



The Anxiety &
Depression Initiative, Inc.
www.TheADI.org



ANNUAL REPORT

FY 2015

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

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LETTER FROM THE BOARD PRESIDENT

I have had the distinct pleasure to lead the extraordinary efforts of the Anxiety and Depression Initiative's founding Board of Trustees through its first year of operation. During this year, we have worked diligently to build a sustainable organization with a firm foundation and a focus on the good stewardship of our generous donors' critical investments.

The Anxiety and Depression Initiative (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. We also strongly support the ongoing battle to eliminate the stigmas associated with anxiety, depression and all mental illnesses.

Research has clearly shown that physical activity has a significant positive effect on the symptoms of both anxiety and depression. With this in mind, the founders of the Anxiety and Depression Initiative seek to encourage the use of physical activity more proactively as a component of traditional mental health treatment for these and related disorders.

In addition to the benefits physical activity can have as an adjunct to traditional treatment, 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. It can serve as their first step toward acknowledging the importance of their mental health and actively making a change to improve their lives.

While we have only begun implementing our mission, we are excited to have made significant strides in these first steps and look forward to all of the possibilities that lay ahead for the organization.

Sincerely,



Matthew S. Miller

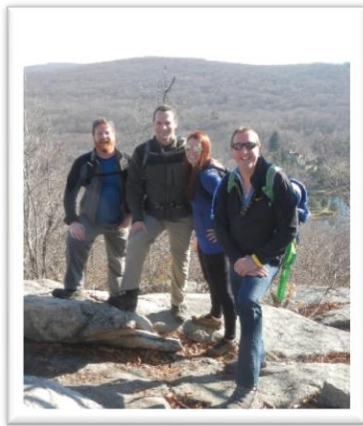
President of the Board for the Anxiety and Depression Initiative



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'S PLANNED FOR 2016

AN ACTIVE LIFE FOR A HEALTHY MIND

In the fourth quarter of 2015, the ADI launched its first program, Active Life for a Healthy Mind. This program uses a social activity group portal called 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.

With over 150 members already signed up, we anticipate continued growth and the development of a diverse schedule of activities that will introduce participants to a variety of ways to be physically active. This program will offer these individuals the opportunity to participate in physical activity at a variety of intensity levels and experience the benefits of this activity.

Low cost, or free, forms of activity will be our focus as we develop this program. However, there may be some beneficial activities with admission costs. We will be pursuing grants to help support individuals demonstrating financial hardship, who wish to participate in activities that have higher costs.

ON CAMPUS EDUCATIONAL OUTREACH

The ADI has recently begun working on a new educational outreach program. With this program, we intend to work with students on their individual campus to identify the best ways to engage the student body on the benefits of physical activity. The program will include communications about benefits for both chronic, and acute, anxiety and depression, while including opportunities to participate in physical activity and reducing the stigmas associated with mental illness on campus.



We intend to replicate this program at other interested college campuses across the tristate area and beyond, taking into account the variations in campus cultures among schools. At each location, the first step will be working with the students to help identify how to best engage their own student body.



WHAT'S PLANNED FOR 2016

GETTING INTO FOCUS

The ADI is in the process of developing focus groups to gain insight from experts who work in the areas of mental health and physical activity. We are actively seeking the input of mental health practitioners, physical therapists and personal trainers to understand how to best motivate our target population to be as physically active as they can safely be. Our goal is to reach as many individuals with anxiety, depression and related disorders as possible, regardless of physical conditioning and financial means. We will need the help and expertise of many to make that goal a full reality.



BROADENING THE BOARD

The ADI is looking to expand its Board of Trustees in 2016. 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 have a lot to accomplish and feel that adding additional expertise to the Board will pay significant dividends for the organization's cause. We are especially interested in mental health practitioners, physical therapists and personal trainers. If you, or someone you know, is interested in applying for the position, please submit a letter of interest and a resume to us via email at Volunteer@TheADI.org. Look for our Trustee job description on Idealist.com.

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

LET'S CELEBRATE OUR MISSION

The ADI is in the process of planning its first formal fundraising event in the fall of 2016, the ADI Mini Gala fundraising benefit. The details are still being finalized, but the plan is for a spectacular evening with fine dining, entertainment and dancing. We will be celebrating our accomplishments and outlining the future for the ADI. So, stay tuned.

