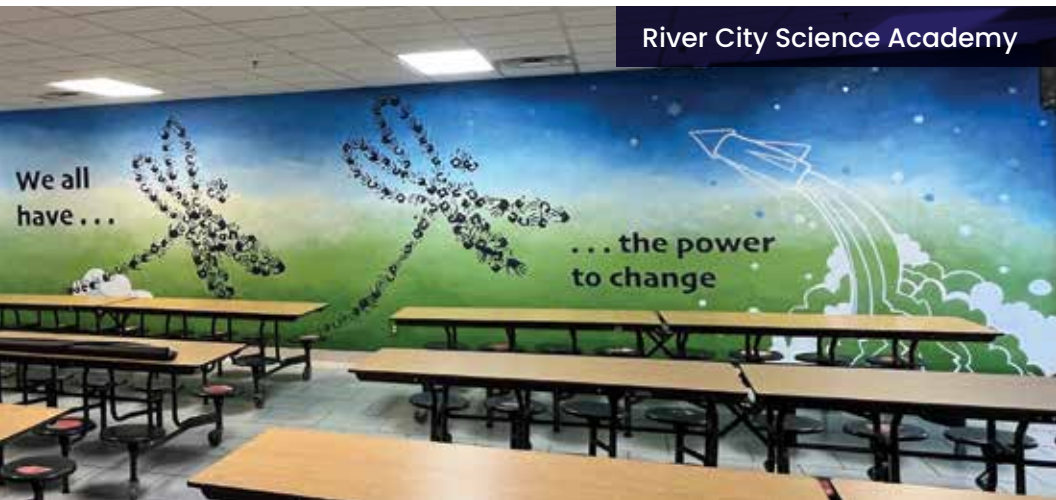
Murals with Meaning



H4M has launched a Murals with Meaning program, designed to reach far into the community and connect residents to information and resources. Specially designed murals feature **quick response (QR) codes that easily facilitate connections to information.** Community murals are a popular and achievable way to beautify neighborhoods and honor ideals. Using art is

a great medium for transforming perspectives, creating change and improving lives. Art can be used for storytelling, changing stereotypes and giving a voice to those who suffer from the stigma of mental illness.

There are currently 4 completed murals in the Jacksonville community – the Jumbo Shrimp Baseball Stadium, the corner of Talbot and St Johns in Avondale, The River City Science Academy Middle/High School on Beach Boulevard and The River City Science Academy on San Pablo. Several more murals are in the planning stages.



River City Science Academy



Avondale



Jumbo Shrimp Baseball Stadium

Connecting People to Care

While we destigmatize mental illness and encourage early identification, we must ensure that people are connected to the resources they need for treatment. Our programs work together to create a complete approach and the result is getting people the help they need for a healthy life.

Care Coordinator Partnership Programs

Connected care health systems have been shown to significantly improve positive health outcomes². Working outside of traditional mental health models, Hearts 4 Minds partnered with the Baptist Health System to create an innovative Dragonfly Care Coordinator whose role is to wrap a patient and their family in a system of care that provides everyone with the necessary tools and information to lead a healthy life. The Dragonfly Care Coordinator helps monitor potential attrition from therapy, helps make adjustments to therapy and integrates the family support system. The Dragonfly Care Coordinator also works broadly with the community at large to ensure the demand for mental health providers is met with urgency. Based in Alex's Dragonfly Endowment for Young Adult Mental Health, Hearts 4 Minds and Baptist raised \$1.5 million³ to fully fund the first Dragonfly Care Coordinator for life in March 2021, and we are continuing to work to fully fund a second care coordinator. Hearts 4 Minds will continue to work with other organizations to create connected care models that provide effective and timely services to those in need.

Web Based Resources

Reducing the stigma of mental illness is one of the keys to improving access to care.

Understanding that it's ok to get help is critical. Finding where to go can be confusing. We help people get help by creating those connections. Hearts 4 Minds maintains an easy-to-use resource library with a robust list of providers in NE Florida, along with statewide and national resources.



The resource library continues to grow. H4M is looking for funding to fully develop its robust, agile and easy to use platform for resource connections.



