



# IMPACT REPORT

## 2022

Mission: Creating connections and conversations that matter to strengthen mental health and emotional well-being for young people.

# TABLE OF CONTENTS

TOPIC	PAGE
THE INFLECTION POINT	3-4
HOW IT STARTED	5-6
WHY WE DO WHAT WE DO	7-8
DMAX CLUBS & FOUNDATION PROGRAMMING	9-14
LOOKING FORWARD	15-17
FINANCIALS	18-20
SPONSORS AND GRANTORS	21-22
FOUNDERS' CIRCLE & BOARD OF DIRECTORS	23-24

# THE INFLECTION POINT



DMAX Foundation fulfills a unique role among mental health organizations. We create trusting spaces for college students to have deep and meaningful conversations about their lives that connect them with each other. Using an innovative “Friends Helping Friends” model, DMAX Clubs empower college students to tell the stories of their lives with integrity and courage and normalize mental health conversations. Our larger calendar of live and virtual events reflects and amplifies this commitment.

As the new Executive Director of DMAX Foundation, I am delighted to share with you not only our accomplishments in 2022, but also my vision for the Foundation going forward. The larger goal of this report is to offer a compelling snapshot of what we do, so that we can engage a wider and more diverse network of partners to expand our work and advance our mission. DMAX is at an inflection point; and we are committed to enlarging our footprint and increasing our impact.

The following pages will showcase both our cherished legacy and the exciting new course we are setting. This report will provide the customary information about the mental health needs of the young adult population, DMAX Foundation’s established programs, and its financial health. We have also been intentional throughout the executive transition to integrate the best of DMAX’s past into the next chapter as we also innovate, retool systems, and develop new programming.

We believe that an investment in DMAX Foundation not only supports young adults as they weather the ordinary challenges of college life, but also equips them with valuable conversational, relational, life and leadership skills to help them thrive for a lifetime: in their families, in their workplaces, and in their communities. I hope that you will accept our invitation to be part of our critical work.

Cordially,

A handwritten signature in black ink, appearing to read "Ethan Jewett". The signature is fluid and cursive, with a large loop at the end.

Ethan Alexander Jewett, MA, MDiv  
Executive Director



# HOW IT STARTED







The impetus for DMAX Foundation started after Dan Maxwell, a three-sport athlete and recent high school graduate, died by suicide in the summer of 2013. In extensive conversations between friends and family after the tragedy, many of Dan's friends voiced the desire to make sure that spaces were created where peers could share how they were really doing in a more casual, non-clinical environment. It was decided that these Clubs would be named in honor of Dan, whom his friends had affectionately called "DMAX," both on and off the field.



# WHY WE DO WHAT WE DO





## Where We Are...

A survey of Generation Z members conducted by Murmuration and the Walton Family Foundation in 2022 found that:

- More than half (52%) know someone battling depression
- Nearly a quarter (24%) have someone close to them dealing with opioid or other drug addiction
- One fifth (20%) know someone who has died by suicide

Moreover, according to the National Institute of Mental Health, the most common age range for a diagnosed mental illness is 18-25; yet, less than half of those with these diagnoses in that age range currently receive treatment. That is why peer-based support systems, like DMAX Clubs, are so important.



## The Case for Peer Support

Born This Way Foundation found in 2021 that:

- 20% of students surveyed have already used peer counseling
- 62% of those who were not using peer counseling expressed interest in doing so.

This is especially important for members of BIPOC, LGBTQ+, disabled, neurodivergent, and other communities, who often face unique challenges that professionals outside of their communities are sometimes less equipped to understand and address.

In "Our Epidemic of Loneliness and Isolation" (HHS, 2023), the US Surgeon General's office cited findings from the My Health My Community study, which stated that "those with very strong perceptions of community belonging... reported very good or excellent health at a rate 2.6 times higher than those with very low perceptions of belongingness."

DMAX strives to foster that sense of belonging and build healthier, more connected communities.