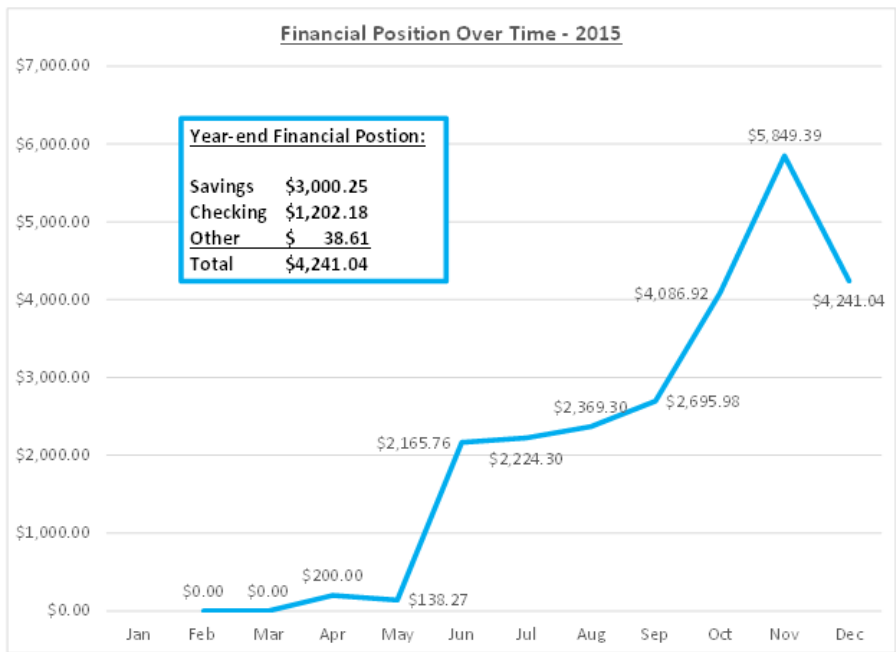
FINANCIAL SUMMARY

Thanks to the generous investments of our donors, the ADI has had an exciting first year. Happily, we exceeded our fundraising projections in 2015, putting us in a much better financial position as we move into 2016 than we had ever expected.

As a brand new organization, it is critical that we develop a fund balance to help us to remain sustainable through any uncertainties that lay ahead. Due to our success in 2015, we were able to carry a small fund balance into 2016. We plan to continue the grass roots fundraising that worked in the last year and we are looking to augment our fundraising efforts in 2016 with fundraising events and grants to help support our developing programs.

FINANCIAL POSITION

The following chart illustrates the financial position of the ADI, over the course of 2015. You can see that much of ADI’s fundraising successes came in the second half of 2015.



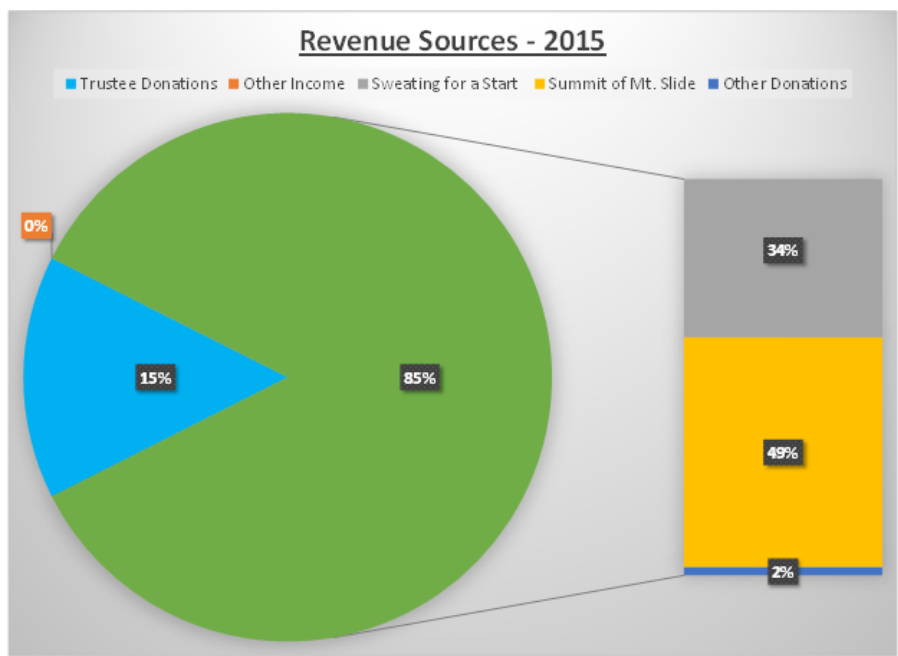
FINANCIAL SUMMARY

STATEMENT OF ACTIVITY

The following charts and tables highlight some of the revenue and expenditure activity for the ADI for the 2015 fiscal year.

