



# 2019 ANNUAL REPORT

# A MESSAGE FROM OUR ONE MIND PRESIDENT

I know what it means to struggle with brain health. Like many among the millions who live with brain illness or injury, I have faced months of unrelenting despair, mornings too scary to venture out, and evenings when it felt like I was utterly alone. Like many, I owe my wellness to the assistance of therapeutic breakthroughs led by One Mind, all of which have been enabled by the generosity of people like you.

As One Mind enters 2020, I could not be prouder of the advances you as a supporter have made possible. In 2019 we partnered with individuals, foundations, and corporations to transform science, the lives of patients, and society, for the good. Together we supercharged the lifesaving careers of an unprecedented five Rising Star scientists, developed the pilot of soon-to-be many new programs to provide continuously improving care for youth facing serious psychiatric illness, committed major employers to provide empowering workplaces for millions of employees facing brain illnesses, and more. With your participation, we'll be on track to crush the brain health crisis.

I hope this look back at 2019 will inspire you to join the cause, roll up your sleeves, and help us achieve Healthy Brains for All.

*Brandon Duglin*



**Thank you for making 2019 a year of phenomenal growth for One Mind! Last year we celebrated 25 years since the launch of our Music Festival for Brain Health. Over a quarter century, our work together has enhanced thousands of lives, and at this rate, we will the transform the brain health crisis over the next quarter century. Onward!**





# HEALTHY BRAINS FOR ALL

**One Mind is a lived-experience-led mental health non-profit focused on helping people with brain illness and injury to recover so that they can succeed in their lives. To achieve our vision of Healthy Brains for All, we catalyze comprehensive action, working from science to patients to society.**

## SCIENCE

**We accelerate discoveries by funding and convening scientists in collaborative research for breakthroughs that patients can use**

## PATIENTS

**We scale the implementation of those discoveries, bringing to patients innovations that enhance their recovery**

## SOCIETY

**We transform societal culture to inspire hope, end stigma and discrimination, and raise grassroots support for research funding**



# SCIENCE



In 2019, we provided an unprecedented five Rising Star Research Awards to five of the most promising young brain scientists, each receiving a \$250,000 grant to help accelerate their research and careers.



**STEPHAN LAMMEL, PH.D.**

University of California, Berkeley  
2019 One Mind – Janssen Rising Star Translational Research Award  
Decoding multiple dimensions of dopamine signaling for impulse control



**JENNIFER M. COUGHLIN, M.D.**

Johns Hopkins University  
2019 One Mind – Gifford Foundation Rising Star Schizophrenia Research Award  
Transdiagnostic imaging of the  $\alpha 7$  nicotinic acetylcholine receptor in recent-onset psychosis



**CARL SELLGREN MAJKOWITZ, M.D., PH.D.**

Karolinska Institutet (Sweden)  
2019 One Mind – Kaiser Permanente Rising Star Research Award  
Targeting the rewiring of the connectome in adolescence to prevent schizophrenia



**LAURA LEWIS, PH.D.**

Boston University  
2019 One Mind – Bettina Bryant Rising Star Depression Research Award  
Identifying intersecting network dynamics underlying sleep and mood in depression



**DENISE CAI, PHD**

Icahn School of Medicine, Mount Sinai  
2019 One Mind – Otsuka Rising Star Research Award  
Temporal memory-linking: a circuit mechanism of PTSD

**IN 2019:**

**5 AWARDS**

**\$1.25 million in  
grant funding**

**SINCE 2005:**

**34 AWARDS**

**\$8.5 million in  
grant funding**



**ONE MIND'S  
SUPPORT HAS  
LED TO AN  
ADDITIONAL  
\$105 MILLION  
IN FOLLOW-ON  
FUNDING.**

Sleep in

- Sleep is dis  
depression

Sriniv  
repro  
2007

*One Mind was central in launching my lab's high-risk project to discover how changes in brain electricity lead to the emergence of mental illness. One Mind supported this work when no one else would consider it viable. This research is now supported by six federal research grants.*

