



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



ANNUAL REPORT

FY 2017

Promoting and supporting the mental health benefits of physical activity.

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

LETTER FROM THE BOARD PRESIDENT

It is hard to believe that the Anxiety and Depression Initiative (ADI) has been around for more than 3 years. Year after year, our support from the community increases and with that we can reach more and more people, making sure that we can spread the word about the mental health benefits of physical activity.

In 2017, we continued to build on the strong financial foundation that we laid in the organization's first few years. We continue to provide the community with opportunities to be physically active through our Active Life for a Healthy Mind community activity program. We also continue to provide information to the community through educational sessions and other community outreach activities, where we get the word out that something as simple as physical activity can make a huge impact on one's mental health.

We are working hard to harness the valuable talents all the great volunteers that are passionate about our mission can provide. Without them and the financial support from the community, we would not be able to do any of the good we do.

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

There is no question that physical activity has a significant positive effect on the symptoms of both anxiety and depression. The research shows this. One of the many benefits of physical activity is that it can serve as an adjunct to traditional treatment methods, so it can help a wide variety of people.

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

Sincerely,



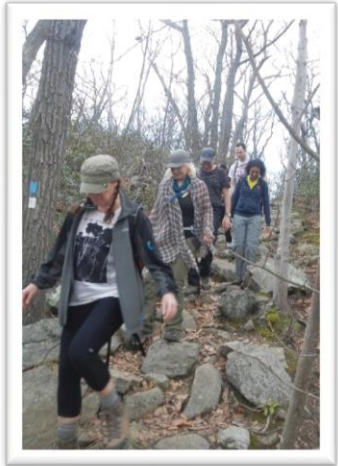
Matthew S. Miller
Board President



MISSION & MISSION PRINCIPLES

MISSION

The Anxiety and Depression Initiative 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 2017

AN ACTIVE LIFE FOR A HEALTHY MIND

In 2017, the Active Life for a Healthy Mind community activity group has continued to grow in size, frequency and the variety of events that are held. This program uses the social activity group website [Meetup.com](https://www.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 to nearly 1,000 members. Not all our members actively participate in events, but we have seen growing participation as we engage our membership and develop our menu of activities. We hope to do more to encourage participation. 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 in Totowa and Clifton.

Low cost, or free, forms of activity is 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.



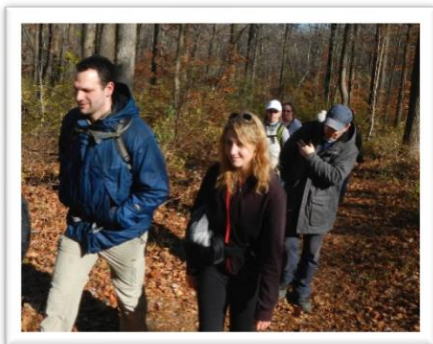
[Donate Now!](#)



WHAT'S PLANNED FOR 2018

PARTNERSHIP

In 2018, we will continue strategic partners, to work side-by-side with us in implementing our mission. In its first few 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 2018, 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 to a team of six, but we would like to see it grow even more in the coming years. 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 also have space on our advisory board that works with the Governance Board to guide our organization.

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.

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

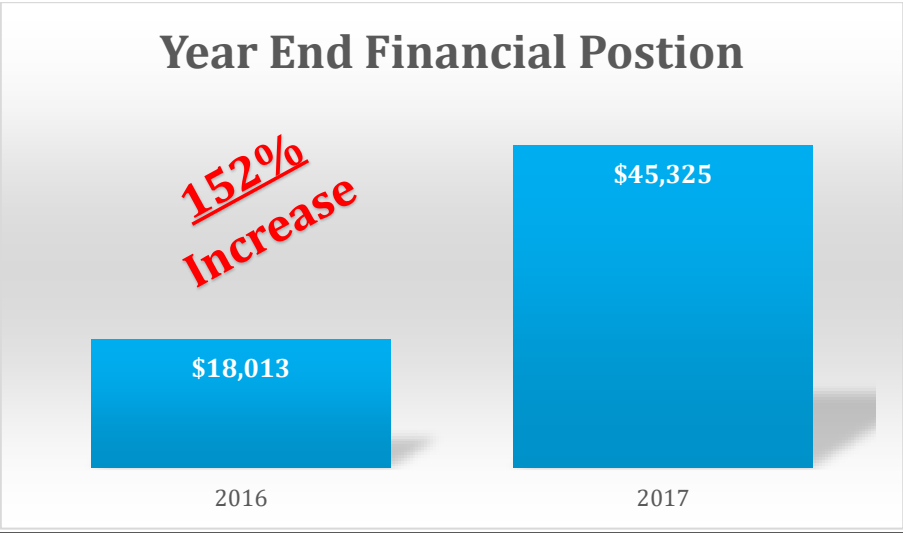
FINANCIAL SUMMARY

Thanks to the generous investments of our financial donors, the ADI has once again more than doubled its financial position in 2017. As in each of our first years, we have continuously exceeded our fundraising expectations, proving that there is a tremendous amount of support for our mission and we are getting our message out there. This support will help to keep us in a strong financial position in the years ahead.