**DMAX CLUBS**

---

**FOUNDATION  
PROGRAMMING**



## New Schools in 2022!



University of North Carolina  
Chapel Hill



Ohio State University



University of Delaware



Cheyney University

This makes 11 total partner schools across five states!

## Our 2022 Student Survey

A sample of DMAX Club members reported the following:

- 78% said DMAX Clubs improved their feelings about themselves
- 78% said DMAX Clubs improved their feelings about their relationships with others
- 90.5% said DMAX Club meetings, topics, or activities ranged from good to excellent
- 74% said DMAX Clubs helped them feel more comfortable listening to someone, rather than giving advice
- 91% felt more comfortable asking for help if they needed it
- 100% said they would recommend DMAX Clubs to friends for the fourth year in a row!



## What DMAX Students are Saying...

"DMAX allows students to have an outlet from the outside world and to meet with a group of people that bring positive energy and friendship."

**CATE COFFINO, DMAX CLUB AT LEHIGH UNIVERSITY**



"I have been touched by how many people have been excited to join something like this and be a part of making a difference in our community."

**AUSTIN DAMERON, INTERN, AND DMAX CLUB LIAISON AT UNC-CHAPEL HILL**



"Many students do not have this experience, and will not be able to receive the help they deserve. With DMAX Foundation, we are closing that gap every day, and making the world a better place for everyone in it."

**KATE MAGINNIS, INTERN**



"[DMAX] challenges me to think further than college and my expectations. I have thought beyond college, but haven't critically thought about my expectations of my workplace and my mental health."

**MADISON RAMIREZ, DMAX CLUB AT UNIVERSITY OF DELAWARE**



# Common Topics

Topics that get discussed in DMAX Clubs include...

How to not be too hard on yourself



Building healthy routines and balancing school and social life



Stress around home and conflict resolution among peers



Seasonal depression and obsessive thoughts

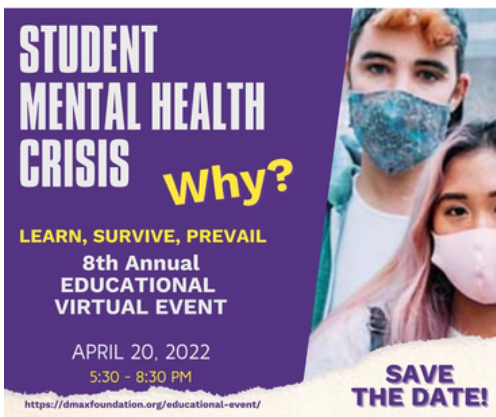




## Foundation Programming

Taking the lessons we learned from the unprecedented impact of the COVID-19 pandemic, we continued hosting virtual events in 2022 to engage with as broad an audience as possible. Our most successful virtual events included:

### 2022 Educational Event



Last Year's Educational Event, "Student Mental Health Crisis: Learn, Survive, Prevail," featuring Dr. Micky Sharma and Dr. David Reetz, both past Presidents of the American Association of University and Counseling Centers:

- Featured a compelling discussion on the history of how student mental health has become such an important topic to the whole of society.
- Attracted over 80 virtual attendees!

### DMAX Students Speak!

DMAX Students Speak! continues to be a major "a-ha!" moment where attendees truly learn the value of the DMAX Club model. Student storytellers share their experiences of grit and resilience that have sustained them during periods of anxiety, isolation, or depression with a virtual audience. Highlights from these episodes include:

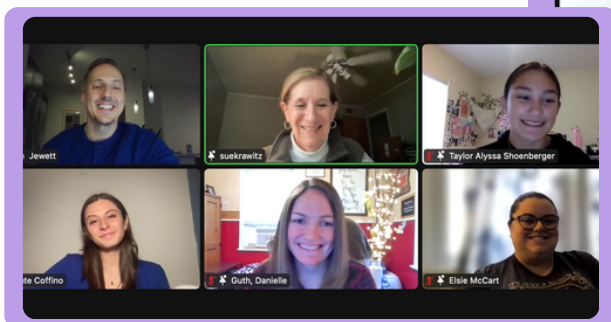
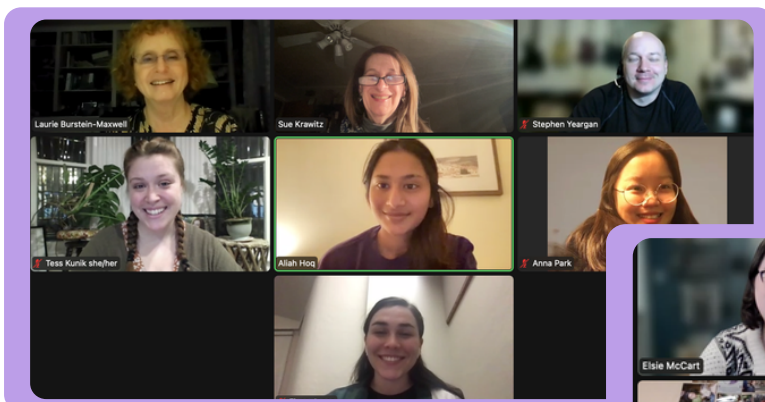
- February 2022's episode, featuring Anna Park and Flynn Jones, DMAX Interns
- April 2022's episode, featuring Carson McNally of Immaculata University
- October 2022's episode, entitled a "Knitting the Threads Together," featured Cate Coffino, past Co-President of the DMAX Club at Lehigh University and Danni Guth, former DMAX Club president at PSU-Brandywine



# DMAX Leadership Forum

We have continued our DMAX Leadership Forum, which brings together corporate leaders and DMAX student leaders to discuss trends and issues in workplace mental health.

Attendees from DMAX Clubs were able to network with corporate leaders and meet student colleagues from other campuses while talking about changing workplace norms surrounding mental health and hybrid work. The event was moderated by DMAX Advisory Board member, Dr. Pam Corson.



# LOOKING FORWARD

With a new staff team comes new ideas, new perspectives, and new opportunities. We seek to model the relational dynamics of DMAX Club conversations in our new messaging and Foundation-level events.



# DMAX Core Values

DMAX Foundation has introduced five core values to serve as touchstones for aligning our programming and messaging. These values serve as the building blocks of social-emotional wellbeing, the hallmark of healthy connectedness and relationships.



Vulnerability. Meaningful conversations require an openness to sharing the deepest parts of ourselves with each other.



Authenticity. We need to feel supported in bringing our full authentic selves to our interactions with others without fear of judgment or othering.



Truth-telling. When we are able to be vulnerable and authentic with each other, we are empowered to tell the truth about our identities and experiences.



Solidarity. We are one human family. By sharing the stories of ourselves with each other, we develop a sense of trust, belonging and mutual support.



Resilience. It takes grit to be a confident storyteller. When we feel bonded by our stories, we grow stronger as individuals and as a community, so that we can overcome future adversity and thrive.



# Exciting Things are Happening!

## Introducing...DMAX Memberships

- Don't have a DMAX Club on your campus yet? You can still engage with DMAX, access our resources, and support our mission!
- Our new membership program is being launched to increase our reach and impact, and spread the DMAX experience across the country.
- DMAX membership creates a network of students who are invested in mental health and want to support each other during college and beyond.

## A Night In with DMAX

- Sometimes self-care means taking it easy! Join us for a night of cozy streams, Jackbox party games, guided meditation, and lo-fi beats.
- This creates opportunities for Clubs to engage with one another, regardless of distance!