**Kafui Dzirasa, MD, PhD**

**2013 One Mind Rising Star Awardee**

**Associate Professor, Center for Neuroengineering  
Duke University Medical Center**



**2019 Rising  
Star Award  
Sponsors:**



**The Gifford Foundation**

**Bettina Bryant**



AURORA is a major national research initiative that is working to improve the understanding, prevention, and recovery of individuals who have experienced a traumatic event resulting in post traumatic stress or other serious psychiatric conditions. In 2019, AURORA completed a dramatic expansion of the breadth and depth of their trauma survivor evaluations. Other 2019 successes include:

**\$3 million**  
given from  
**One Mind to**  
**AURORA**

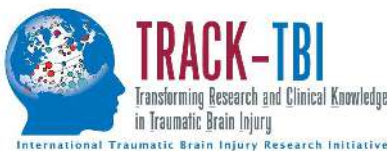
**27** Emergency  
Department  
Enrollment Sites

**2,300+**  
Study  
Participants  
Enrolled

**80%+** Survey  
Follow-Up  
Rate

**3** Datasets  
Released to  
Study  
Investigators

- ✓ Made excellent progress not only on post-traumatic stress, but also on the use of wearables and other digital health tools for research.
- ✓ Completed preliminary analyses that suggest that biomarkers across a range of adverse post-traumatic neuropsychiatric sequelae will be identified.
- ✓ Developed first-of-kind highly accurate and robust statistical models for each of the individual components of brain function, for each of the trauma survivors in the study, during the critical initial months of study.



TRACK-TBI / TED Initiative is a national research study supported by One Mind that partners with 18 Level 1 trauma centers throughout America that is working to identify and confirm FDA approved diagnostic and prognostic markers that will lead to successful clinical treatment trials for TBI. Through 2019, some of the TRACK-TBI / TED Initiative study successes include:

**\$2.7 million**  
given from  
**One Mind to**  
**TRACK-TBI**  
study / TED  
Initiative

**3,000+**  
Study  
Participants  
Enrolled

**8,500+** Follow  
up Visits  
Completed

**90,000+**  
Biosamples  
Stored

**50+** Peer  
Manuscripts  
Published

**6** Follow on  
Studies  
Supported

**90**  
Collaboration  
Proposals  
Approved

**13** Brain  
Donations  
Received

**1** FDA  
Medical Device  
Development  
Tool Qualified



# PATIENTS



Every year, in every community, thousands of young people lose years of life potential, and often lose their lives to serious psychiatric illness. As they struggle to maintain daily lives, they may feel lost, to themselves, to their families, and to their communities.

At One Mind, we have seen a brighter future, where at-risk youth can experience health instead of hospitalization, joy instead of jail time, and hope instead of homelessness.

The ASPIRe Initiative is enhancing recovery for youth experiencing serious psychiatric illness through expanding and improving early care. ASPIRe's foundation is a learning health care network of early treatment centers which work to improve gold standard care through data sharing and piloting of care innovations.

In 2019, One Mind advanced ASPIRe by:

Furthering our support and integration with California's five-county Coordinated Specialty Care Network in preparation to merge data for combined analysis.

Participating in the development of a major international public/private partnership to develop biomarkers for the earliest stages of psychosis.

Starting the initial development of a Coordinated Specialty Care program in Sonoma County.

## ASPIRe Goals:

To increase access for youth with early serious psychiatric illness to gold-standard care from 8% to 100% by 2040.

To increase the recovery rate from serious psychiatric illness from 22% to 75% by 2040.



Seong and David Brown are turning the grief of familial tragedy into positive change for youth brain health care. In 2018, they lost their daughter Elizabeth to suicide. Through the Elizabeth Morgan Brown Memorial Fund at One Mind, the Browns are carrying forward their daughters intentions to end the stigma and shame associated with brain illnesses, and to serve others as she did. In 2019, the EMBMF joined with One Mind, with support from Kaiser Permanente Northern California Community Benefit Program, to develop a program in Sonoma County, CA to provide gold-standard early care for youth facing serious psychiatric illness.



