

A Note from Scilla Andreen

Founder of Impactful Fund



As many of you know, since 2016, our foundation, Impactful Fund (formerly Indieflix Foundation), has been dedicated to providing **affordable access to mental health education in schools and underserved communities** across the country, addressing anxiety, loneliness, bullying, belonging, kindness, social media addiction, digital citizenship, and online safety. Sadly, we continue to witness a disturbing and steady increase in anxiety, online bullying, and suicide. It's heartbreaking.

Typically, we raise funds before providing year-long access; however, given the situation's urgency, **we're taking immediate action**. We've decided to make the Creative Coping Toolkit (CCT) free to all learning institutions and raise the funds post-launch.

The Challenge

Adolescent mental health continues to worsen. In 2021, more than 4 in 10 (42%) students felt persistently sad or hopeless, and nearly one-third (29%) experienced poor mental health. In 2021, more than 1 in 5 (22%) students seriously considered suicide, and 1 in 10 (10%) attempted suicide. (CDC.gov)

Our Contribution to the Solution

The Creative Coping Toolkit (CCT) is an award-winning film and evidence-based mental health literacy program. It effectively and safely helps to break the stigma around mental health by sharing personal stories of adolescents and families alongside educators, mental health professionals, expert perspectives, and the brain science behind it all. The program explains common issues, how to identify them, and offers ways to support oneself and others to reach out for help safely.

When people watch movies, they relate and see themselves in the stories. The CDC and surgeon general mandated that mental health is a top priority and that the most effective way to educate people is through stories. That is precisely what we provide.

Most importantly, **we learn that we are not alone**, can address anxiety, social media addiction, bullying, and belonging, and that asking for help is a sign of strength and courage. It doesn't have to be scary. The Creative Coping Toolkit (CCT) is compliant with COPPA, SOPA, and FERPA. We provide monthly engagement and implementation support and a 24/7 Engagement and Impact Reporting dashboard.

Our program is implemented in schools and districts throughout the country, and our goal is to roll out a nationwide program eventually.

Join us. Together, we will make a difference.

Thank you for your continued support. There are no words to express my gratitude and appreciation.

With heartfelt thanks,

Scilla Andreen

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