



FOUNDATION *of* HOPE

Breakthrough Research for Mental Illness

2020 Annual Report

walkforhope.com



Our Vision:

To eliminate suffering
from mental illness.



Our Mission:

To conquer mental
illness by investing in
groundbreaking scientific
research and mental
health initiatives.

Our Beliefs:

- Scientific research is the key to finding effective and long-lasting treatments and cures for mental illness
- Mental illness adversely impacts individuals, families, friends, and entire communities
- Stigma is one of the greatest barriers to improving outcomes of mental illness
- Early-stage scientific research creates exponential value
- Everyone with mental illness deserves successful treatment

We can all agree that 2020 was a year we'd prefer not to repeat. But, despite the challenges, you inspired us through your generosity, dedication, and belief in our mission: funding breakthrough research for those struggling with mental illness. **Thank you!**

We created this annual report to show you the **power of your investment** and share what you helped us accomplish throughout an uncertain year. It's important to celebrate these hard-won successes, which reminds us that there is nothing that we cannot do together.

Because of you, we have the power to create endless possibilities for **extraordinary growth**, accelerating more effective treatment options for all mental illnesses.

In a year that could have been hopeless, thank you for helping us inspire hope.

Gratefully, *Shelly*



T-shirts thru time

2020 Achievements

Drive-Thru Walk for Hope

- First ever Drive-Thru Event
- **Total Raised: \$481,027**
- Zoom kickoff with researcher
- 1,468 participants – even over a holiday weekend, rain and COVID
- 65 Sponsors / \$166,320 underwriting dollars



Billboard ad for 2020 Drive-Thru

Power of Research Campaign

- First ever online & digital targeted campaign in Summer 2020
- **Total Raised: \$109,402**
- Funded study on stress and healthcare workers due to COVID-19 pandemic
- Shared personal experiences of frontline workers across the country



Annual Fund Campaign

- Highlighted addiction as the featured mental illness
- **Total Raised: \$156,456**
- Included impactful stories from addiction survivor Ashley and UNC researcher Dr. Zoe McElligott
- Handmade ornaments:
Season of Hope



2020 Highlights



Proud to be one of the few organizations still granting research funding through the COVID-19 pandemic

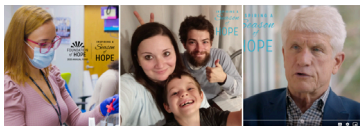


Stepped up social media game and enhanced use of digital/virtual tools

 The Foundation of Hope
December 30, 2020 · 🌐

The stories we've shared over the last several weeks are just the beginning of what's possible together. It takes all of us - a young scientist like Dr. Zoe McElligott, a survivor and mother like Ashley, dedicated supporters like Bubba and Doug... and YOU. Together, we'll turn a season of despair into a Season of Hope for all those impacted by mental illness.

Give your year-end gift today at
<https://walkforhope.com/seasonofhope/>
#SeasonOfHope #addictionawareness



Formed our new Impact Committee to identify our mental illness focus area for targeted fundraising

Rebranded "30 Stories" as Changemaker Stories

CHANGEMAKER
STORIES
— *Sharing experiences. Sparking hope.* —



Completed new brand video

Launched new Advisory Board with first meeting at UNC Wakebrook

Many thanks to these wonderful ambassadors!

Tom & Jeanne Andrus
Marcia Armstrong
Stephen & Janet Chiavetta
Dan & Fairley Bell Cook
Tom Darden
Robert & Linda Grew
Earl Johnson, III
Tina Labunski
Pansy Morton

Mark & Robin Prak
Melanie Regner
Erika Rosenthal
Tina Shanahan
Sherwood & Eve Smith
Julie Sobierajski
Lisa Sumner
Marian Troxler
Mason & Cathy Williams

Drafted a donor recognition program for rollout in 2021



2020 Highlights

Pre-COVID, secured
LeAnn Rimes as
2020 Evening of Hope
speaker, but ultimately had
to cancel the event



Safely and successfully held one of the only
in-person events in NC during the fall



