



The Anxiety &  
Depression Initiative, Inc.  
[www.TheADI.org](http://www.TheADI.org)



# ANNUAL REPORT

FY 2016

*Promoting and supporting the use of physical activity to  
combat the symptoms of anxiety and depression.*

# TABLE OF CONTENTS

Letter from the Board President _____	1
Mission & Mission Principles _____	2
What We Accomplished in 2016 _____	3
What's Planned for 2017 _____	4
Financial Summary _____	5
How to help in 2017 _____	9
Thank You to Our Donors & Friends _____	10
Board of Trustees _____	13



Find out how to donate your old fitness trackers for those in the mental health community

# LETTER FROM THE BOARD PRESIDENT

In the last year, I have thoroughly enjoyed watching as the Anxiety and Depression Initiative (ADI) has grown into the organization that it is today. During its second year, we have worked to build on the strong foundation that we developed in our first year, in several ways. We have expanded both the Active Life for a Healthy Mind community activity program, intended to give individuals living with anxiety and depression an opportunity to safely participate in physical activity among their peers; and also our educational outreach, activities designated to educate the community about the mental health benefits of physical activity.

The ADI has a simple, yet important, mission: to promote and support the use of physical activity to alleviate the symptoms associated with anxiety, depression and their related disorders. As most mental health focused organizations do, we also strongly support the ongoing battle to eliminate the stigmas associated with anxiety, depression and all mental illnesses.

There is no question that physical activity has a significant positive effect on the symptoms of both anxiety and depression. The research shows this. The ADI is seeking the most effective ways to get this information out to the community and ensure that everyone has an opportunity to harness these benefits.

One of the many benefits of physical activity is that it can serve as an adjunct to traditional treatment methods. It also has the potential to be of significant benefit to the large number of individuals who cannot, or will not, pursue traditional forms of mental health treatment. Something as simple as a walk can serve as their first step toward acknowledging the importance of their mental health and actively making a change to improve their lives.

I would like to personally thank you for your support in the past. You helped us to build and grow the ADI.

Sincerely,



Matthew S. Miller  
Board President



# MISSION & MISSION PRINCIPLES

## MISSION

The Anxiety and Depression Initiative, Inc. seeks to promote the benefits of an active and healthy lifestyle while living with anxiety, depression and related disorders, to provide general information about mental health resources and to overall help lessen the stigmas associated with anxiety, depression and related disorders.



## MISSION PRINCIPLES

- ✓ Introduce an active lifestyle to individuals living with anxiety, depression and related disorders to aid in their treatment, and long-term quality of life.
- ✓ Raise awareness of the prevalence of anxiety, depression and related disorders with the goal of removing the stigma associated with these conditions.
- ✓ Provide general information about mental health resources for those individuals living with anxiety, depression and related disorders.
- ✓ Support research on the impacts and best practices of exercise on anxiety, depression and related disorders.
- ✓ Aid mental health practitioners in identifying and disseminating best practices for introducing physical activity into treatment plans.



# WHAT WE ACCOMPLISHED IN 2016

## AN ACTIVE LIFE FOR A HEALTHY MIND

In 2016, the Active Life for a Healthy Mind community activity group has continued to grow in size, frequency and the variety of events held. This program uses the social activity group website [Meetup.com](http://Meetup.com) as a vehicle to directly serve the community, by providing opportunities for physical activity for individuals who self-identify with anxiety, depression and related disorders.

In the past year, this group has grown from over 100 to more than 650 members. Not all our members have graduated to active membership, but we have seen growing participation as we engage our membership and develop our menu of activities. In the coming year, we anticipate continued growth and the development of a more diverse schedule of activities that will introduce participants to a variety of ways to be physically active. This program offers individuals the opportunity to participate in physical activity at a variety of intensity levels and experience the benefits of this activity. We currently hold monthly hikes, weekly walks, and monthly free yoga sessions.