Creating Partnerships to Facilitate Care

Solving the issue of accessible care means creating collaborative partnerships with organizations and providers. This includes partnering with other organizations to maintain a 24/7 crisis text line and ensuring that our community has accessible resources for treatment. Among our growing partners are Here Tomorrow, Sokya Health, Bridges Psychology, River City Science Academies, Baptist Health, Project Opioid, Jax Chamber Health Council, Stronger than Stigma, Florida Department of Health, OD2A, Yoga 4 Change, NAMI and 211 – to name just a few! Treatment is key to long term mental wellness, preventing suicide and saving lives. Studies show that people are most likely to access help if they know where to go and treatment can start quickly. Community partnerships establish a solid “reference” structure that can satisfy the question of where to go for help. Notably, H4M is partnering with 211 and 988 as they seek to leverage our resource library to help create meaningful connections.

TOGETHER We Have Made Great Progress

The statistics show that we are effecting change in our community, helping educate residents about the importance of mental wellness, signs and symptoms of mental illness and destigmatizing the need for help. The feedback and data on our website confirms that we are connecting people to needed resources⁴. Web sessions have increased steadily and direct visits to our website have increased via use of the QR codes. The Crisis Text Line has logged over 1,000 conversations, with 10 active rescues! That's 10 lives saved. Real lives. And the Dragonfly Care Coordinator has assisted over 1,000 patients and their families. For every statistic, we must always remember there is someone's loved one that needs help.

The feedback below reaffirms our pillars and commitment to the community:

FACT/PILLAR	IMPACT IN THE COMMUNITY
<p>EDUCATE: Educating people about the signs and symptoms and providing tools to talk about mental illness saves lives.</p>	<p>"Sheryl – My family really owes you a debt of gratitude. Last Sunday I talked to my brother in Memphis. He sounded odd and I felt strange about him. I almost shrugged it off, but then I remembered and followed the directions on your Dragonfly Card. He admitted he was having thoughts of suicide, but not until I asked him directly. He's getting help. I appreciate you." CR</p>
<p>DESTIGMATIZATION: talking about mental illness unapologetically helps break barriers and allows people to feel seen and heard.</p>	<p>"Sheryl you are so wonderful ... You are so very good at making others feel seen and feel worth. So thank you for making people feel loved and valued." LO</p>
<p>AWARENESS: Letting people know they are not alone helps people move forward and feel more confident.</p>	<p>"I am so grateful to have you in my life. As someone who has struggled with mental health I needed you. So thank you. I know Alex is looking down and smiling at the change you are making every day." EP</p>
<p>CONNECTIONS: Connecting people to resources is critical for both the patient and the family. Making the connection to providers easier makes a difference.</p>	<p>"Thank you for your help. We got him in a place 100% because of you! I appreciate you more than you will ever know." MH</p>

Awards / Grants

- Positively Jax Award May 2021
- Charity of the Day – Furyk and Friends Constellation
- Awarded \$100,000 Grant from the CDC and administered through the FL Department of Health and OD2A
- City of Jacksonville Legislative Grant of \$200,000 over 3 years beginning May 2021 to implement a mental health awareness campaign
- Fully funded the Dragonfly Care Coordinator at Baptist Health for life with a \$1.5 million raise to Alex's Dragonfly Endowment for Young Adult Mental Health

Achievements / Press

- Jacksonville Business Journal: Historic Avondale is local nonprofit's site for fourth art mural
- Hearts 4 Minds murals helping with mental health, News4Jax WJXT
- Who Are You podcast
- Swan Dive podcast
- Southside Business Men's Club, August 17, 2022
- Voyage Jacksonville: Daily Inspiration: Meet Sheryl Johnson
- The Horse's Mouth with Sheryl Johnson from Hearts 4 Minds Inc.
- Mental Health Forum with the Jacksonville Jaguars
- Jacksonville Jumbo Shrimp unveil mental health mural
- Local mother creates program to help teens, young adults battling mental health disease
- Ponte Vedra Beach Rotary supports local charities
- Baptist Health to bring on mental health coordinator for Jacksonville kids
- Son's death leads Jacksonville family to Baptist Health, creation of mental health endowment
- No parent should ever bury their child: One parent's experience has led her to action



hearts4minds.org/news

The Work Must Continue!

DESPITE ALL OF OUR MOMENTUM, THE WORK MUST CONTINUE. YOUR HELP CAN CONTINUE TO PROVIDE HOPE, HELP AND HEALING.



As our programs grow and develop, Hearts 4 Minds takes time to help one person at a time, celebrating every life saved and every connection made! But in order for us to make a broader impact, we have to help people help themselves by reaching further into our community, providing clear education and a robust technology platform that creates critical provider connections.