*Thank you for
another great year!*

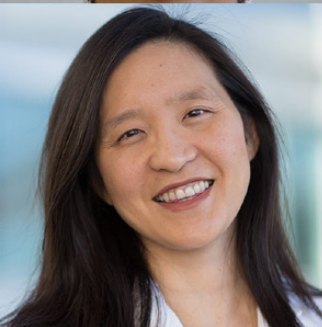
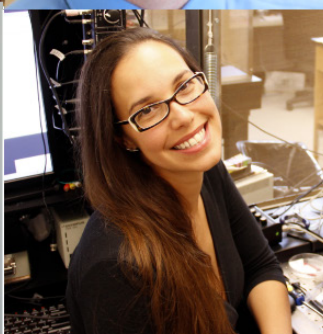
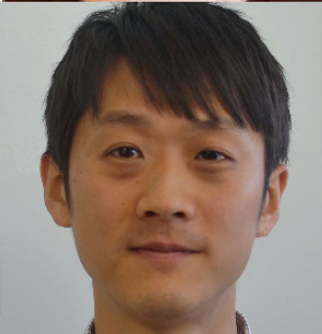


Added a section to the
Walkway of Hope with new
engraved bricks at the
Angus Barn Pavilion

Pivoted to pie pickups
for walk teams at the
FOH office, getting their
yard signs & brochures



Mental Health Initiative
Signature Grantee
UNC Pediatric Behavior
Clinic awarded \$20,000
for continuing support
of psychoeducational
consultant



Faces of Hope: 2020 Research Grantees

2020 Awarded Grants

Drs. Jessica Baker & Crystal Schiller • \$39,065

Eating Disorders • Bulimia symptom tracking with MRI .

Dr. Gabriel Dichter • \$50,000 • Autism

Investigating neuroinflammation in autism

Dr. Serena Fiacco • \$31,107 • Depression

Major depressive disorder in perimenopause

Dr. Jessica Girault • \$39,718 • Genetics

Parent-child traits in neurogenetic disorders

Dr. Hiroyuki Kato • \$40,000 • Schizophrenia

Auditory hallucination disruptors in schizophrenia

Dr. Mary Kimmel • \$42,000 • Women's Mood Disorders

Gut microbiota, diet, and DNA changes in the postpartum period

Dr. Zoe McElligott • \$60,000 • Schizophrenia

Measuring gene stress levels in schizophrenia

Dr. Leslie Morrow • \$48,070 • Women's Mood Disorders

Brexanolone effects on postpartum depression

Dr. Eliza Park • \$39,997 • Anxiety

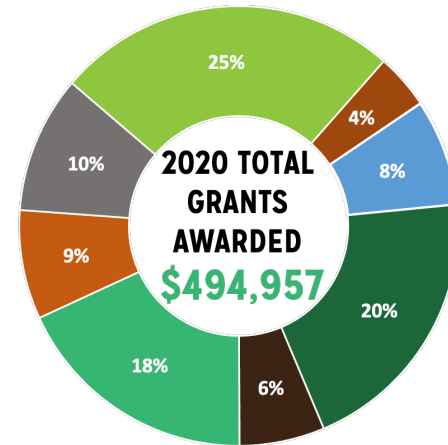
Online communication tools for parents with cancer

Drs. Anthony Zannas & Jose Rodriguez-Romaguera

\$85,000 • Anxiety • COVID-19-related stress disorders
in frontline healthcare workers

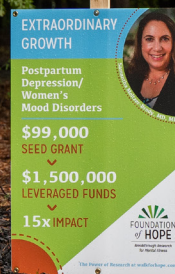
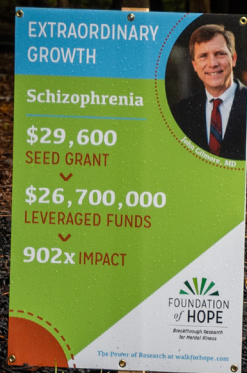
UNC Pediatric Behavior Clinic • \$20,000

