



2025

Annual Report

Improving • Impacting • Inspiring

MAKING A DIFFERENCE TOGETHER



Our Mission

To bring together the best organizations, programs, and products to prevent suicide, provide mental health support, and enhance human connections essential for people to thrive.

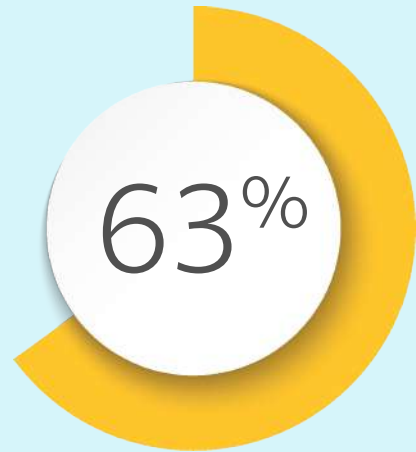


Our North Star

Providing mental health access where, when, how, and what people need for success.

CORE VALUE: Connection Impacts Everything

MENTAL HEALTH



Decreased Depression

63% are less likely to develop depression.

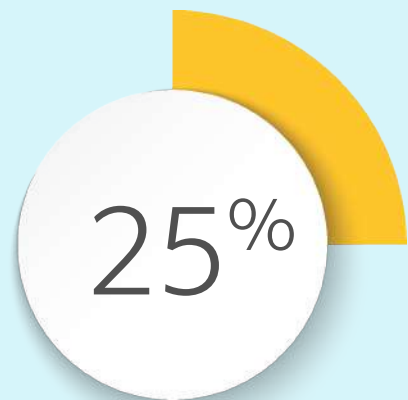
LIFE EXPECTANCY



Increased Longevity

A 50% increased likelihood of survival from those who are socially isolated.

FRIENDSHIPS



Shared Happiness

A 25% increase of happiness when a close friend is happy.

PHYSICAL HEALTH



Reduced Heart Disease

A 30% lower risk of developing coronary heart disease.

SOURCE

Social Capital I: Measurement and Associations with Economic Mobility, Raj Chetty et al, accessed via Nature.com. • ReEmployAbility. (n.d.). The benefits & influence of human connection. ReEmployAbility. <https://www.reemployability.com/the-benefits-influence-of-human-connection/> • Depression <https://www.sciencedirect.com/science/article/pii/S0165178120331139> • Longevity <https://pmc.ncbi.nlm.nih.gov/articles/PMC6125010/> • Heart health <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2788582?>

HELPING COMMUNITIES THRIVE

Goal: Empowering those with the greatest sphere of influence to enable people to thrive in their communities.

Thriving Communities

THRIVING FAMILIES



THRIVING LEADERS



THRIVING EMPLOYEES



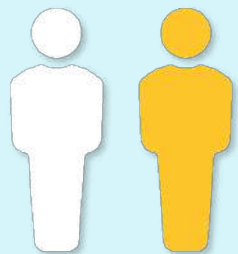
WHY OUR WORK MATTERS

Goal: Empowering those with the greatest sphere of influence to enable people to thrive in their communities.

“

The Cook Center has unparalleled access to a national network of school systems and a commitment to prioritizing behavioral health... We're able to amplify the reach... of resources... for parents and schools to support their children locally.

Dr. James Berry,
D.O. Chair of the WVU Rockefeller Neuroscience Institute
Department of Behavioral Medicine and Psychiatry



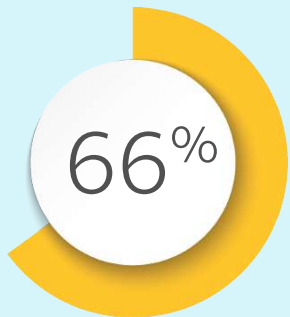
2nd

Leading cause of death among people 10-24 years old is suicide.



56%

Of schools report they can effectively provide mental health support.



66%

Of schools report an increase in students seeking mental health support.