PsyberGuide aims to help people use technology to live mentally healthier lives. PsyberGuide accomplishes this through identifying, evaluating, and disseminating information about digital mental health products to empower consumers to make informed decisions and promote best practices in the field. In 2019, PsyberGuide's activities focused on improving the quality and quantity of its information, broadening outreach, improving the psyberguide.org website, and conducting research to improve understanding of the area of digital mental health.

### 2019 PsyberGuide accomplishments included:

Increased media exposure via mentions in Good Housekeeping, the Washington Post, Psych Central and NBC - plus a Newswatch video segment that focused on PsyberGuide.



**10** expert reviews

**60** percent increase in monthly site users

**20** blog posts

**36** new apps to the App Guide

## SUPPORTER PROFILES



In 2009, Gayle's daughter Anna was diagnosed with a severe brain illness. After researching what to do, Gayle enrolled Anna into the One Mind supported Center for the Assessment and Prevention of Prodromal States (CAPPS) program at UCLA that intentionally provides support to the entire family. Anna received the early intervention she needed and Gayle and her husband received the clinical and personal guidance they needed to be care takers for their daughter. With our mutual interest in providing hope for other families like hers, in 2019, we shared Gayle's story via our 'Lived Experience Profiles' series on our website.

## READ MORE PROFILES ON OUR WEBSITE





# Thank you!



**In 2019, long-time Napa Valley resident Jaime Orozco took literally thousands of steps to support brain health and One Mind. As a Staglin Family Vineyard employee, Jaime knows first-hand about One Mind and the inspiring work we do. Wanting to help, Jaime signed up to run his first half marathon in March 2019 to fundraise for our non-profit. He crushed it, raising more than \$20,000! Then in August, he ran the Santa Rosa Marathon as part of a two-person fundraiser that raised nearly \$25,000 more!**

## Thank you everyone who donated to One Mind in 2019!



In 2020, you can make a difference in the lives of those who face a brain health challenge by donating to our non-profit - be it on your birthday, through a fundraiser, online, via the phone, by email and even the mail.



**DONATE ONLINE:**  
[www.onemind.org](http://www.onemind.org)



**CALL US:**  
(707) 963-4038



**EMAIL US:**  
[info@onemind.org](mailto:info@onemind.org)



# SOCIETY

**25<sup>TH</sup>**  **MUSIC FESTIVAL**  
FOR BRAIN HEALTH

Sheryl Crow electrified a sold out event that raised a record amount of funds in support of our brain health initiatives



VIP Dinner by  
Chef Nina Compton



Keynote Address by  
Yale's John Krystal, MD



Award winning actress Glenn Close was onsite to celebrate the 25 years of brain health advocacy and support the Music Festival has provided and to give thanks for the support the Staglins gave to help her start Bring Change to Mind. Watch our video about Glenn's attendance on our One Mind YouTube channel.



**Thank you to our amazing sponsors and everyone who attended the 2019 event!**



**2019 Music Festival Major Sponsors:**

**Bank of America** 



Shear Family Foundation

STEPHEN SILVER

**JOIN US SEPTEMBER 12, 2020  
FOR THIS YEAR'S EVENT**

Reserve your spot at [music-festival.org](https://music-festival.org)



# ONE MIND at Work

In 2019, One Mind at Work doubled coalition membership, held an incredibly successful third annual global forum, co-developed and launched the Workplace Mental Health Assessment with Mental Health America and the American Psychiatric Association Foundation, and continued to build a platform of thought leadership through partnerships with globally influential organizations like the World Economic Forum and Forbes Magazine.

In 2019, we also gained PsychHub, Alzheimer's Drug Discovery Foundation, Depression and Bipolar Support Alliance and Thrive Global as research and content partners.

Our partners provide crucial expertise and share our mission to improve mental health in the workplace, adding credibility and weight to our goals.

