

On Our Sleeves

2021 Impact Report



ON OUR SLEEVES[®]

The Movement for Children's Mental Health

Mission & Impact

The mission of *On Our Sleeves* is to provide every community in America with free resources necessary for breaking child mental health stigmas and educating families and advocates.



Educational Reach

The mission of *On Our Sleeves* is to provide every community in America with free resources necessary for breaking child mental health stigmas and educating families and advocates. Our educational materials focus on boosting children's mental health and wellness.



Nearly 3 million people

have interacted with our content, including our dedicated YouTubeChannel.

"Perfect timing to help youth work through this process and support their overall mental health and well-being."

"With this curriculum, I believe the kids in our county will benefit from learning how to deal with all the obstacles and challenges from COVID-19 as well as everyday life."

"In our rural community, we lack solid curriculum and resources such as this to offer to our youth."

2021 Featured Curriculum

Teaching mental health may seem like a hard task, but *On Our Sleeves* makes it easy with accessible educational tools and resources. *On Our Sleeves* joined forces with mental health advocates Nina and Ryan Day, the Harlem Globetrotters, and Young Minds Inspired to develop tools around emotions, resiliency and mental wellness best practices.

Million Classroom Project

During Mental Health Awareness Month in May of 2021, *On Our Sleeves* set a goal to reach one million classrooms across America with free children's mental health resources.

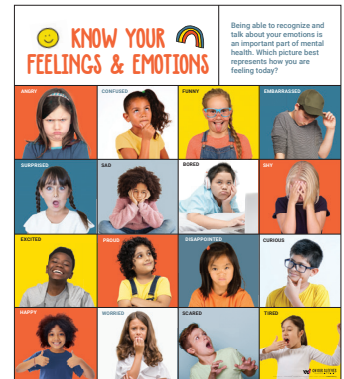
Resources were accessed in all 50 states and 1,020,654 classrooms.



Emotional Empowerment

The "Emotional Empowerment" lesson plan, launched in fall 2021, teaches children how to understand and express feelings and emotions. **It has been downloaded more than 13,580 times.**

569,940 students impacted.



Share Your Feelings

The "Share Your Feelings" lesson plan, created with the Harlem Globetrotters, **has been downloaded more than 33,000 times** since program inception. It teaches students about mental health and ways to cope when they are feeling stressed.

767,160 students impacted.



Day Time Break

The "Day Time Break" lesson plan, developed with the support of Christina and Ryan Day, **was downloaded more than 31,000 times** since program inception. This lesson plan is designed to teach students about resiliency and how to manage stress.

408,600 students impacted.



Sought-After Experts

The *On Our Sleeves* clinical team was featured in national and international media outlets engaging with thousands of viewers around the world. Some examples are *New York Times* and *Headline News*.

Over 145 mentions and 20.39 million media impressions.

On Our Sleeves Champions

Over 19,823 mentions of *On Our Sleeves* on social media reaching an estimated audience of 482.4 million.

Over 71 influencers generating more than 360 posts with over 592,000 impressions.



Nina West



Ashley Eckstein



Chris Sullivan



Sophia Bush



Lionel Richie



Chris Evans

On Our Sleeves Alliance

The *On Our Sleeves* Alliance represents the diverse and powerful voices committed to breaking the silence surrounding children's mental health and taking action.

Together, the *On Our Sleeves* Alliance empowers the mental health and wellness of every child in America and support families.

Abercrombie & Fitch



Over 10,000 donors raised more than \$7 million to support *On Our Sleeves* in 2021.

On Our Sleeves has made a global impact.



Over 10,000

On Our Sleeves donors.



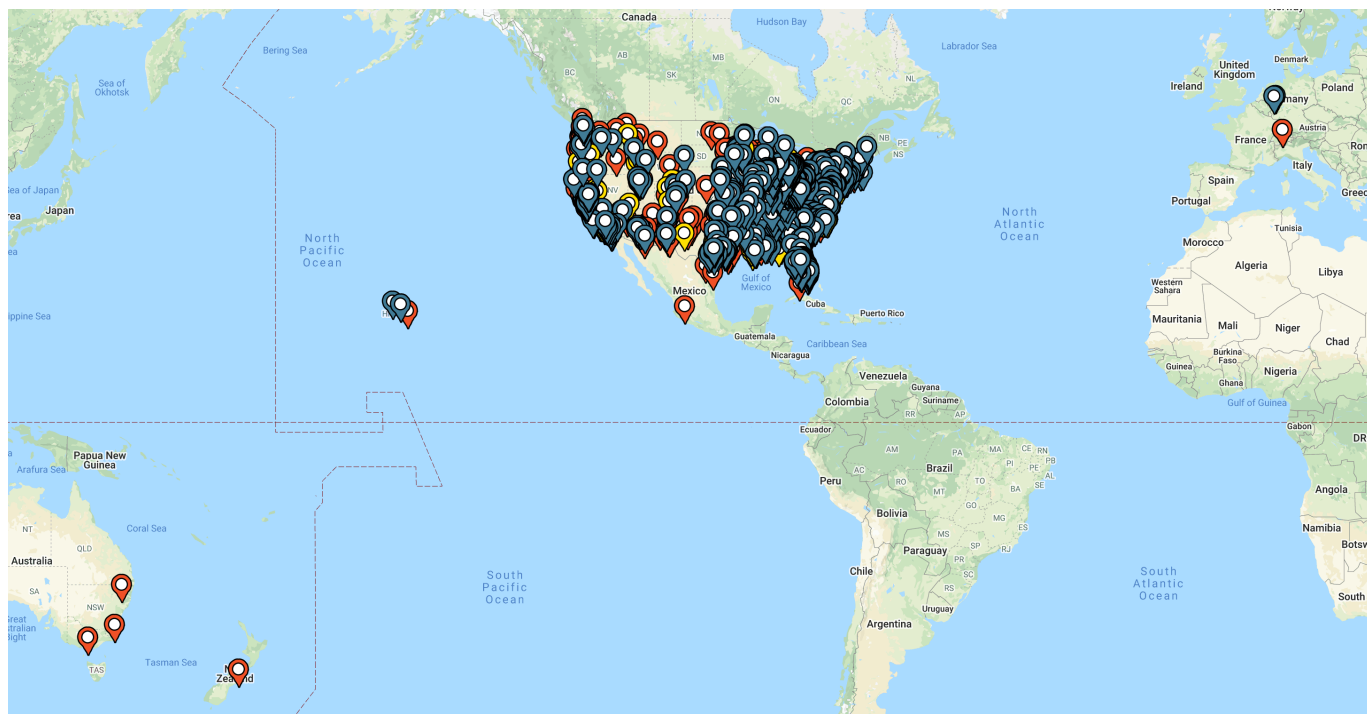
Over 7,000

Butterfly Run participants.



Over 14,000

subscribers to the *On Our Sleeves* e-community.



Learn more at OnOurSleeves.org.

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