## A Day Out with DMAX

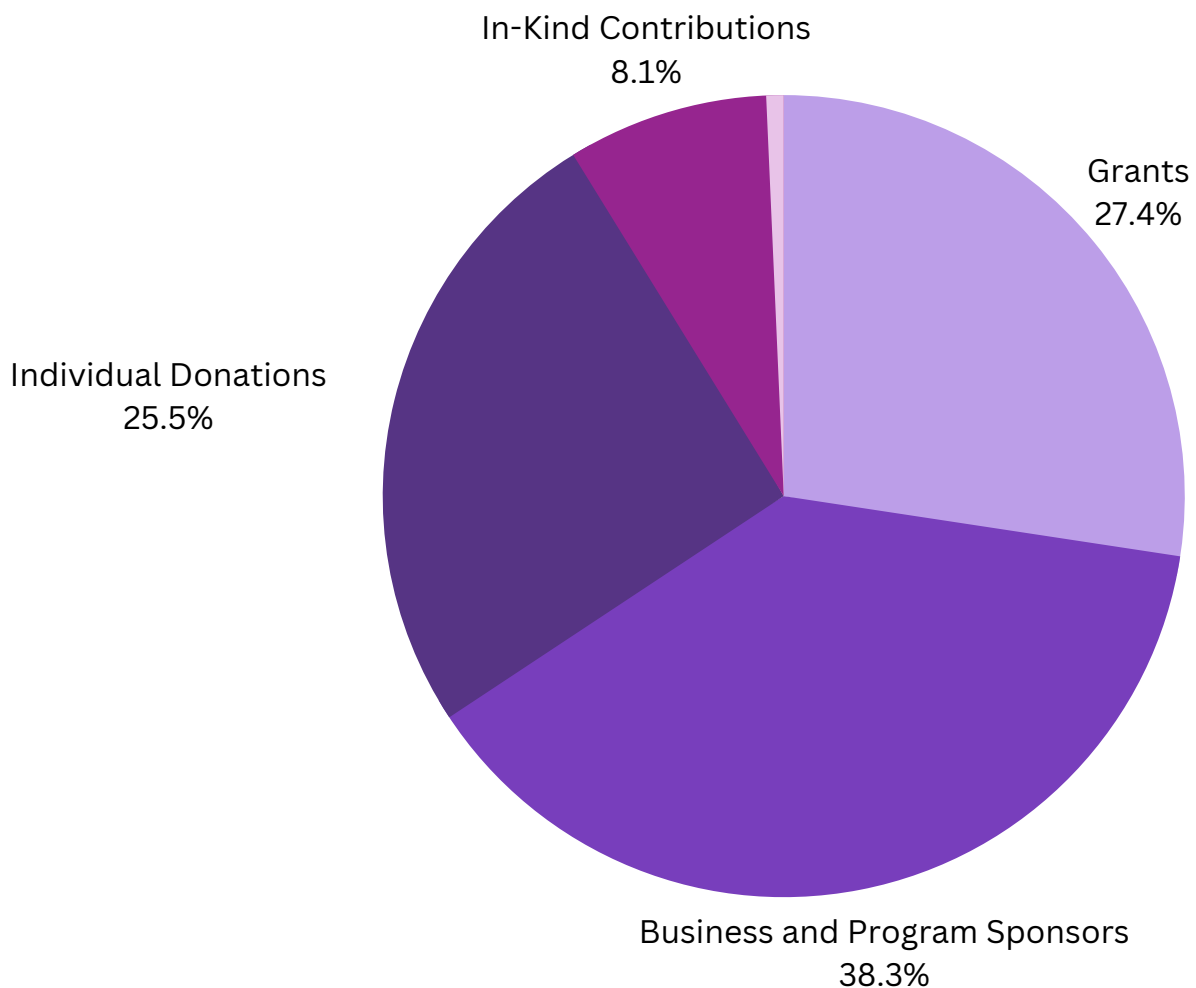
- DMAX hits the road! We will be visiting select DMAX Club communities and engaging with them in fun activities and larger events.
- Think scavenger hunts, fruit smashes, bowling, etc.!
- Have an idea for A Day Out? Contact us!