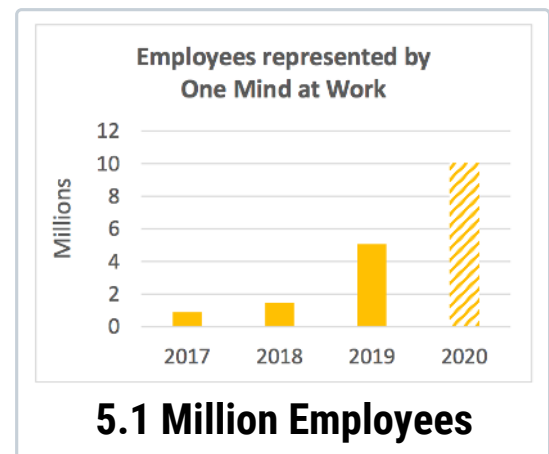
## 2019 BY THE NUMBERS

**7 HR Executives  
Interviewed for 2019  
Insight Series**

**37 Companies  
Represented  
at the 2019 Global Forum**

**17 Workplace Mental Health  
focused Forbes blog posts**

**15 New Employers  
as Members**



*Businesses are much more aware that supporting brain health at work is not only the right thing to do, but that it is also good for their competitive recruiting, their bottom line and their long term shareholder value.*

Garen Staglin - One Mind at Work Co-founder





# HEALTHY BRAINS FINANCING INITIATIVE

Led by One Mind and the National Academy of Medicine, the Healthy Brains Financing Initiative (HBFI) is a collaboration of global leaders in neuroscience, policy, and finance to develop an umbrella set of financing mechanisms to fuel an unprecedented increase in brain science breakthroughs, from basic research to implementation, that will change the lives of those living with mental and neurological disorders and bend the unsustainable \$3 trillion global cost curve borne today by low, middle, and high income countries.

## 2019 Updates:



Financing Structure



Use of Proceeds



Pay for Metrics



Governance

We recruited and confirmed a number of industry-leading representatives to participate in the four HBFI working groups to develop key strategies and implementation plans.

Recognizing that research must be guided by the needs of the people it aims to help, the HBFI is integrating individuals with lived experience with brain health conditions to participate in these strategic working groups. So far, five participants with lived experience have joined from the U.S. and Australia, and recruiting continues with an emphasis on international diversity.



## Initial Research Focus: Brain Development and Disorders in Young Adults

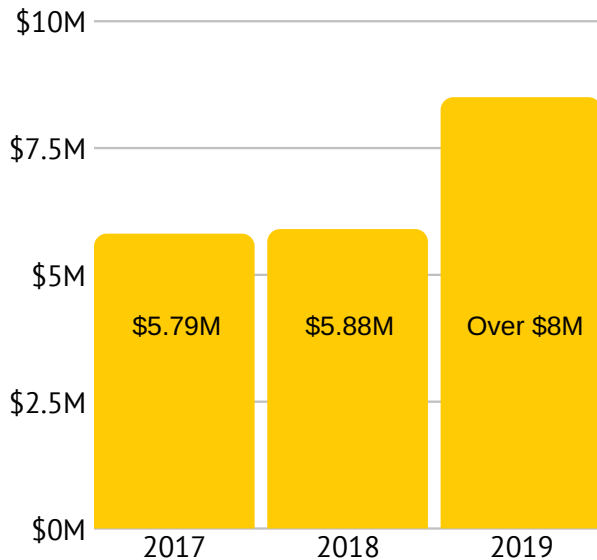
Most mental health problems emerge between the ages of 11 and 30 and lifetime health habits are also formed during this time. Despite this, there has been less investment in research for people of these ages than for their younger or older counterparts. HBFI will fund research to explore this important period of biological and social change to improve understanding of how to treat and prevent mental and neurological conditions.