REVENUE:

The ADI’s revenue primarily came from two fundraising campaigns and donations by the Board of Trustees in 2015. These sources are illustrated in the chart and table below.



Trustee Donations (15%)	\$1,166.00
Total Non-trustee Donations (85%)	\$6,661.00
↳ Sweating for a Start Campaign (34%)	\$2,661.00
↳ Summit of Mt Slide Campaign (49%)	\$3,865.00
↳ Other Donations (2%)	\$135.00
Other Income (0%)	\$0.52
Total Revenue	\$7,827.52

FINANCIAL SUMMARY

The first fundraising campaign, Sweating for a Start, was a challenge initiated by the Board of Trustees. In this campaign, the Trustees committed to cycling 1 mile for every \$10 donated to the ADI in the campaign. The donations continued to roll in after the event and in the end, \$2,661 was raised. The three Trustees rode their bikes more than 82 miles along the State Bicycle Route 9. After an exhausting day, they arrived in Hyde Park, NY over twelve hours after leaving their starting point at the George Washington Bridge.



The Summit of Mount Slide, was a fundraising challenge initiated by a social enrichment organization, the Men's Summit Team (a part of Motomo Nation). They challenged themselves to raise \$4,180: one dollar for each foot that the summit of Slide Mountain in the Catskills sits above sea level. With additional donations made by the Trustees in this campaign, the Men's Summit Team reached their goal and hiked to the summit of Slide Mountain amid some challenging weather conditions. A huge thanks to the Men's Summit Team for raising the much needed funds for the ADI.

The third major revenue source was the financial contributions of the Board of Trustees. In addition to the considerable time that they have devoted to the mission of the ADI, they also invest financially in the organization's future. Their contribution accounts for about 15 percent of the revenue generated in 2015.

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 2015 are illustrated in the following chart and table.

FINANCIAL WRAP UP

It is clear that the ADI has had a tremendous first year. We have undoubtedly

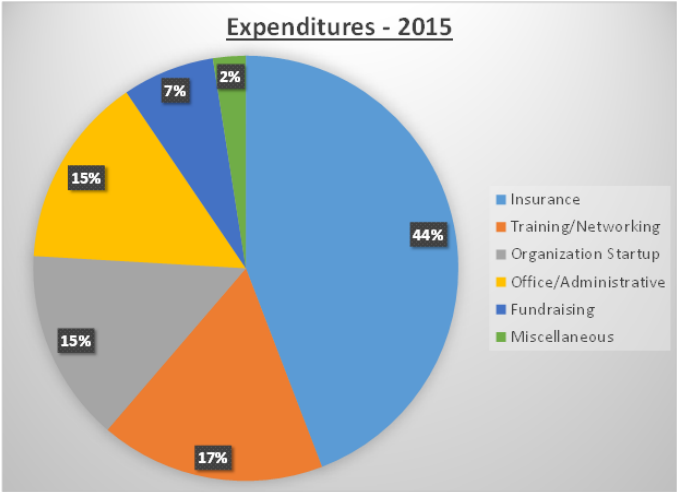


FINANCIAL SUMMARY

benefited from the generosity and passion of our donors. Without the support of these individuals, we would not have been able to come this far. It is their investment that has made this organization possible.

The ADI has managed to keep costs low and will endeavor to continue to do so into 2016. There are some high cost areas, like

insurance, that are unavoidable. Fortunately, these major costs don't increase proportionally as we grow, so their impact will be minimized over time. As an organization, we will take the necessary steps to minimize the impact of these and other major costs to the organization.



