

The Jed Foundation Annual Report

2025



The Jed Foundation

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Dear friends and supporters,

As we enter 2026, young people are coming of age in systems that are fragmented, automated, and, at times, losing human care. Technology is advancing rapidly while connection and support erode. At the same time, economic and societal instability clash with young people's need for belonging, stability, and guidance. A broader climate of uncertainty — marked by global conflict, political polarization, and concerns about school safety — fuels chronic stress and anxiety. This moment underscores what matters most: young people need stronger, more stable systems of support. While the challenges are complex, there is reason for hope in their resilience and in growing efforts to support them.

[Data from the Centers for Disease Control and Prevention \(CDC\)](#) showed that suicide rates among young people ages 10-24 declined in 2024 compared to the peak rates observed in 2021, during the height of the COVID-19 pandemic. But the rates are still too high. And at the same time we're seeing spending cuts for mental health care, young people are increasingly turning to digital spaces for support and connection instead of real humans. For example, nearly half of Gen Z reports not having had a romantic relationship during their teenage years. When connection is optional or filtered through screens and algorithms, it's easier for young people to slip into isolation and harder for anyone to notice when they're struggling. We know that more than 75% of young men struggling with their mental health don't want to confide in their parents, and more than half believe they don't need professional help. Addressing these challenges will require deeper investment in schools, community-based organizations, and other relational hubs where young people can connect, be seen, and build supportive relationships long before they reach a point of crisis.

In addition, the speed and scale of artificial intelligence (AI) innovation far outpaces the development of clinical safeguards, safety standards, and clear accountability. We're addressing this issue head-on. In September, we published an [Open Letter to the AI and Technology Industry](#), urging them to prioritize safety, privacy, and crisis intervention. And The Jed Foundation 2025 Policy Summit brought together researchers, policymakers, and youth leaders to examine how this technology is reshaping both risk and opportunity, how states are embedding mental health into their strategic planning, and how evidence and youth voice must drive future systems of support. We've also published resources for [caregivers](#) and [teens](#) about the risks of using AI companions and what to do if they already use them.

JED has now reached nearly 1,500 schools and community-based organizations protecting 10 million youth with evidence-based mental health and suicide prevention programs, and has educated more than 30 million stakeholders through campaigns, training, digital resources, and strategic advising. With a team of 115 staff, and annual revenue of \$25 million, and \$70 million in net assets, JED is financially strong and well positioned to sustain and scale its life-saving impact for years to come.

To reach more youth where they are, we expanded our training offerings and created new partnerships. We trained over 1,900 New York City public school nurses in suicide prevention, building measured confidence in key skills. We partnered with America's Promise Alliance (APA) to create the Institute of Youth Mental Health. This Institute strengthens mental health strategies for community-based organizations that collectively serve 1.8 million youth. We also launched new programming with Greek-letter organizations, reaching nearly 1.2 million college and lifetime members.

Partnerships with organizations such as the School Superintendents Association, APA, Spotify, and Paramount, as well as many generous gifts from donors, have helped us deepen our impact, reach more young people, and strengthen the systems that support youth mental health and suicide prevention nationwide. We are extremely grateful for every gift received; our work wouldn't be possible without your support.

Since the 2025 fiscal year ended, JED announced its intent to merge with the American Foundation for Suicide Prevention (AFSP), becoming the nation's largest nonprofit dedicated to preventing suicide across the lifespan. The merger is expected to be finalized in fall of 2026, pending regulatory approvals, so you can expect to hear much more from us in the coming months about this exciting new chapter.

We remain hopeful and committed to meeting this moment with care, urgency, and collaboration. In 2026, our work will continue to center youth voices, mobilize communities, build coalitions, and strengthen school systems that make it easier for young people to access support, find connection, and build healthy futures. To expand and deepen our impact nationwide, we need the continued support of and collaboration with partners across programmatic, financial, and community sectors. With your help, we can meet this moment and continue to work towards a future where every young person feels safe, supported, and valued.



Sincerely,

A handwritten signature in black ink, appearing to read 'John MacPhee' in a cursive, stylized script.