25M+

Rural Americans live in a mental health shortage area.

SOURCE

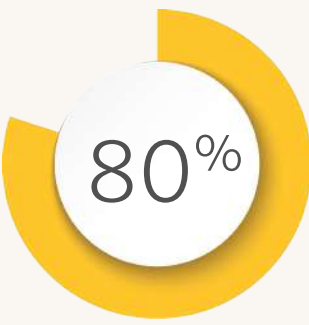
• National Alliance on Mental Illness. (n.d.). Mental Health by the Numbers. NAMI. Retrieved December 3, 2025 • U.S. Department of Education, National Center for Education Statistics, Report on the Condition of Education 2022 (NCES 2022-144), May 2022.

• Council of the Great City Schools, Pandemic-Era Changes in Urban School Leadership: Superintendent Characteristics, Turnover, and Salaries., March 2025. • Spencer Stuart, Fortune 500 C-Suite Snapshot 2024: Profiles in Functional Leadership, February 2025.

01

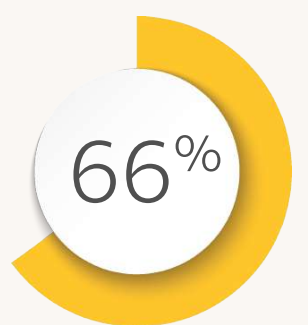
HELPING FAMILIES THRIVE

Goal: Empowering those with the greatest sphere of influence to enable people to thrive in their communities.



80%

Of families looking for mental health support first turn to their schools



66%

Of parents say they stay silent about their parenting struggles because they don't want to burden others

“ I wouldn't have gotten through the challenges with my oldest child and still have my family together without this program. ”

A ParentGuidance.org user in Oregon

SOLUTION



SOURCE
• National Alliance on Mental Illness. (n.d.). Mental Health by the Numbers. NAMI. Retrieved December 3, 2025 • U.S. Department of Education, National Center for Education Statistics, Report on the Condition of Education 2022 (NCES 2022-144), May 2022. • Council of the Great City Schools, Pandemic-Era Changes in Urban School Leadership: Superintendent Characteristics, Turnover, and Salaries., March 2025. • Spencer Stuart, Fortune 500 C-Suite Snapshot 2024: Profiles in Functional Leadership, February 2025
• <http://www.hhs.gov/sites/default/files/parents-under-pressure.pdf>

02 HELPING EMPLOYEES THRIVE

Goal: Empowering those with the greatest sphere of influence to enable people to thrive in their communities.



90%
Say burnout is a major problem



300,000
Educators left the profession between 2020-2022

“

I received comfort and compassionate encouragement. After discussing my anxieties and concerns, I felt like I had been given actionable and applicable tools to move forward.

Staff Guidance User

SOLUTION



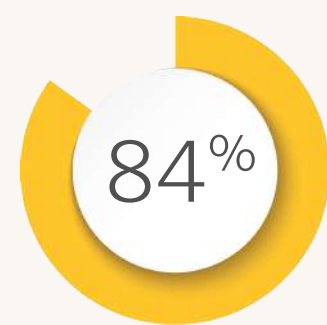
SOURCE

• National Alliance on Mental Illness. (n.d.). Mental Health by the Numbers. NAMI. Retrieved December 3, 2025 • U.S. Department of Education, National Center for Education Statistics, Report on the Condition of Education 2022 (NCES 2022-144), May 2022.
• Council of the Great City Schools, Pandemic-Era Changes in Urban School Leadership: Superintendent Characteristics, Turnover, and Salaries., March 2025. • Spencer Stuart, Fortune 500 C-Suite Snapshot 2024: Profiles in Functional Leadership, February 2025.

03

HELPING LEADERS THRIVE

Goal: Empowering those with the greatest sphere of influence to enable people to thrive in their communities.



84%

Of Americans believe school staff play a crucial role in identifying signs of mental health issues in students.



15-30%

Reduction in burnout and turnover in districts with strong leadership.