# 2022 FINANCIALS



# Revenue

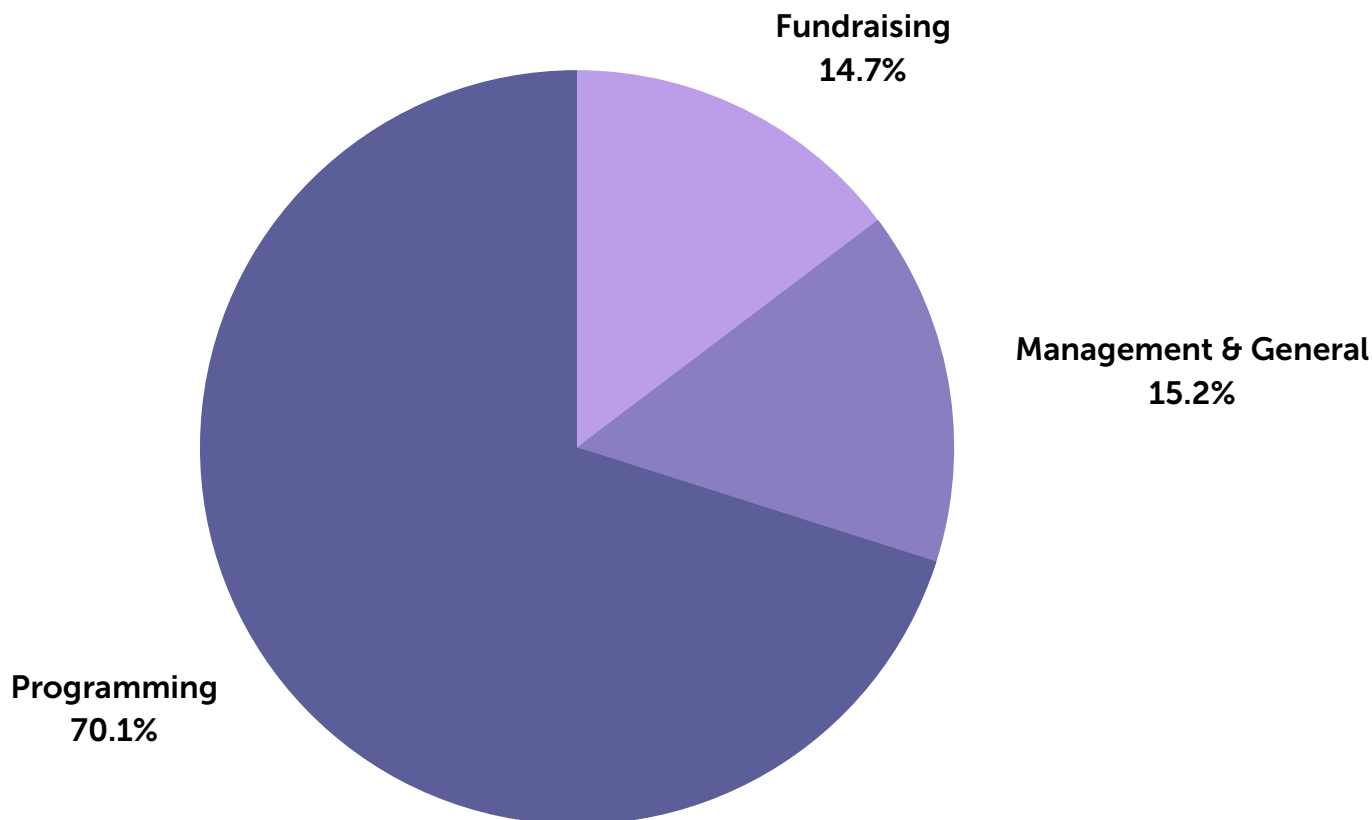


At about 27.4% of revenues, grant income remained essential to our operations. The decline from the prior year’s grant funding levels of 51% is due to the ending of the federal government’s PPE loan program awarded to support businesses during the COVID-19 pandemic. Support from businesses, including program sponsors, accounted for 38.3% of revenues, while individual contributions totalled 25.5%. Program revenue accounted for .6% of revenue, and roughly .1% from interest income. Lastly, 8.1% of revenue was realized from in-kind contributions.