John MacPhee
Chief Executive Officer



Strengthening Schools and Communities

Schools are where teens and young adults across the country spend a lot of their time, and JED remains a regular presence through our many school-based programs. This year, we expanded our scope outside of our flagship JED High School and JED Campus programs to reach students of all ages with our District Mental Health Initiative. We also looked beyond our presence in traditional school environments because we know youth aren't just students — they're also members of a larger community. Through a variety of initiatives, from partnerships with youth-serving community-based organizations to providing guidance and help to fraternities and sororities, JED works to ensure that our nation's youth have access to an array of support across settings.

Meeting Youth Where They Are

In 2025, JED and America's Promise Alliance (APA), a community of more than 150 youth-serving nonprofits, designed the Institute for Youth Mental Health (IYMH) to enable the nation's leading community-based organizations (CBOs) to strengthen their mental health strategies and help prevent suicide among the youth they serve.

The Institute works with a cohort of APA member organizations over 18 months, providing content knowledge, expert training, assessment tools, strategic planning, and implementation support to ensure the strategies are integrated into their day-to-day programming.

Through this partnership, 15 APA member organizations, collectively serving more than 1.8 million youth, joined the inaugural cohort convening in the fall. The organizations include:

1. [10,000 Degrees](#)
2. [826 National](#)
3. [Access Opportunity](#)
4. [Camp Fire](#)
5. [Civics Unplugged](#)
6. [Colorado Youth for a Change](#)
7. [DREAM](#)
8. [Friends of the Children](#)
9. [Let's Get Ready](#)
10. [Literacy Lab](#)
11. [Peer Health Exchange](#)
12. [Summer Search](#)
13. [The Opportunity Network](#)
14. [Youth Guidance](#)
15. [Big Brothers Big Sisters of America](#)



Participating in this Institute for Youth Mental Health program offers us a community of practice with other organizations who are deeply committed to improving the lives of youth. Connection to this community affords Friends of the Children the opportunity to embed new strategies within our organization to promote mental health for the youth we serve. We see this program as a way to make our mental health outcomes for youth even better.



—Terri Sorensen, CEO of Friends of the Children — National

JED Campus: Continuing Impact



JED Campus is a four-year technical assistance program that provides colleges and universities with expert support, evidence-based recommended practices, and data-driven guidance to help them build systems that protect student mental health and prevent suicide. As of 2025, 551 schools representing nearly 7 million students have participated in JED Campus.

[Compared to baseline, schools that completed JED Campus](#) saw statistically significant improvements in student mental health. Students were:

- **10% less likely to experience suicidal ideation**
- **13% less likely to make suicide plans**
- **25% less likely to attempt a suicide in the last year**

In addition to our established JED Campus program, JED continuously evolves to support schools and campuses in tailored ways that address unique and emerging needs and school populations.

The [JED Campus Collaborative for Student Parents](#) launched in April to help community colleges better support students who are parents. [Research shows](#) that more than 3 million undergraduates are student parents, who have unique challenges and deserve tailored emotional supports.



Each participating school receives an action plan with customized recommendations. Schools also select two interventions to implement and receive technical assistance and a \$5,000 sub-grant to support those efforts.

The initiative, generously supported by [ECMC Foundation](#), builds on [Improving Mental Health of Student Parents: A Framework for Higher Education](#), a set of recommendations developed by JED and Ascend at the Aspen Institute.

This work can be seen in action at the Community College of Philadelphia (CCP), one of the 10 schools participating in the program. In September, CCP opened a family study room for students with children. Roary's Cubhouse — named after CCP's lion mascot, Roary — is a space where student parents can study while their children play.

Additionally, JED served as a key strategist and co-author for both the [Kentucky Statewide Mental Health Strategy](#) and the [Kentucky Community and Technical College System \(KCTCS\) Mental Health Strategy](#), delivering comprehensive frameworks to support mental well-being at both the state and institutional levels.