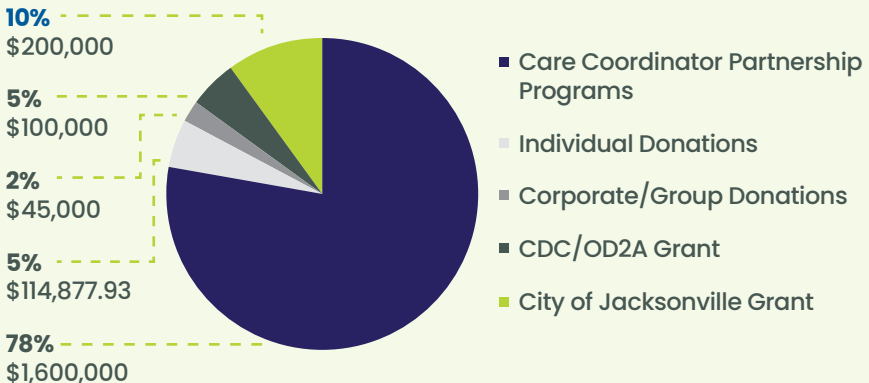
Thank you to our corporate partners, donors, provider partners, volunteers, fundraisers and all those who join us to support those who need help today. **You make our work possible!**

If you would like to contribute to our future success, please visit:

Hearts4minds.org/donate

FUNDING

Total Funding to Date: \$2,059,877.93*



* Funding Detail

- Care Coordinator Partnership Program funding is pass-through funding from H4M to Baptist Health – made possible with a matching grant of \$750,000 from the Jim Moran Foundation in 2021.
- Individual, corporate and group donations help support overhead and general expenses.
- The CDC/OD2A Grant for the grant period September 1, 2022 to August 31, 2023 is directed funding for Murals with Meaning.
- City of Jacksonville funding is directed funding for a mental health awareness campaign for the period May 2021 to May 2024.

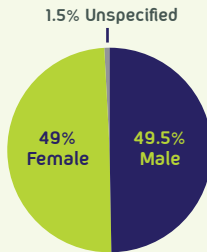
Endnotes

1. www.nami.org/Blogs/From-the-CEO/October-2021/World-Mental-Health-Day-Increasing-Access-Research-Hope
2. Connected Care: improving outcomes for adults with serious mental illness, James M. Schuster, Suzanne M. Kinsky, Jung Y Kim, Jane N. Kogan, Allison Hamblin, Cara Nikolajski, John Lovelace, pubmed.ncbi.nlm.nih.gov/28557515/
3. Our success was made possible by the many generous donors and the \$750,000 match grant from the Jim Moran Foundation.
4. See below for detailed statistical data for the Hearts 4 Minds website, social media, and the crisis textline.

Reached over 250,000 with the H4M digital brand

Facebook had the largest reach with over 200k impressions

Reach by Gender



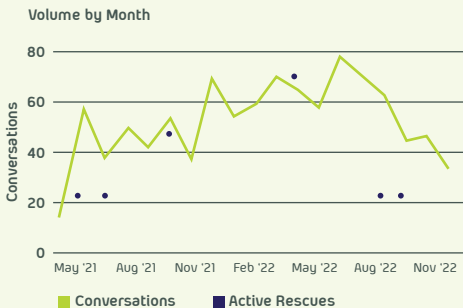
Hearts4Minds.org/resources was our most visited page

Crisis Text Line Issues

ISSUES	GROUP
Anxiety/Stress	31.4%
Depression/Sadness	30.2%
Relationship	29.1%
Suicide	25.7%
School(*)	23.8%
Isolation/Loneliness	15.0%
Self Harm	11.5%
Finances(*)	10.0%
3rd Party	8.8%
Grief	3.9%
Eating Body Image	3.7%
Military(*)	3.6%
Substance Abuse	3.5%
Sexual Assault(*)	2.9%
Social Media(*)	2.4%
Abuse, emotional	2.2%
Bullying	2.0%
Abuse, unspecified	2.0%
Abuse, sexual	1.9%
Gender Sexual Identity	1.7%
Abuse, physical	1.0%

(*) = Issues inferred by message-level conversations

Crisis Text Line



Hearts4Minds.org

Find us on Social Media

[hearts4minds](#)



For more information about Hearts 4 Minds Inc., please contact Sheryl Johnson
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Hearts 4 Minds Inc. is a 501(c)(3) charitable organization (EIN# 83-1575838)