Even with this incredible windfall, we are still making sure to be good stewards of the financial support invested in our mission. We take this responsibility very seriously and want to make sure that the ADI and its mission will be thriving well into the future.

FINANCIAL POSITION

The following chart illustrates the change in financial position for the ADI, from the end of 2016 to the end of 2017. You can see that the ADI has more than doubled its financial position. This is the result of both considerably higher revenue generation and dilligently careful spending throughout 2017.



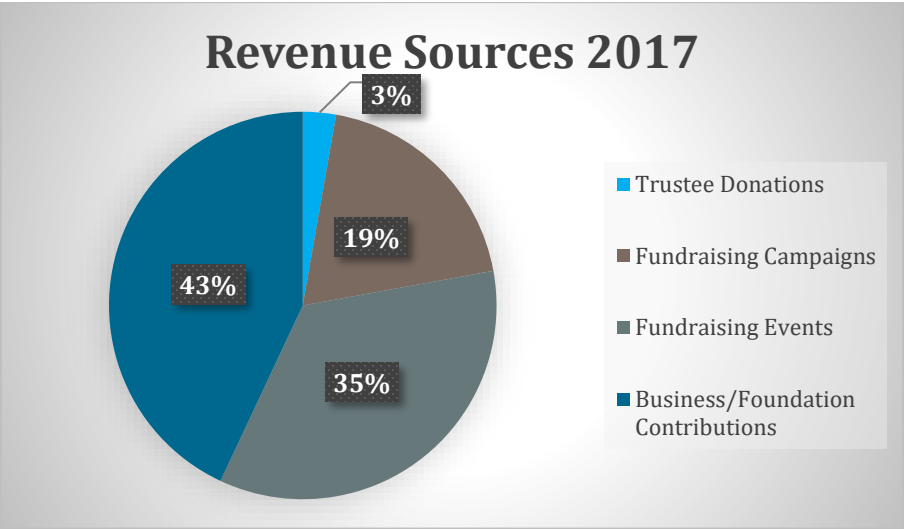
FINANCIAL SUMMARY

STATEMENT OF ACTIVITY

The following charts and tables highlight some of the revenue and expenditure activity for the ADI for the 2017 fiscal year.

REVENUE:

The ADI’s revenue primarily came from Business and foundation contributions, fundraising campaigns, events, and donations by the Board of Trustees in 2017. These sources are illustrated in the chart and table below.



Trustee Donations	\$1,092
Fundraising Campaigns	\$7,647
Fundraising Events	\$13,763
Business/Foundation Contributions	\$16,982
Other Revenue	\$10
Total Revenue	\$39,495

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

FINANCIAL SUMMARY

In 2017, the ADI had the distinct pleasure of honoring State Senator Richard Codey and his wife Mary Jo at our second gala fundraising dinner. They have both been staunch supporters of the mental health community and we were very happy to have the opportunity to acknowledge that. Thanks to the exhaustive efforts or our gala steering committee and volunteers, it was a very successful fundraising event as well.



We also benefited from the financial support of some wonderful local businesses that see value in our organization and its mission in 2017. These businesses include Otsuka Pharmaceutical Development & Commercialization, PSE&G, the Chameleon Communications Group, Pure Balance Center, The Shannon Rose, and BCB Community Bank. Without their dedication to giving back to the

community, we would not have had the wonderfully successful year that we had.

EXPENDITURES:

One primary goal of the ADI's Board of Trustees is to ensure that the organization's revenue sources are as sustainable as possible so that it can continue to carry out its important mission well into the future. It must spend the money entrusted to it to be impactful, while

Organization Sponsor - Platinum:



**The Gellman Family
Foundation**

Organization Sponsor - Gold:



Organization Sponsor - Silver:

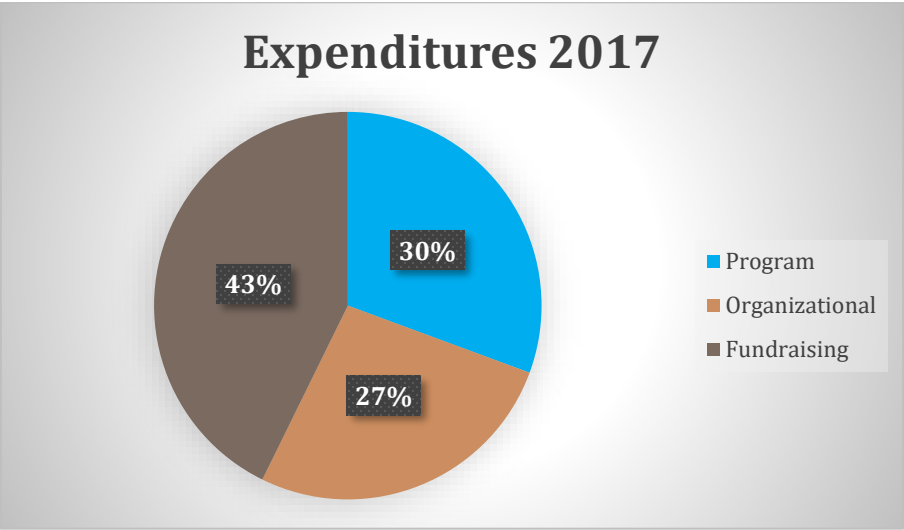


Organization Sponsor - Silver:



FINANCIAL SUMMARY

being a good steward of that investment. The expenditures in 2017 are illustrated in the following chart and table.



FINANCIAL WRAP UP

It is clear that the ADI has had a remarkable start in its first few years. We benefited from the generosity and passion of our individual donors and business

Program	\$3,731
Organizational	\$3,246
Fundraising	\$5,205
Total Expenditures	\$12,182

sponsors. Without this support, we would not have been able to come so far in building the ADI from the ground up as an organization. It is their investment that has made this organization what it is.

The ADI has managed to keep costs low in its first few years and will endeavor to continue to do so in 2018 and beyond. There are some high cost areas, like insurance and fundraising, that 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.

HOW TO HELP IN 2018

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 2018. 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

FINANCIAL DONATIONS

Despite our wonderfully successful first few years, the ADI needs to have adequate ongoing financial support to maintain its operations and be successful. We are always exploring and pursuing a variety of grants and other funding sources to help develop 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 & SPONSORS

The ADI has gotten off to a great start in its first few years. This is due, in no small part, to our wonderful donors, sponsors and other 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!!

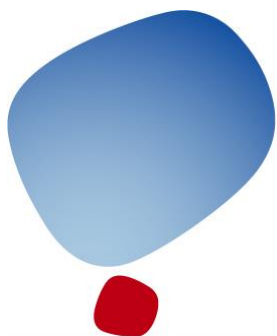
Thank You!!

Thank You!!

THANK YOU TO OUR DONORS & SPONSORS

THANK YOU TO OUR WONDERFUL SPONSORS

Platinum Sponsors



Otsuka

**The Gellman Family
Foundation**

Gold Sponsors



PSEG

THANK YOU TO OUR DONORS & SPONSORS

THANK YOU TO OUR WONDERFUL SPONSORS

Silver Sponsors



Bronze Sponsors



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THANK YOU TO OUR VOLUNTEERS

The ADI is very fortunate to have a team of dedicated volunteers that work hard to make sure that the ADI can carry out its important mission. As an organization with no paid employees, our volunteers serve to carry out every aspect of running the ADI and providing services to the community. We would like to highlight some of our dedicated contributors for their help in 2017.

- Amber Simon
- Ashlee Moore
- Carolina Leal
- Deborah Polacek
- Jamelia Blake
- Judy Miller
- Kimberly Crisci
- Nancy Mentone
- Nadia Meshkati
- Pat Bowman
- Samar Alselehdar
- Sonia Mangalick

*Thank
you*



THE ADI 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



Scott A. Hendrickson
Trustee/Treasurer/
Co-founder



Elsa C. Alves
Trustee/Secretary



Dominic J. Carbone, PhD.
Trustee



Timothy Peters-Strickland, MD
Trustee



Joshua J. Rothman
Trustee Emeritus
Co-founder



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 making sure that the organization has everything that it need to carry out its mission. Each Trustee brings a unique skillset that contributes significantly to the organization and its mission.

THE ADI ADVISORY BOARD

The ADI Advisory Board has also been diligently working to make sure that the organization has everything that it needs to make its mission a reality. They have worked alongside the Governance Board to help ensure that the ADI grows into an impactful and sustainable organization.

Bridie Farrell	Nina Glorie	Dr. Michael Magwood
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Jamie Miller		
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While we would love to list all of the wonderful people that have volunteered their time in the last year, we cannot. However, we would like to give special thanks to our volunteers that help out in a variety of ways. We have yoga instructors, the gala committee activity leaders and people who help out with some of the administrative tasks. Some of these individuals are formally volunteers with the ADI and others are just always there when we need a hand. They all mean the world to us and help to keep this ship afloat. Thank you all for the work that you do.

ORGANIZATION 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 the mental health benefits of physical activity.

DONATING:

While we had an excellent year in 2017, 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. 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, 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 for more information. You can also find information about volunteering at: www.TheADI.org/JoinUs

CONTACT US:

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

The Anxiety & Depression Initiative
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Little Falls, NJ 07424

Phone: 973-531-7134

Email: Donation@TheADI.org

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