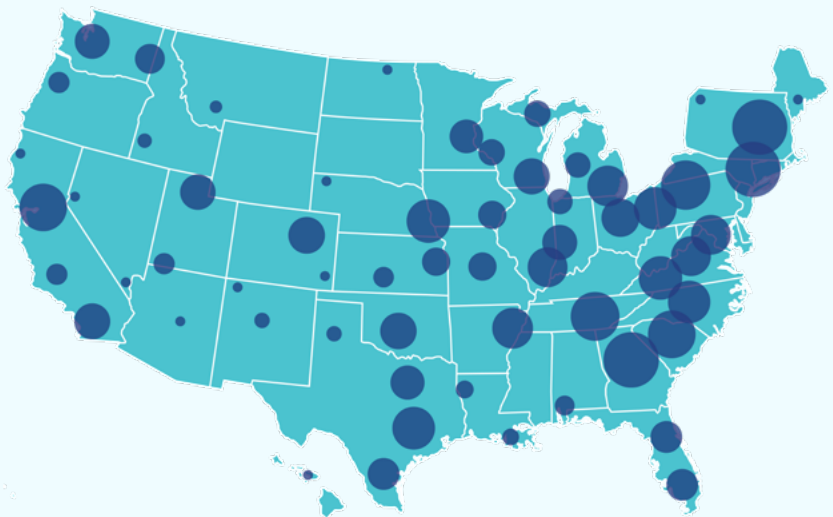
2025 JED Campus By The Numbers

26 colleges and universities

serving nearly

400,000 students

joined JED Campus, strengthening their programs, policies, and systems to support student mental health and reduce risk for suicide.





Greek-Letter
Organization

Partnering With Greek-Letter Organizations

Fraternities and sororities can be a vital source of support and well-being for college students. In July, JED announced new programming to partner with Greek-letter organizations (GLOs). It provides evidence-informed guidance to fraternities and sororities that are committed to promoting emotional well-being and preventing suicide through a two-year technical assistance program or customized consulting.

JED applies our comprehensive approach to mental health and suicide prevention to GLOs, helping assess organizational needs and review and improve policies. Our GLO program includes one-on-one coaching calls to problem-solve priority issues identified by the organization. It also includes a customized workshop, developed with Partnership to End Addiction, on substance misuse.

- Sigma Phi Epsilon is among the first fraternities to join JED's GLO program. It has more than 12,000 undergraduates on 200 campuses.
- In November, Pi Kappa Alpha International Fraternity (PIKE) announced a collaboration with JED. *Responding to a Suicide and Related Adverse Events: Postvention Guidance for the Pi Kappa Alpha Fraternity* is a practical resource for PIKE brothers, chapter leaders, and alumni advisers.



JED's approach to supporting mental well-being in fraternity and sorority communities will ensure SigEp's policies and core experiences continue to be at the forefront in the prevention of suicide, hazing, and substance misuse. The partnership will enhance our Balanced Men Program, which supports several dimensions of wellness, by helping our members understand themselves, seek balance, build strong relationships, and pursue excellence in their lives. Recommended by SigEp's Mental Health Committee based on JED's proven expertise, this partnership was a natural next step as we evaluate and enhance our experience for undergraduates and volunteers.

—Brian Warren, CEO of Sigma Phi Epsilon Fraternity



JED Supports Student Athletes



Student athletes can face unique stresses. Recognizing this, in May JED launched a new workshop, “Championing Mental Health: Winning Strategies for Supporting Student-Athletes.” This workshop was designed by mental health experts at JED with financial support from Talking Rain Beverage Company®.

This workshop provides essential training and tools to help college coaches and athletic directors identify signs of distress among student-athletes, offer trauma-informed support, refer student-athletes to resources when needed, and help them care for their own well-being. The workshop also includes resources on how to reduce risks for suicide, the second most common cause of death for college athletes, [according to research](#) led by the University of Washington.

The program launched with **11 colleges** across Division I, Division III, and NJCAA, and approximately **360 athletic directors and coaches** participated in the workshop