“ *There was my life before this training and my professional life now. It has transformed me.* ”
 Superintendent from Texas

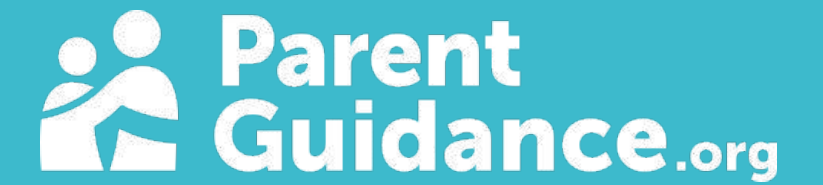
“ *I was going to leave education. After this training, I'm staying.* ”
 Superintendent from South Dakota

SOLUTION

SuperCOURAGEOUS

SOURCE
 • National Alliance on Mental Illness. (n.d.). Mental Health by the Numbers. NAMI. Retrieved December 3, 2025 • U.S. Department of Education, National Center for Education Statistics, Report on the Condition of Education 2022 (NCES 2022-144), May 2022.
 • Council of the Great City Schools, Pandemic-Era Changes in Urban School Leadership: Superintendent Characteristics, Turnover, and Salaries., March 2025. • Spencer Stuart, Fortune 500 C-Suite Snapshot 2024: Profiles in Functional Leadership, February 2025.