**TOTAL REVENUE: \$305,873**



# Expenses



DMAX Foundation conducted a successful executive transition, which incurred one-time expenses to support the onboarding of the new Executive Director. Additionally, two additional staff were hired to oversee fundraising and programming. Current liabilities increased from \$20,388 in 2021 to \$67,072 in 2023. This increase in expenses and liabilities is not expected to continue in 2023.

**TOTAL EXPENSES: \$378,901**

**NET ASSETS: \$251,148**





# 2022 Sponsors

## MISSION PARTNERS

JANSSEN NEUROSCIENCE MEDICAL AFFAIRS  
JANSSEN NEUROSCIENCE RESEARCH & DEVELOPMENT

SAGE THERAPEUTICS

AMAZON

DEVEREUX ADVANCED BEHAVIORAL HEALTH

JACOBS

PARAMOUNT

## CORPORATE SPONSORS

Agilent

Costa Orthodontics

GOLO, LLC

HLS Therapeutics

Independence Blue Cross (IBX)

Magellan Healthcare

Main Line Health

Waypoint Residential

Ardmore Toyota

Beck Institute for Cognitive Behavioral Therapy

Bernard, Mezzanotte, Pinnie, Seelaus & Kraft, LLP

Brooke Glen Behavioral Hospital

Children's Hospital of Philadelphia

PM Behavioral Health

Stradley Ronon Stevens & Young

YoYo Sam

# 2022 Grantors

Halliburton Charity Golf Tournament  
Janssen Neuroscience Research & Development

1830 Family Foundation

FM Kirby Foundation

Sozosei Foundation

Scholler Foundation

Huston Foundation

Stabler Foundation

Dermody Properties Foundation

The Saturday Club

The Community's Foundation

Hargrove Life Sciences

Delaware County Medical Society Public Health Fund



# Founders' Circle

The Founders' Circle is named in honor of DMAX Foundation founders, Lee and Laurie Maxwell. The Founders' Circle recognizes donors who protect the founders' legacy through annual giving that allows DMAX Foundation to continue its mission.

**Kirsten Bazuro**

**John & Nancy Begier**

**Shri & Chhaya Chaudhary**

**Michael and Mary Beth Daley**

**Chris DeCou**

**Elayne Dell**

**Walter & Molly Diehl**

**Joe DiGiacinto**

**Drs. Susan Dillon & Bill Wong**

**Bret & Celeste Dunlap**

**Jay & Ann Francis**

**Jeremy & Rachel Goldberg**

**Lesley Israel**

**Ethan Alexander Jewett &**

**Jonathan de Rothewelle**

**Susan Kelly**

**Craig Kramer**

**Lee & Laurie Maxwell**

**Jim and Susan O'Rourke**

**Kelly Quain**

**Sandra Salveter**

**John & Elaine Schaefer**

**Joe Sifer**

**Yvette Williams**

*Founders' Circle*

# 2022 Board of Directors, Officers, & Advisory Board

## 2022 Board of Directors

Leland Maxwell  
Laurie Burstein-Maxwell  
Kirsten Bazuro  
Yvette Williams

Kelly Quain  
Joe Sifer  
Craig Kramer  
Heather DeSalvo

## 2022 Officers

Leland Maxwell – Board Co-Chair  
Laurie Burstein-Maxwell – Board Co-Chair  
Kirsten Bazuro – Treasurer  
Tracy Gallagher – Secretary

## 2022 Board Advisory Committee

Walter Buckley  
Pamela Corson, PhD  
Susan Dillon, PhD  
Husseini Manji, MD  
Steve Piltch, EdD



# DMAX Foundation

## 2022 Impact Report

Mission: Creating connections and conversations that matter to strengthen mental health and emotional well-being for young people.

info@dmaxfoundation.org || (610) 527-2971  
DMAX Foundation - P.O. Box 274, Bryn Mawr, PA 19010