Community Grant: Psychoeducational Consultant



	\$ 124,997	Anxiety
	\$ 20,000	Community Grant (Mental Health Initiative)
	\$ 39,065	Eating Disorders
	\$ 100,000	Schizophrenia
	\$ 31,107	Depression
	\$ 90,070	Women's Mood Disorders
	\$ 39,718	Genetics
	\$ 50,000	Autism

To learn more about the research we fund visit walkforhope.com/research



Research Row

SINCE
1984

157 research grants funded

\$6.6M awarded

\$160M in federal funding
leveraged

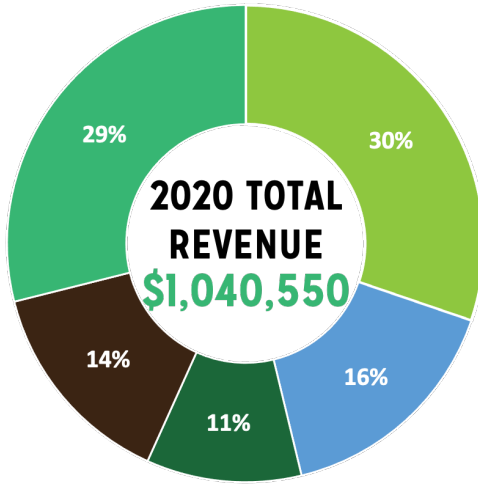
IMPACT
2020

10 research grants funded

\$474,957 awarded

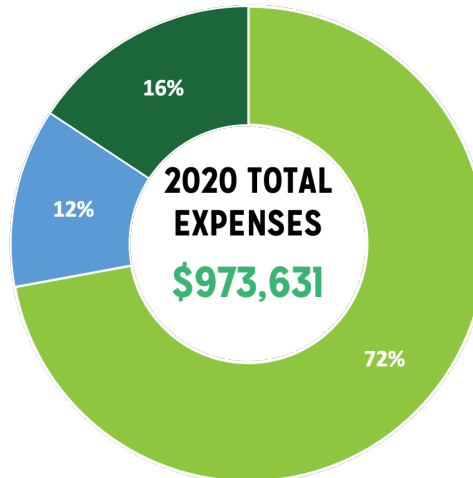
\$5.8M in federal funding
leveraged

2020 By the Numbers



- \$ 314,707 Walk for Hope
- \$ 166,320 Walk for Hope Sponsors
- \$ 109,403 Power of Research Campaign
- \$ 149,227 Annual Fund Campaign
- \$ 300,893 Other Contributions

**TOTAL NUMBER
OF PEOPLE
IMPACTED:
IMMEASURABLE**



- \$ 702,042 Program
- \$ 118,554 Management & General
- \$ 153,035 Fundraising

*These figures are pre-audited but not expected to change significantly

For more information, visit walkforhope.com/impact



Changemaker Lane

The Stories of Changemakers / Courage. Resilience. Triumph.

“My beloved daughter Priya was lost to suicide in 2016. She was beautiful, introverted, and brilliant, but the anxiety and OCD were always there, feeding the hopelessness that caused her final overdose.

Priya told me: ‘Mental illness is difficult because it’s like fighting a battle that your mind convinces you is not actually happening. It is an invisible disease compounded by stigma and ignorance that pushes people into dark places of shame and silence.’

I spend my days honoring her fight so other families don’t lose their loved ones.”

—Geetha





Changemaker Lane

“In 2018, my daughter – my hero, Michelle, affectionately known as Mickey – ended her life by suicide. She was incredibly beautiful, courageous and determined, but suffered daily with endless pain because of her psychological challenges. She fought hard every hour of every day to beat this insidious disease.

Michelle was never afraid to speak up about her psychological challenges and encouraged those facing difficulties to take them seriously and get help.

I formed Team Mickey to honor her legacy.”

—Yvonne



Read Geetha & Yvonne’s full stories at walkforhope.com/changemakers



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Breakthrough Research for Mental Illness

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