PARTNERING WITH SCHOOLS



• **2.9 Million**

students in a district with Cook Center partnerships

• **50**

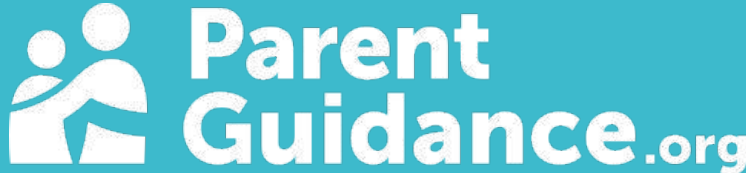
states where families have access

• **345**

district partners



CHANGING FAMILIES LIVES



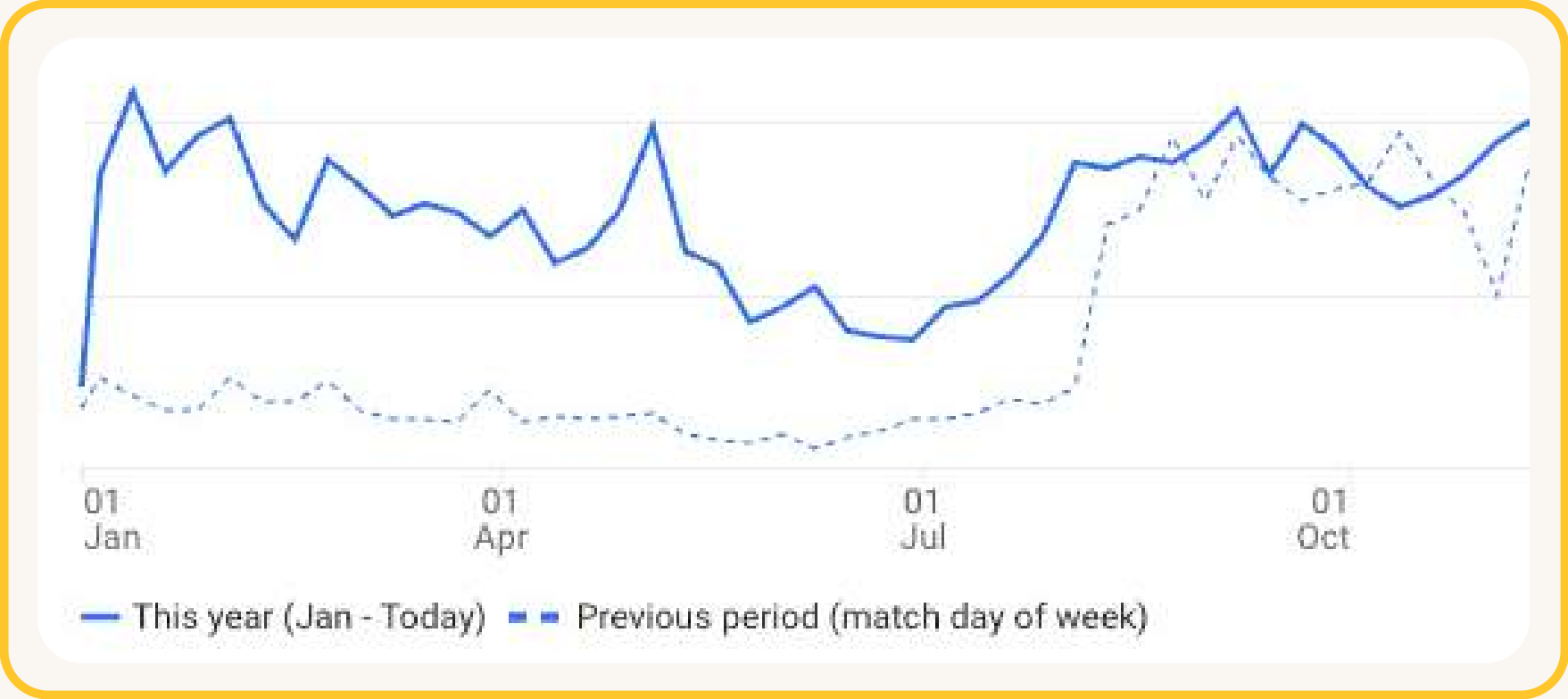
6.5 Million

families accessed mental health resources from the ParentGuidance.org network

110%

increase in families accessing resources directly on ParentGuidance.org

Year over year increase in families accessing ParentGuidance.org



CHANGING LIVES

What parents are saying:

“ If we didn't have these resources, we wouldn't have anything.

“ I feel more **confident** and **empowered** within my family, and I'm seeing a **big difference**.

“ I was in **survival mode**, but now I'm figuring out how to **connect** with my children.

“ I can better help my **children** grow and navigate the problems that they're facing.

“ I've been able to **connect** with my son in new ways and it's helped him open up.

“ I've seen **improvements with my relationships** with my kiddos and husband, and at work and with friends.

“ My house is a much **happier, calmer**, and more **peaceful** place.

MOST ACCESSED TOPICS



Because of ParentGuidance.org, families are:

Able to Manage Anxiety Better Equipped to Handle Substance Use

Less Isolated

Better at Regulating Emotions

Experiencing More Meaningful Connections

Healing From Trauma

Able to Balance Screen Use

Prepared to Support Suicide Prevention Efforts

More Confident

PARENT GUIDANCE IMPACT

Users reported significant improvements in their lives



More Confidence

Stronger Friendships Healthier Screen Habits

Lower Stress & Anxiety

Better School Experiences

Stronger Emotional Health

More Patience

EXPERT MENTORSHIP FOR EMPLOYEE



After a Q3 launch, we established partnerships with **over 80** districts and companies representing over

150,000

employees with access to Staff Guidance

“

*The advice and insights have given me **more confidence** in handling challenges and have helped me **communicate better** with the people in my life.*

Staff Guidance user



EXPERT MENTORSHIP FOR EMPLOYEE



● Across **thousands** of users,

98%

responded they're getting meaningful answers



“

*I felt I had been given **actionable** and **personally applicable** tools to **move forward**.*

Staff Guidance user

LAUNCH SuperCOURAGEOUS

SuperCOURAGEOUS

Exclusive access and collaboration of this elite leadership training enabling superintendents to accelerate community change to benefit families.