JED High School: Supporting Schools and Teens



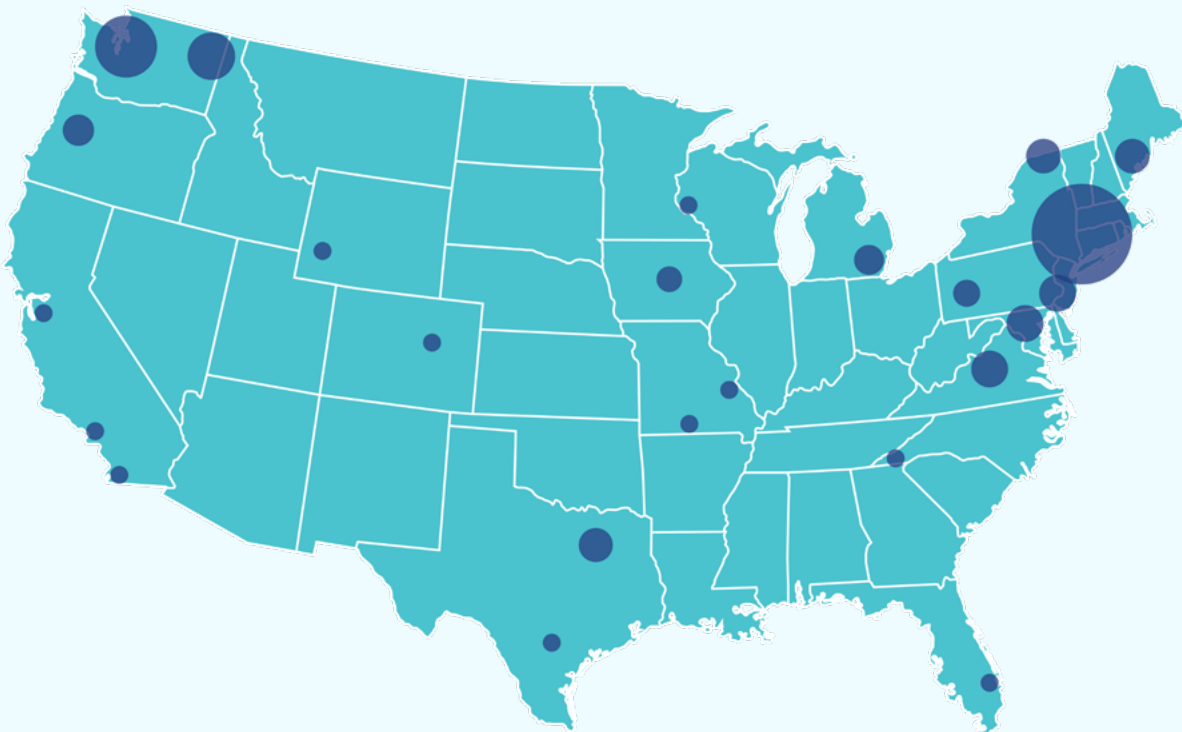
High School

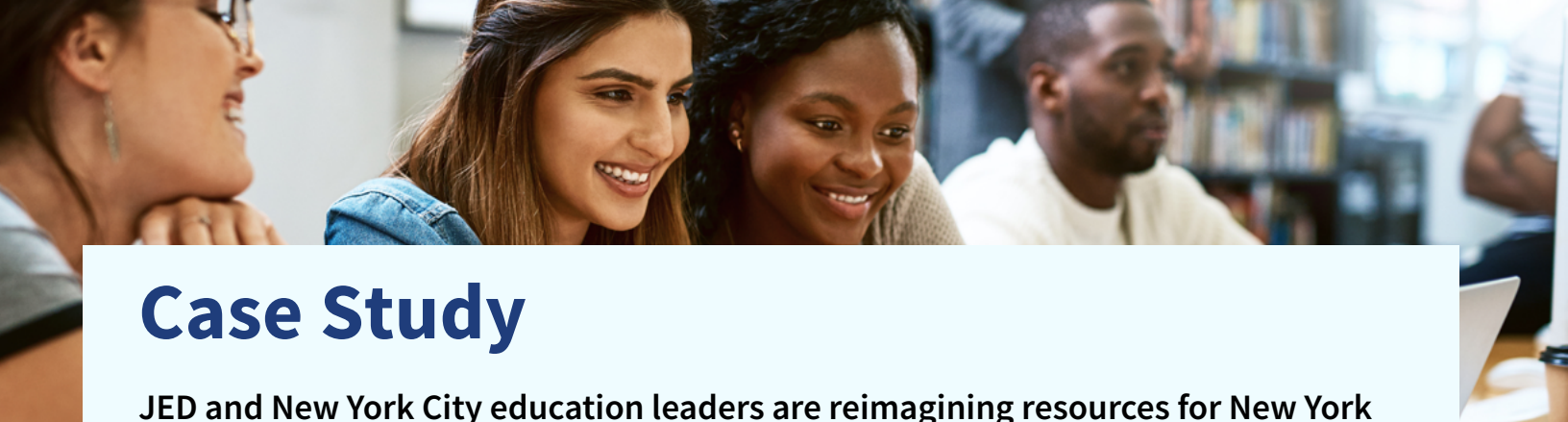
JED High School is a three-year technical assistance program that guides high schools through a collaborative and introspective process of assessment, strategic planning, implementation, evaluation, and sustainability planning to improve mental health supports and prevent suicide among high school students. JED's Mental Health and Suicide Prevention Consultants have expertise in schools and support this highly collaborative and experiential process through expert facilitation, consultation, resource sharing, and technical assistance.