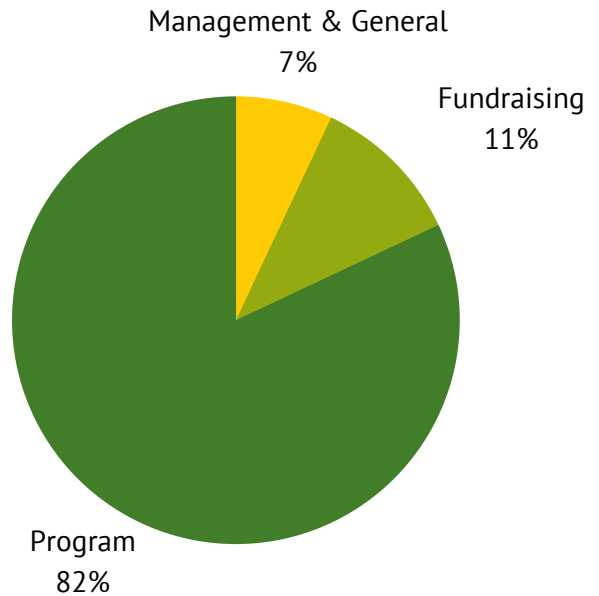
HBFI Committee members at a recent HBFI planning meeting

# 2019 FINANCES

## Total Revenue & Other Additions:



## 2019 Expense Percentages:



With thanks to all of our amazing donors, sponsors and supporters, One Mind achieved a record amount of revenues in 2019. We very much appreciate each and every person who donated to our non-profit to help us in this growth!



In 2019, One Mind earned a Platinum Seal of Transparency from the non-profit rating organization, GuideStar. This is the highest rating level they provide. [www.guidestar.org](http://www.guidestar.org)

## NEW ONE MIND TEAM MEMBERS IN 2019



In September, Donna Friedman became a Board Director of One Mind. Donna is a clinical psychologist in private practice. She has personal lived-experience in the field of Eating Disorders, both as a sufferer and a parent of a sufferer. Donna was the first Patient/Carer board member of the International Academy of Eating Disorders and is also an outspoken advocate of mental health parity, serving as a member of Columbia University's Global Mental Health Advisory Board.



In November, veteran media executive Dalton Delan started to work as the Managing Director and Chief Content Officer for our new ONE MIND ALL MEDIA division. Dalton comes to One Mind with 30+ years of high level broadcast and digital media experience, most recently working as the Executive Vice President and Chief Programming Officer for the flagship station of PBS.



## ONE MIND<sup>™</sup> ALL MEDIA

One Mind's decision to form the new ONE MIND ALL MEDIA division is a natural outgrowth of its annual Music Festival, now in its 26th season, and its essential support for a forthcoming TV documentary series in 2022 on the mental health crisis among adolescents and young adults. Through ONE MIND ALL MEDIA, we will create and release impactful content in the two years preceding the broadcast, as well as all the years to follow.

The goals of ONE MIND ALL MEDIA are to use ALL MEDIA, as the name suggests, in order to reach diverse audiences wherever they find their content: television, computer, smartphone, podcast, stage, print. Media can be a dangerous tool when it manifests as online bullying, body-shaming and deleterious video games.

Conversely, ONE MIND ALL MEDIA is dedicated to the proposition that media can bring attention to fight discrimination, celebrate neuro-diversity and create a groundswell of support for brain health research funding.

ONE MIND ALL MEDIA will partner with the most innovative and accomplished talent, on both sides of the lens and the microphone, and the most enlightened funders and stakeholders, to enterprise media that helps end suffering, shows science in the making, and builds on One Mind's core values.

## THINK TANKS

As a way to guide further development and establish benchmarks for our ASPIRe Initiative, One Mind is establishing 'think tanks' focused on specific needs and opportunities.

in 2020, One Mind will host at least two 'think tanks' that convene brain health experts and people with lived experience to devise solutions for specific issues in mental health.

### **March 11-12: Music in Mind**

This think tank will develop a scalable strategy for implementing knowledge about music/sound programs to promote brain health and recovery from mental illness in youths.

### **May 11-12: Universal Mental Health Screening Development**

This think tank will explore ways to better help at-risk youth be connected to needed care.