Insurance (44%)	\$1,583.95
Training/Networking (17%)	\$614.00
Organization Startup (15%)	\$525.00
Office/Administrative (13%)	\$522.94
Fundraising (7%)	\$251.24
Miscellaneous (2%)	\$89.35
Total Expenditures	\$3,586.48

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

We ended 2015 with a fund balance and will strive to build on this in future years. Having money in the bank helps our organization to remain sustainable through any uncertainties that may lay ahead of us. We will budget conservatively and minimize our expenses to create savings wherever possible.

HOW TO HELP IN 2016

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 in 2015 and look forward to further engaging the community in 2016. As a growing nonprofit, we need all of the financial and human resources we can get to support us.

VOLUNTEER WITH US

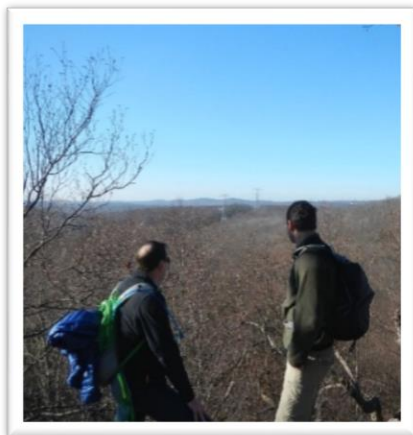
The ADI is in the process of building a list of volunteers to call on to help in a variety of ways. We need individuals who are willing to lead a variety of physical activities. We need mental health practitioners, physical therapists and personal trainers who are willing to impart their expertise to our mission. As we grow, we need help carrying out some of the day-to-day operations of the organization. We are also in need of individuals with the skills and the dedication to become 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 letting us know that you are interested in volunteering at Volunteer@TheADI.org.

FINANCIAL DONATIONS

The ADI needs to have adequate financial support to maintain 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.

With larger organizations, you rarely get to see your donations have so much of an impact as they have on us. Every donation is a significant portion of the revenue that we generate in a given year and we appreciate that significance every time a donation is made.



THANK YOU TO OUR DONORS & FRIENDS

The ADI has gotten off to a great start in 2015. This is due, in no small part, to all of our wonderful donors who saw the value in our stated mission and made the decision to support us in that vision.

We cannot begin to express how much we appreciate the investments that each one of our donors made in us in our first year of operation. It is you who planted the seeds to help bring our mission, to promote the use of physical activity for those that live with anxiety and depression, to life.



We would like to thank all of the 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.

\$200-\$600 DONOR LEVEL

- Amy Brody
- Lisa Calfas
- Calvin Miller
- Judy Miller

\$100-\$199 DONOR LEVEL

- Bobby Ahn
- Dominic Carbone
- Jessica Carideo
- Kimberly Crisci
- Deirdre Hess
- Michael Higgins
- Byron Igoe
- Patricia McNeilly
- Steven McNeilly
- Carol Milstein
- Susan Moorehead
- Caleb Oaks
- Deborah Polacek
- Richard Polacek
- Lee Rosen
- Paul Rosenkampff
- Debra & Glenn Rothman
- Tom Schmidt
- Troy Wilkinson

Thank You!!

Thank You!!

Thank You!!



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THANK YOU TO OUR DONORS & FRIENDS

\$50-\$99 DONOR LEVEL

- | | | |
|--------------------------|-------------------------|------------------------------------|
| • Chantel Beauchamp | • Matthew Kiener | • Henry Pomerantz |
| • Jennifer Berry-McNulty | • Bill Lee | • Tricia Przygocki & Joe Dominguez |
| • Jeff Cartwright | • Nathanael Mahaffey | • Tywone Redmond |
| • Beth Craig | • David Manning | • Brian Reilly |
| • Drew De Grado | • Jamie & Shawn Matthew | • Zeev Sela |
| • Angelika Fuelleman | • Jason & Alex Miller | • Hila Sela-Hauben |
| • Katherine Gonzalez | • Anna Murray | • Laurie Stone |
| • Joseph Grasso | • Tina Noll | • Diane Tranchetti |
| • Josh Holm | • Valery Philippe | • Neal Wexler |
| • Sara Ike | • Michael Pohndorf | |