Low cost, or free, forms of activity are our focus as we develop this program. We are pursuing ways to help support individuals demonstrating financial hardship, who wish to participate in activities that may have higher costs.

## EDUCATIONAL OUTREACH

The educational outreach program is designed to get the word out to the community about the mental health benefits of physical activity. We hold workshops and educational sessions to discuss the importance of physical



activity in maintaining one's mental health and how to overcome any barriers.

We have shared our mission across New Jersey at a variety of mental health conferences and organizations. We are in the process of developing ongoing quarterly programming with organizations.

# WHAT'S PLANNED FOR 2017

## PARTNERSHIP

In 2017, we will be seeking strategic partners, to continue to assist us in implementing our mission. In its first two years, the ADI has accomplished a lot, but if we can join forces with others to tackle the many challenges associated with mental health treatment, we can do so much more. These partnerships can be with other mental health organizations, with mental health practitioners, or with physical health practitioners. We are interested in partnering with all who want to see our community move in the direction of better mental and physical health.



## VOLUNTEERS

We have laid the foundation, now we need to increase our capacity and we need your help in doing it. In 2017, we will be looking to expand our network of volunteers so that we can run our various programs more effectively. We need passionate and able-bodied volunteers in a variety of capacities, including running activities, doing administrative work and educating the community.

The ADI Board of Trustees has grown by two since its formation, but we would like to see it grow even more. We are looking for individuals who are passionate about the organization's mission to promote and support the use of physical activity to reduce the symptoms of anxiety and depression. We are especially interested in mental health practitioners, physical therapists and personal trainers. We are also developing an advisory board that will help to guide us.

If you, or someone you know, is interested in applying for a volunteer, advisory, and/or Board position, please send us an email at [Volunteer@TheADI.org](mailto:Volunteer@TheADI.org).

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*"No one has ever become poor by giving."* – Ann Frank

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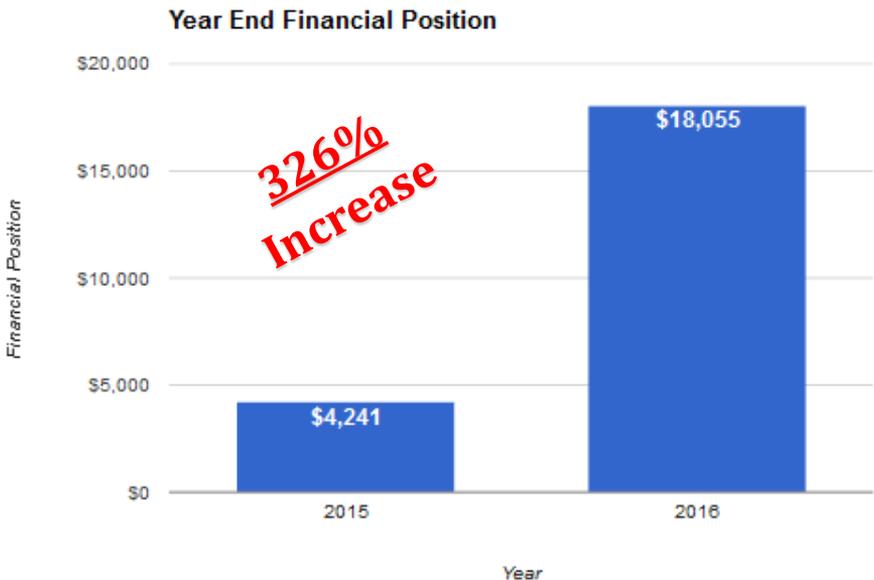
# FINANCIAL SUMMARY

Thanks to the generous investments of our donors, the ADI has had a VERY exciting second year. As in our first year, we exceeded our fundraising projections in 2016, but this time in a much more sustained way. This great windfall of support puts us in a strong financial position as we move into the next year.