JED High School By the Numbers

JED High School has worked with **158 high schools**, reaching nearly **125,000 students**.





Case Study

JED and New York City education leaders are reimagining resources for New York City students through their partnership with the NYCPS District 79 Alternative Schools and Programs.

This collaboration supports students during their time in Alternate Learning Centers (ALCs), bringing them instructional and counseling resources and helping create a smooth re-entry process while also coordinating with home schools.

The Office of School Health's School Mental Health (SMH) program partnered with JED and District 79 to launch this initiative that brings resources directly to students in ALCs.

In its second year of a three-year partnership, the program is drawing on initial data to create actionable plans for students on superintendent's suspensions. The goal is meeting a challenge: Students in alternative schools frequently face [high rates](#) of mental health challenges, but cannot access the services they need, such as therapeutic care.

JED also implements its [JED High School](#) program at the ALCs to provide expert insights, technical assistance, and best practices to support students.

This initiative is funded through the generous support of [Gotham Gives](#), [The Gray Foundation](#), [Stavros Niarchos Foundation](#), [KPMG Foundation Inc.](#), and [Abercrombie & Fitch Co./Hollister](#).

By the Numbers

- District 79 offers 10 unique programs and serves over 50,000 students annually.
- Its programs operate in approximately 350 sites across the city.
- Many students in District 79 were previously disconnected from school, with nearly 80% qualifying for Human Resources Administration (HRA) benefits and over 10% living in temporary housing.

District Mental Health Initiative (DMHI)

District Mental Health Initiative



In 2025 JED's DMHI added 15 new district partners that reach over 300,000 students across 492 schools. We've continued to develop new regional partnerships to expand the reach and impact of this program. DMHI applies JED's comprehensive approach and consulting services to K-12 school districts.

In Kuspuk School District in Alaska, a rural and geographically remote district, DMHI has supported leaders in making important systems-level changes that strengthen the foundation for student mental health and suicide prevention. Through that partnership, the district rewrote its mental health policies and began integrating data into school improvement plans, while aligning to the broader district strategic plan. Mental health is now being embedded into district planning, decision-making, and long-term improvement efforts.

In North Texas, the partnership with Region 10 Educational Service Center highlights a different but equally promising form of success. Through this regional model, districts are participating in regular in-person sessions that combine DMHI's national framework with Region 10's locally relevant expertise, trainings, and resources. Districts are learning from one another, aligning efforts with state requirements, and using shared data and planning tools to strengthen implementation.



Education and Training Programs

2025 was a year of growth for our training programs. We developed more trainings, expanded our reach, and built stronger systems and pathways for learning.

By the Numbers

- 17 new learning offerings created
- 104 total trainings facilitated
- 4,286 people educated through JED courses
- 225,731 people reached directly and indirectly through JED workshops

These programs offer on-site and online presentations and workshops that support professional learning and development. Customized workshops can be tailored for a counseling center, health center, student affairs staff, or university administration and trustees. They cover topics such as mental health and suicide prevention, legal and ethical issues in college mental health, and building fair and inclusive communities on campus.

In October, JED announced a multi-year partnership with the Arizona Department of Education to support pre-K–12 school-based mental health professionals, including nurses,

counselors, social workers, and psychologists.

The partnership includes an online training course that helps Arizona school mental health professionals identify, screen, and refer students who may be at risk for suicide. In the two-hour course, they learn how to identify signs of self-injury, understand the role of suicide risk screening, and take action when a student is in crisis.

JED also helped train New York City Public Schools nurses by partnering with the New York City Office of School Health (OSH). Nurses have access to the 90-minute, eight-module online course, Suicide Prevention for School Nurses. To date, 1,961 nurses have completed the course.

Other trainings include:

- You Can Help A Friend (YCHAF): a 60- to 90-minute in-person workshop that helps students learn how to recognize and respond to signs of distress in their peers.
- You Can Help a Student (YCHAS): a similar training designed to help faculty and staff understand how to identify and support struggling students.