\$1-\$49 DONOR LEVEL

- | | | |
|----------------------|----------------------|------------------------|
| • Michelle Abarbanel | • Christine Foltzer | • Erin A Moy |
| • Dan Albert | • Wendy Fullem | • Clair Oaks |
| • Gene Arnold | • Erica Gelb | • Arnold Pellegrinelli |
| • Andrea Aronow | • Jessy Gibbons | • Amy Pia |
| • Jerry Balderson | • Shawn Gilfillan | • Donna Richards |
| • John Bellitti | • Eli Golden | • Cynthia Rolenc |
| • Darlene Benzenberg | • Jennifer Goldstein | • Jane Romm |
| • Jeff Berg | • Elizabeth Grouppe | • Logan Romm |
| • Maya Beynishes | • Katya Hanson | • Jordana Rothman |
| • Karen Brooks | • Brad Haskins | • Stephen Schapiro |
| • Robin Carnes | • Lisa Hudkins | • Roy Sela |
| • Timothy Catlin | • Raymond Isola | • Jim Sheehy |
| • Richard Chen | • Eric Johnson | • David Silva |
| • Sarah Coates | • Jennifer Koester | • Elizabeth Surles |
| • Andrew Collins | • Joseph Kolaya | • Michael Triplett |
| • Hart Coven | • Emily Lambert | • Avram Tucker |
| • Janet Davidson | • Rita Lemongello | • Eric Tucker |
| • Jim Delillo | • Stephanie May | • Jorge Vasquez |
| • James Fisher | • Cyrielle Mazin | • Victoria Vasquez |
| • Scott Fitterman | • Mackenzie Medwin | • Sophia Werner |
| • Sean Flower | • Helena Minerva | • Bill Winterbottom |
| | • Jennifer Mohamed | • Stephanie Zisa |

Thank You!!

Thank You!!

Thank You!!



THANK YOU TO OUR DONORS & FRIENDS

IN-KIND DONATIONS

In addition to the donations that we received, the ADI has also been the beneficiary of a variety of products and services donated to the organization to help facilitate carrying out our mission.

PRO BONO PARTNERSHIP:

The ADI has had the pleasure of working with volunteer attorneys through the services provided by Pro Bono Partnership. Pro Bono Partnership provides business and transactional legal services to nonprofit organizations serving the disadvantaged or enhancing the quality of life in neighborhoods in New York, New Jersey and Connecticut.



The legal services provided through Pro Bono Partnership were directly carried out by Michele Vaillant, from McCarter & English, LLP and Ilana Buschkin, from Gibbons P.C. Both have done exceptional work that will undoubtedly make the ADI a much stronger organization.



You can find out more information about the services provided by Pro Bono Partnership on their website:

www.probonopartnership.org



GOOGLE GRANTS:

The ADI received a grant from Google that allows us the free use of the Google Apps suite of products, organization-wide, to maintain our email accounts and provide our cloud-based information technology infrastructure. This is an incredible service that allows us to operate more efficiently and effectively, while being able to access our files remotely at any time.



BOARD OF TRUSTEES

The founding 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 MILLER TRUSTEE/PRESIDENT/ CO-FOUNDER	JOSHUA ROTHMAN TRUSTEE/VICE PRESIDENT/ CO-FOUNDER	SCOTT HENDRICKSON TRUSTEE/TREASURER/ CO-FOUNDER
		
Matt@TheADI.org LinkedIn Profile: TheADI.org/Matt	Josh@TheADI.org LinkedIn Profile: TheADI.org/Josh	Scott@TheADI.org LinkedIn Profile: TheADI.org/Scott

The Trustees have generously donated their time, talent and treasure to make the ADI what it is today. Without hesitation, the trustees collectively volunteered well over 750 man hours to getting the ADI off the ground.

As the Trustees of an organization with no employees, the Board must switch gears regularly from considering the mission and direction of the organization to the more detailed, day-to-day, implementation of those decisions. Each trustee brings a unique skillset that contributes significantly to the organization and its mission.

In addition to donating their time and expertise, they are also committed to supporting the organization financially in its most vulnerable years. The Trustees collectively contributed about 15 percent of the overall revenue donated in 2015.

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 a great year in 2015, we are now well into 2016. It is imperative for our mission that financial support does not stop. Without the 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. Don't hesitate to reach out to us with any questions at Donation@TheADI.org.

VOLUNTEERING:

We are always in need of volunteers to help us to carry out our mission. 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 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

Web: www.TheADI.org



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