As a new and growing organization, it is critical that we develop a fund balance to help us to remain sustainable through any uncertainties that may lay ahead. Due to our success in our first two years, we have been able to carry a larger than expected fund balance into 2017 and we have even set aside a small operational reserve to serve as rainy day money to help us to manage if there is a larger unexpected expense. We plan to continue the grassroots fundraising efforts that have benefited the cause in the past, while we are also looking to augment these fundraising efforts with grants to help support our developing programs.

## FINANCIAL POSITION

The following chart illustrates the change in financial position for the ADI, from the end of 2015 to the end of 2016. You can see that the ADI has increased its financial position by an amazing 326 percent. This is the result of both considerably higher revenue generation and careful spending in 2016.



# FINANCIAL SUMMARY

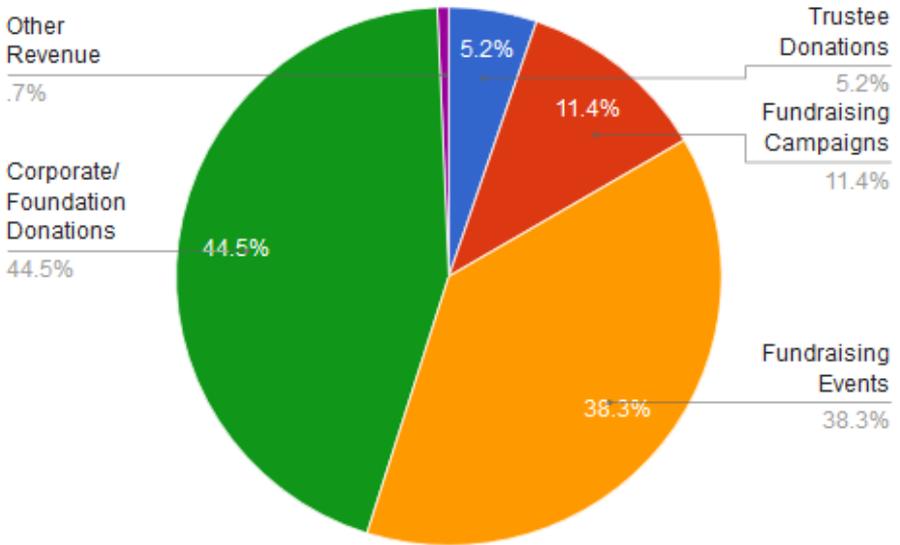
## STATEMENT OF ACTIVITY

The following charts and tables highlight some of the revenue and expenditure activity for the ADI for the 2016 fiscal year.

### REVENUE:

The ADI’s revenue primarily came from corporate and foundation donations, fundraising campaigns, events, and donations by the Board of Trustees in 2016. These sources are illustrated in the chart and table below.

### Revenue Sources - 2016



Trustee Donations	\$1,186.00
Fundraising Campaigns	\$2,582.00
Fundraising Events	\$8,709.00
Corporate/Foundation Donations	\$10,118.24
Other Revenue	\$153.34
<b>Total Revenue</b>	<b>\$22,748.58</b>

# FINANCIAL SUMMARY

In 2016, the ADI had several fundraising campaigns in addition to our ongoing fundraising activities. These included Macy's Shop for a Cause, Giving Tuesday and the year's Trustee Challenge: Walk Across NJ. In the Walk Across NJ, the founding Trustees set out to walk across the state of NJ from the George Washington Bridge to the Delaware Water Gap Bridge (a distance of 77 miles) in 48 hours. They only made it 44 miles, but you can be assured that they were long and arduous miles in the rain, wind and the dead of night.



Thanks to the exhaustive efforts of our gala steering committee, we had a very successful first annual gala event. It was an incredible feat to pull off, but with a great deal of work and determination, it was a huge success. Through this event, we raised a significant amount of money and we had an opportunity to showcase our mission to the community.

Another important event for our organization this year was a benefit concert held by a group of incredible musicians. The Pine Sap Kings joined forces with the 4<sup>th</sup> Street NiteOwls to share their talent and raise money in support of the ADI. Special thanks to them and the venue host, Tierney's Tavern in Montclair NJ, for making it such a great night.