Equipping Individuals

Reaching young people and providing them with resources to improve their mental well-being is more important than ever. Our Mental Health Resource Center had over 1.2 million page visits in 2025. And partnerships helped us share our messaging where young people already are: online and with trusted adults.

In the U.S., 87% of young people seek mental health information online, and 73% visit YouTube daily.

HOW TO DEAL WITH **ANGER** ISSUES

w/ ASHLEY YI



Mind Matters

In February, JED partnered with Google to launch Mind Matters, a new video series featuring top YouTube creators sharing their personal experiences with mental health issues.

Creators including Rosanna Pansino, GloZell, and Symonne Harrison joined JED's Chief Medical Officer, Dr. Laura Erickson-Schroth, and other JED experts to talk about topics including loneliness, anger, anxiety, ADHD, depression, and stress.

Tune Into Mental Health

MusiCares, an organization within the Recording Academy that supports music professionals, partnered with JED to create content and workshops to support suicide prevention and mental health across the music industry. This initiative shines a light on topics including grief and loss, coping with mental health challenges while touring, financial insecurity, and substance misuse.

The first two phases of this partnership were completed in 2025, and the third and final phase will be completed in 2026.



I wasn't using those resources because my brain was just in a constant loop of, 'What would my parents think?' Mental health was such a stigma in my family.

—Nieka Richard



INVISIBLE GAME

PRESENTED BY  JED The Jed Foundation

INVISIBLE GAME

Designed to reach young men, sports fans, and student-athletes with voices they already trust, the INVISIBLE GAME partnership pairs powerful storytelling with direct links to mental health resources, delivered through channels teens are already on, like [YouTube](https://www.youtube.com).



Created by JED and the award-winning athlete storytelling brand UNINTERRUPTED, the original unscripted YouTube series won two gold 2025 Halo Awards: Best Mental or Physical Health Initiative and Best Intersectional Initiative. The series has had over 1.6 million views to date.

The Halo Awards recognize powerful initiatives that have outstanding social impact. These honors collected press coverage from Yahoo Finance, 3BL Media, Livingston Daily, and America's Charities.

We surveyed 900 young Black men ages 16 to 24 who watched INVISIBLE GAME:

- **80%** of viewers reported feeling that mental health struggles are normal.
- **85%** of viewers reported feeling that mental health struggles are normal.
- **82%** of viewers felt comfortable supporting a friend, peer, or teammate with emotional concerns.
- **78%** of viewers said they were more likely to reach out to a coach.

The episodes bring together top athletes and cultural icons, including NBA vet Jason Richardson and his son, Jase, a Michigan State University basketball player, and two-time NBA all-star Trae Young and his strength trainer.



Mobilizing Communities

We bring together people and organizations who share a commitment to youth mental health, from parents and peers to campuses, communities, and policymakers. We work across communities, sectors, and systems to strengthen mental health support for young people — and invite others to join us.



JED in the Media

In 2025, JED experts and initiatives were cited in media including [Good Housekeeping](#), [USA Today](#), [Inside Higher Ed](#), [ABC News](#), “[The Kelly Clarkson Show](#),” [Forbes](#), and [US News & World Report](#). JED experts were guests on podcasts including [The Nerding Out on Neurodiversity Podcast](#) and [The Science of Good](#) interview series. JED also regularly updates mental health statistics for the media to use in their reporting.



JED Advocates for Youth

In September, JED hosted a congressional briefing at the Rayburn House Office Building.

The event, “Seeds of Hope: Strengthening Student Mental Health in the Classroom, Campus, and Digital Realm,” focused on the life-saving role of federal investments in youth mental health and marked Suicide Prevention Awareness Month. The briefing emphasized the need to prioritize student well-being across K-12 and higher education settings, as well as the need for sustained federal funding for mental health programs. A panel addressed the growing influence of AI, technology, and social media on youth mental health, emphasizing the importance of federal action.

JED also published an [open letter](#) to the AI and technology industry, “Protecting Youth Mental Health and Preventing Suicide in the Age of AI,” calling on companies building or deploying AI to follow JED’s expert guidance on how to be responsible when shaping how teens learn, connect, and seek help through AI.



Partnering With Youth to Amplify Their Voices

JED hosted the third annual [policy summit](#) in Washington, D.C., in October. The summit, “Meeting the Moment: Sustaining Progress in Youth Mental Health,” focused on the growing influence of AI and how legislative policies on the local, state, and federal levels can shape mental health support and resources.