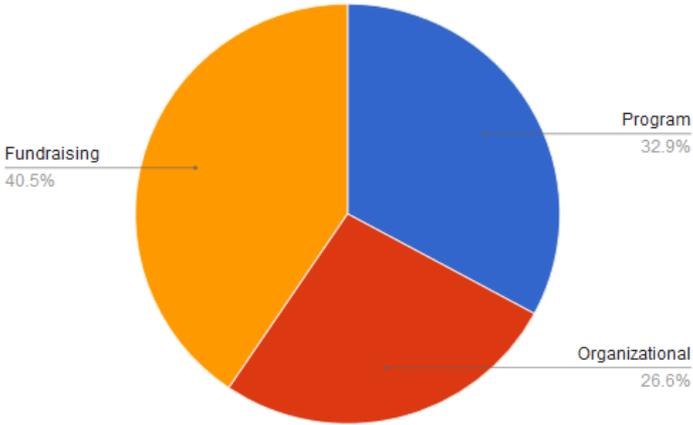
Finally, we had some much-needed support from several corporations and foundations. These included the Gellman Family Foundation, Amazon Smile and the PayPal Giving Fund. Support from these organizations has been a critical lifeline to our organization's success.

## EXPENDITURES:

One key goal of the ADI's Board of Trustees is to work quickly to set up a sustainable and impactful organization, while being a good steward of the money entrusted to it to carry out the organization's mission. The expenditures in 2016 are illustrated in the following chart and table.

# FINANCIAL SUMMARY

## Expenditures - 2016



## FINANCIAL WRAP UP

It is clear that the ADI has had a remarkable start. In its first two years we benefited from the generosity and passion of our donors. Without the support of these individuals, we would not have been able to come so far in building the ADI as an organization and in carrying out our mission. It is their investment that has made this organization what it is.

Program	\$2,938.16
Organizational	\$2,373.44
Fundraising	\$3,622.81
<b>Total Expenditures</b>	<b>\$8,934.41</b>

The ADI has managed to keep costs low in its first few years and will endeavor to continue to do so into 2017. There are some high cost areas, like insurance and fundraising, those expenses are unavoidable for any nonprofit organization. Fortunately, these major costs don't typically increase proportionally as we grow, so their impact will be minimized more and more over time. As an organization, we take the necessary steps to minimize the impact of these and other major costs as much as possible.

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*"No one is useless in this world who lightens the burdens of others." – Charles Dickens*

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# HOW TO HELP IN 2017

There are lots of ways that you can continue to support our organization in the coming year. We have had a great deal of support since our beginning and look forward to further engaging the community in 2017. As a growing nonprofit, we need all of the financial and human resources we can get to support us.

## VOLUNTEER WITH US

The ADI is continuing to build a network of volunteers to call on for help in a variety of areas. We need individuals who are willing to lead a variety of physical activities. We need volunteers who are comfortable with getting up in front of a group to talk about the mental health benefits of physical activity. We need mental health practitioners, physical therapists and personal trainers who are willing to impart their expertise to our mission. As our organization grows, we need help in carrying out some of the day-to-day operations. We are also in need of individuals with the skills and the dedication to become Board or Advisory Board members and to help in guiding the organization to a successful future.



In a nutshell: If you have a desire to help and the ability to contribute your time, we have many ways in which you can help us. We just need to know who you are. If you are interested in volunteering with the ADI, please send an email indicating that you are interested in volunteering to: [Volunteer@TheADI.org](mailto:Volunteer@TheADI.org)

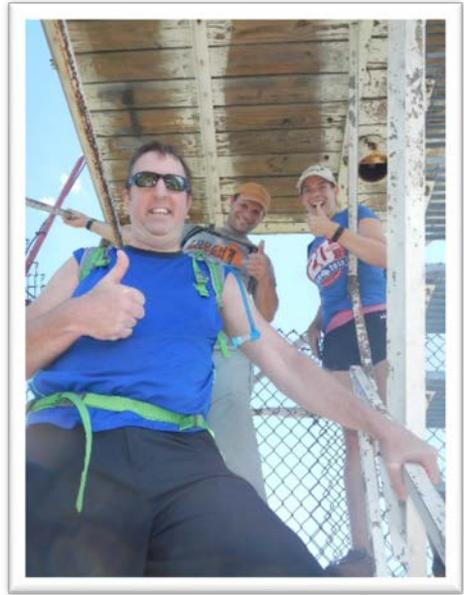
## FINANCIAL DONATIONS

Despite our wonderfully successful first two years, the ADI needs to have adequate ongoing financial support to maintain its operations. We are exploring and pursuing a variety of grants and other funding sources to help create a diverse and solid financial foundation for the organization to rest on. However, we will always rely on the generous investment of individuals who are looking for a way to make their community a better place.

# THANK YOU TO OUR DONORS & FRIENDS

The ADI has gotten off to a great start in its first two years. This is due, in no small part, to our wonderful donors and supporters who saw the value in our stated mission and made the decision to support us in that vision.

With larger organizations, you rarely get to see your donations have the same impact as with smaller organizations. With the ADI, every donation is a significant portion of the revenue that we generate in any given year and we appreciate that significance every time a donation is made.



We cannot even begin to express how much we appreciate the investments that each one of our donors has made in us in our first two year of operation. It is each one of you who has planted the seeds to help bring our mission.

We would like to thank all of our generous donors for their contributions to the ADI. Their investment in our community will be carefully and strategically used to carry out its intended purpose.

## THANK YOU TO OUR SUPPORTING BUSINESSES

- **The Gellman Family Foundation**
- **Amazon Smile** - [www.TheADI.org/Smile](http://www.TheADI.org/Smile)
- **PayPal Giving Fund** - [www.PayPal.com/Givingfund/](http://www.PayPal.com/Givingfund/)
- **Continuum Care at Mecca** - [www.ContinuumAtMecca.com](http://www.ContinuumAtMecca.com)
- **Chelsea Piers Sports Center** - [www.ChelseaPiers.com/gym](http://www.ChelseaPiers.com/gym)
- **Bicycle Tech** - [www.BicycleTechOnline.com](http://www.BicycleTechOnline.com)
- **Caesars Entertainment** - [www.CaesarsCorporate.com](http://www.CaesarsCorporate.com)
- **Dr. Richard Golembioski Jr, DMD** - Vernon, NJ (973-827-0234)
- **The Mayo Performing Arts Center** - [www.MayoArts.org](http://www.MayoArts.org)
- **The Levoy Theater** - <http://Levoy.net>