At the summit, Dr. Zainab Okolo, JED’s senior vice president of policy, advocacy, and government relations, debuted a new policy framework, AI Policy Levers for Youth Mental Health, which calls for:

- Establishing ethical guardrails for how AI interacts with youth
- Funding evidence-based tools that support connection
- Coordinating across education, technology, and public health so that AI expands access to mental health instead of worsening gaps.

Members of JED’s Youth Advocacy Coalition, including the [2025 JED Texas Youth Advocacy Coalition Fellowship Cohort](#), shared insights and recommendations as well.

Support and Advocacy

JED partnered with the City of Palo Alto in California to advance a coordinated public health approach that centers youth voices, strengthens prevention and postvention, and supports community mental well-being.

JED Music Partnerships

In February, JED partnered with Spotify and [The Black List](#), a platform for writers to showcase projects, to launch the Spotify x JED Impact Award. In an initiative to support exceptional depictions of mental health in unpublished fiction, JED and Spotify chose five unpublished, novel-length manuscripts about mental health to receive \$50,000 in grants. All writers will retain the rights to their manuscripts.



The winners were announced in October, and the partnership was covered in Variety, IMDb, Publishers Weekly, MSN, and Mental Health Weekly.



Hollister, a brand of Abercrombie & Fitch Co., has partnered with JED since 2024. Since the partnership began, Hollister has donated over \$873,000 to support JED's work in high schools, colleges, and universities.

Abercrombie & Fitch Co. also supports JED through The Challenge, an annual music festival and fundraiser. The event brings together customers, business partners, and the Abercrombie & Fitch and Hollister brands to benefit JED and its fellow nonprofit partners.



Fundraising

Your donations are what make JED's work possible. They help us find new ways to meet more youth where they are, empowering them to improve their mental health and giving them the tools they need to do so.

Notably, Ulta Beauty Charitable Foundation, Aeropostale, and Ortus Foundation gave more than \$1 million each to support our mission.

Sabrina Carpenter, whose PLUS1 takes \$1 from her touring ticket sales, raised over \$1.5 million for various nonprofits, choosing JED as one the initiative supported.

Generous Donations

In December, JED received a \$40 million gift from MacKenzie Scott. The generous gift will allow JED to build on the work it has done since her 2022 gift, which catalyzed program growth and helped to add 4 million youth served by the organization's programs.

Morgan Stanley Foundation gave a \$5 Million gift. This will help scale JED's District Mental Health Initiative. The two-year partnership with AASA, The School Superintendents Association, includes administering a district self-assessment, staff survey, principal survey, and surveys for middle school and high school students. The data from those surveys informs JED's customized strategic plan for each participating district.



JED Gala

JED hosted its Annual Gala at Cipriani Wall Street in New York City, raising \$1.6 million to support mental health programs in schools and communities across the country. More than 650 people gathered to celebrate those making a difference.

The evening, hosted for the second time by Emmy Award–winning journalist Savannah Sellers, celebrated JED’s accomplishments and honored youth and caring adults who embody its mission, all while acknowledging the very real challenges that remain.

We are gathered in this beautiful space to help The Jed Foundation determine the future of an entire generation,” Sellers said. “And that’s not hyperbole. That is the reality that we face in America today.

The sold-out gala featured performances by Tony Award–nominated actress Lorna Courtney; Tony, Emmy-, Grammy-, and Pulitzer-winning composer Tom Kitt; the band Bailen; and the Brooklyn United Marching Band.

Influencer Remi Bader presented this year’s Student Voice of Mental Health Awards, honoring Nora Yanyi Sun, of Harvard University, for her advocacy in expanding equitable mental health support and Rohan Satija, of Westwood High School, for sharing the power of storytelling as a tool for emotional health.

Other honorees included, for leadership in championing open dialogue about emotional health, the 2025 Voice of Mental Health Awards:

- Ally Love, Peloton instructor, TODAY contributor, and founder/CEO of Love Squad
- Eric Nam, singer, actor, entrepreneur, and co-founder of DIVE Studios
- Victoria’s Secret PINK was recognized with the 2025 Corporate Voice of Mental Health Award

Find JED’s financial statements on [our website](#).

Donor List

\$1,000,000+

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\$500,000 - \$999,999

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