# THANK YOU TO OUR DONORS & FRIENDS

## THANK YOU TO OUR SUPPORTING BUSINESSES

- **Shag 86 Hair Salon** - [www.Shag86.com](http://www.Shag86.com)
- **Lakeland Bank** - [www.LakelandBank.com](http://www.LakelandBank.com)
- **Campgaw Mountain Ski Area** - [www.SkiCampgaw.com](http://www.SkiCampgaw.com)
- **The Gravity Vault** - [www.GravityVault.com](http://www.GravityVault.com)
- **Dough Artisan Pizzeria** - [www.DoughArtisanPizzeria.com](http://www.DoughArtisanPizzeria.com)
- **Spuntino Wine Bar & Italian Tapas** - [www.SpuntinoWineBar.com/Clifton](http://www.SpuntinoWineBar.com/Clifton)
- **AMC Theaters** - [www.AMCTheatres.com](http://www.AMCTheatres.com)
- **Late Night with Stephen Colbert** - [www.cbs.com](http://www.cbs.com)
- **The Rose Group** - [www.TheRoseGroup.com](http://www.TheRoseGroup.com)
- **Rook Coffee** - [www.RookCoffee.com](http://www.RookCoffee.com)
- **Lynn Hill** - [www.LynnHillClimbing.com](http://www.LynnHillClimbing.com)
- **Steph Davis** - [www.StephDavis.BigCartel.com](http://www.StephDavis.BigCartel.com)
- **Dan Harris** - [www.10PercentHappier.com](http://www.10PercentHappier.com)
- **Chicago Cubs** - <http://Chicago.Cubs.MLB.com>
- **Chicago Bears** - [www.ChicagoBears.com](http://www.ChicagoBears.com)
- **New York Giants** - [www.Giants.com](http://www.Giants.com)
- **Surf Sweets** - [www.SurfSweets.com](http://www.SurfSweets.com)
- **Jen Puzio Fitness** - [www.JenPuzio.com](http://www.JenPuzio.com)
- **Costco Wholesale** - [www.Costco.com](http://www.Costco.com)
- **MoreysPiers&BeachfrontWaterParks** - [www.MoreysPiers.com](http://www.MoreysPiers.com)
- **Seaglass Fine Art Photography** - [www.SeaGlassFineArt.com](http://www.SeaGlassFineArt.com)
- **Tierney's Tavern** - [www.tierneystavern.com](http://www.tierneystavern.com)

*Thank You!!*

*Thank You!!*

*Thank You!!*

## THANK YOU TO OUR INDIVIDUAL SUPPORTERS

- Rosie Alonso
- Susan Ames
- Jennifer & Matthew Appleby
- Paul Arnold
- Paul Baillif
- Nancy & Jerry Balderson
- Elizabeth Bellis
- John Bellitti
- Cathy Bielat
- Dick & Pat Bowman
- Amy Brody
- Karen Brooks
- Dale Burleyson
- Megan Burleyson
- Jessica Carideo
- Suzanna Cary
- Ted Chalker
- Alexander Chavez
- Janet Clausen
- Sarah & Nick Vos-Wein
- John Cochran
- Stephanie Cooper
- Sue & Hart Coven
- Kimberly Crisci



Donate Now!



# THANK YOU TO OUR DONORS & FRIENDS

## THANK YOU TO OUR INDIVIDUAL SUPPORTERS

- Carla Cruz
- Frederick Cruz
- Jennifer & James Dedow
- Lindsey Dedow
- Gina & Edward DeFrancesco
- Joe Dominguez
- Fran Donahue
- Frances Donahue
- Phil Engert
- Sabine Engert
- Jerry Fabris
- Peter Falk
- Bridie Farrell
- Scott Fitterman
- Christine Foltzer
- Angelika Fuellemann
- Wendy Fullem
- Hester Fuller
- Erica Gelb
- Larry Ghiorso
- John Giblin
- Debra Gill & Dan Stillman
- Nina Glorie
- Joseph Grasso
- Katya Hanson
- Lee Harclerode
- Robert & Susan Hayes
- Lisa Hudkins
- Byron Igoe
- Jessica Isbrecht
- Raymond Isola
- Arielle Kaluski
- Ruth Kaluski
- Ariel Lampell
- Matthew Leon
- Rebekah Leon
- Teresa Mancuso
- Sonia Mangalick
- Victor Marotta
- Alan Mason
- Jamie & Shawn Matthew
- Mackenzie Medwin
- Calvin Miller
- Alex & Jason Miller
- Judy Miller
- Jennifer Mohamed
- Susan Moorehead
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- Josh Rothman
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- Anna & Julian Sguera
- Gavin Smith
- Shannon Smith
- John Stephens
- Katherine & Michael Stieh
- Elizabeth Surles
- Raquel & Chris Vanweddinger
- Katelyn & Ernesto Villasenor
- Jen Watts
- Troy Wilkinson
- Bill Winterbottom
- Dylan Wood
- Stephanie Zisa

## THANK YOU TO OUR 2016 GALA STEERING COMMITTEE

- Pat Bowman
- Nina Glorie
- Arielle Kaluski
- Judy Miller
- Jamie Miller
- Maria Muto

*Thank You!!*

*Thank You!!*

*Thank You!!*

# BOARD OF TRUSTEES

The Board of Trustees for the ADI has been diligently working over the course of the last year to make the organization's mission a reality. They have worked day and night, on weekends and during lunch breaks; all with the intention of seeing the ADI grow into an impactful and sustainable organization.

**Matthew S. Miller**  
Trustee/President/  
Co-founder



[Matt@TheADI.org](mailto:Matt@TheADI.org)

**LinkedIn Profile:**

[TheADI.org/Matt](https://www.linkedin.com/company/theadiorg/matt)

**Joshua J. Rothman**  
Trustee/Vice President/  
Co-founder



[Josh@TheADI.org](mailto:Josh@TheADI.org)

**LinkedIn Profile:**

[TheADI.org/Josh](https://www.linkedin.com/company/theadiorg/josh)

**Scott A. Hendrickson**  
Trustee/Treasurer/  
Co-founder



[Scott@TheADI.org](mailto:Scott@TheADI.org)

**LinkedIn Profile:**

[TheADI.org/Scott](https://www.linkedin.com/company/theadiorg/scott)

**Dominic J. Carbone, PhD.**  
Trustee



[Dominic@TheADI.org](mailto:Dominic@TheADI.org)

**LinkedIn Profile:**

[TheADI.org/Dominic](https://www.linkedin.com/company/theadiorg/dominic)

**Elsa C. Alves**  
Trustee



[Elsa@TheADI.org](mailto:Elsa@TheADI.org)

**LinkedIn Profile:**

[TheADI.org/Elsa](https://www.linkedin.com/company/theadiorg/elsa)



The Trustees have generously donated their time, talent and treasure to make the ADI what it is today. Without hesitation, the trustees have volunteered endless hours getting the ADI off the ground. Each trustee brings a unique skillset that contributes significantly to the organization and its mission.

# COMPANY INFORMATION

## WHO WE ARE:

The Anxiety & Depression Initiative is a New Jersey based nonprofit organization incorporated in 2015, recognized by the IRS as a 501(c)(3) charitable organization.

The Anxiety & Depression Initiative is dedicated to promoting and supporting the use of an active and healthy lifestyle as a means to reduce the symptoms of anxiety and depression in our community.

## DONATING:

While we had an excellent year in 2016, it is imperative for our mission that financial support does not stop. Without the ongoing generous support of our donors, we will not be able to continue building on our initiative. You can make a donation to the ADI online today by going to: [www.TheADI.org/DonationAR](http://www.TheADI.org/DonationAR). Don't hesitate to reach out to us with any questions at [Donation@TheADI.org](mailto:Donation@TheADI.org).

## VOLUNTEERING:

We are always in need of volunteers to help us to carry out our mission, especially this year as we focus on expansion. We have a role for anyone who is looking to make a difference, but we are especially in need of volunteers with backgrounds in mental health, physical therapy and physical training. We also need individuals who want to assist in the running of community activities. Contact us at [Volunteer@TheADI.org](mailto:Volunteer@TheADI.org) for more information.

## CONTACT US:

If you have any questions, please don't hesitate to reach out to us:

*The Anxiety & Depression Initiative*  
P.O. Box 126  
Little Falls, NJ 07424

**Phone:** 973-531-7134

**Email:** [Donation@TheADI.org](mailto:Donation@TheADI.org)

**Web:** [www.TheADI.org](http://www.TheADI.org)



[TheADI.org/Facebook](http://TheADI.org/Facebook)



[TheADI.org/Linkedin](http://TheADI.org/Linkedin)



[TheADI.org/Twitter](http://TheADI.org/Twitter)



[TheADI.org/Instagram](http://TheADI.org/Instagram)

**Donate Now!**

[TheADI.org/DonateARO](http://TheADI.org/DonateARO)