• **60%**

of youth who receive mental health care begin in the school

• **4.5 Million**

families in 38 states supported through SuperCourageous



TRANSFORMATIONAL TRAINING

Super**COURAGEOUS**

Preparing leaders to improve communities

“ **Best professional development in my 35 year career.**

Superintendent from Montana

“ **It kept me in the profession and re-energized me to keep going. Thanks to the Cook Center for allowing me to access this transformational resource.**

Superintendent from Kansas

“ **This was the first time I felt like an actual leader.**

Superintendent from Michigan

“ **It gave me the confidence and clarity to step fully into my role. I felt empowered, equipped, and ready to lead with purpose.**

Superintendent from California

“ **The sessions left a lasting impact, and has transformed my leadership team and myself.**

Superintendent from South Dakota

“ **I've never been more prepared to help my community.**

Assistant Superintendent from Utah

SUPPORTING LEADERS

Strong Leaders = Stronger Communities

Leadership
& Happiness
Symposium for School Superintendents

• **500+**

leaders supported through
14 events across 12 states

• **15-30%**

reduction in burnout and turnover in
districts with strong leaders

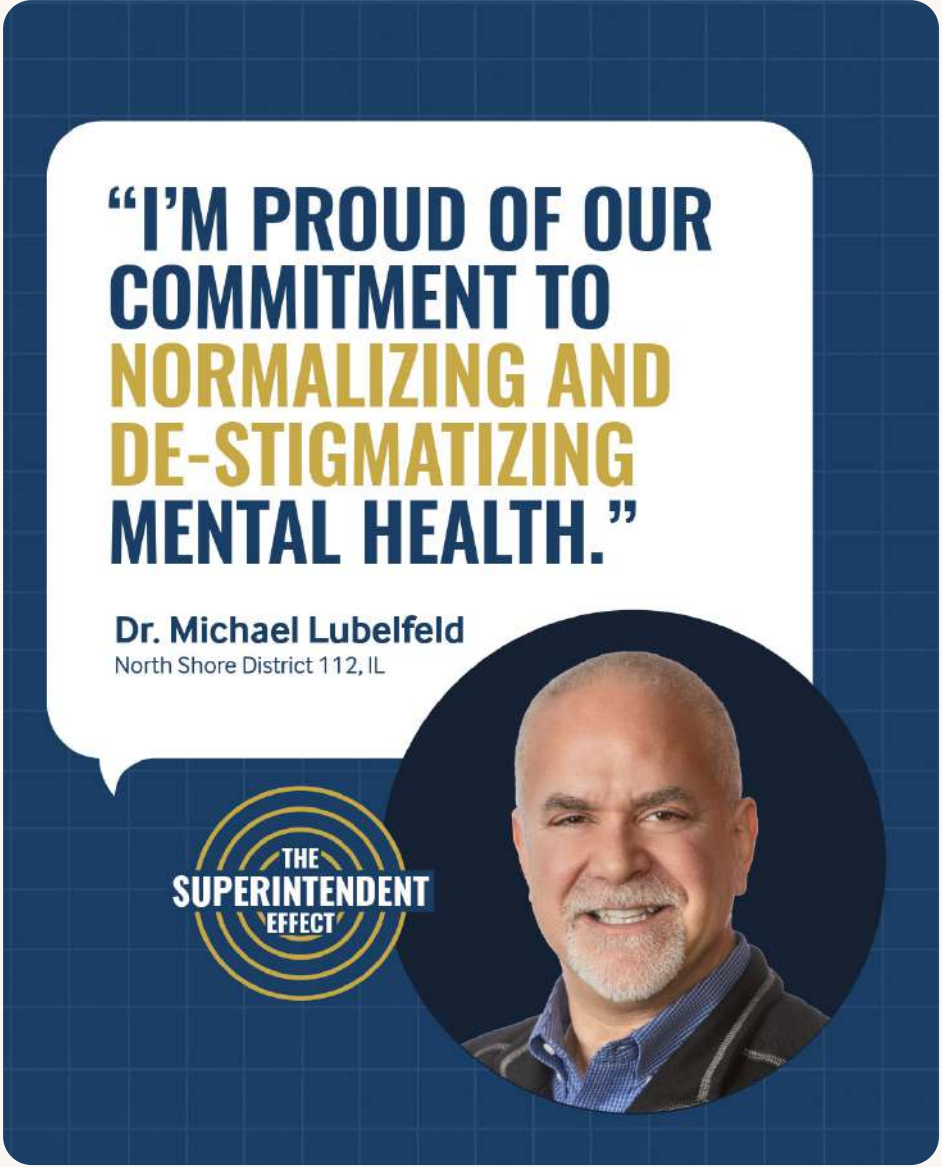
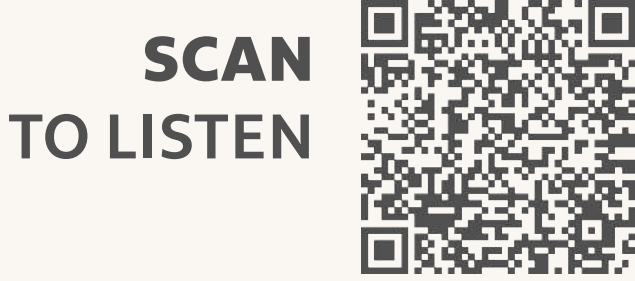
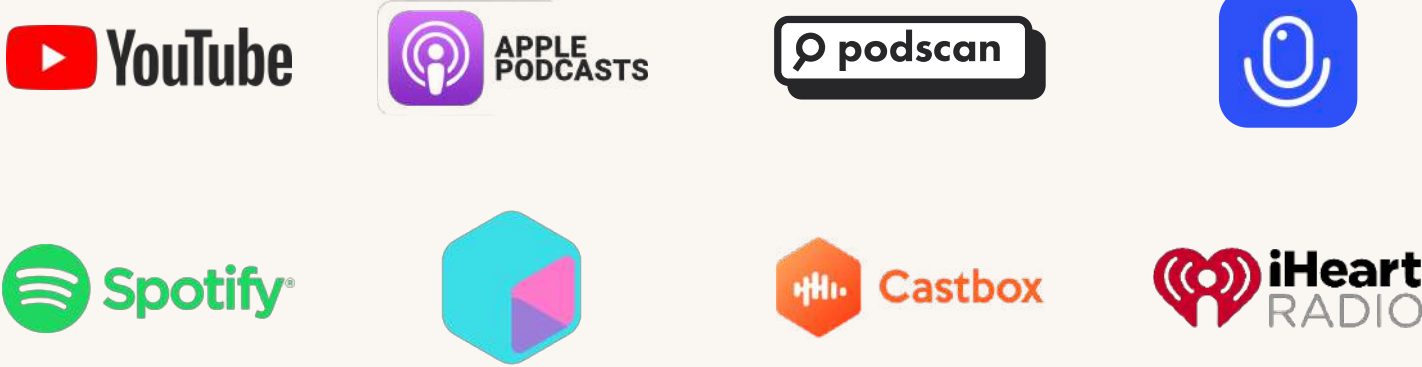


THE SUPERINTENDENT EFFECT PODCAST

Launched podcast to tell impactful stories about superintendents around the country.

Highlighting their profound impact and effect on communities.

- **Launched nationwide on various platforms**



REACHING MORE WITH QB UNITED



2.8 Million

interactions with mental health resources from
the QB United Campaigns

“

*Our mission is to use our platform to **make a real difference**. By joining efforts with the Cook Center, we can **increase our reach** to create **national change** through **real solutions** at the **local level**.*

Jeff Hostetler



REACHING MORE WITH QB UNITED



• **40%**

increase in reaching males,
reducing stigma

2X

as effective
campaign reach

• **+211%**

increase in new site users

+297%

increase in site events



“

*I've never had anything **change the stigma** around mental health like this campaign we did together. I've had parents chase me down at the supermarket telling me **they finally got help** because they saw me and a quarterback say we are getting help.*

Superintendent in Hawaii

COOK CENTER NATIONAL RECOGNITIONS



SOUNDBOARD

Equity |

Move from Crisis to Connection

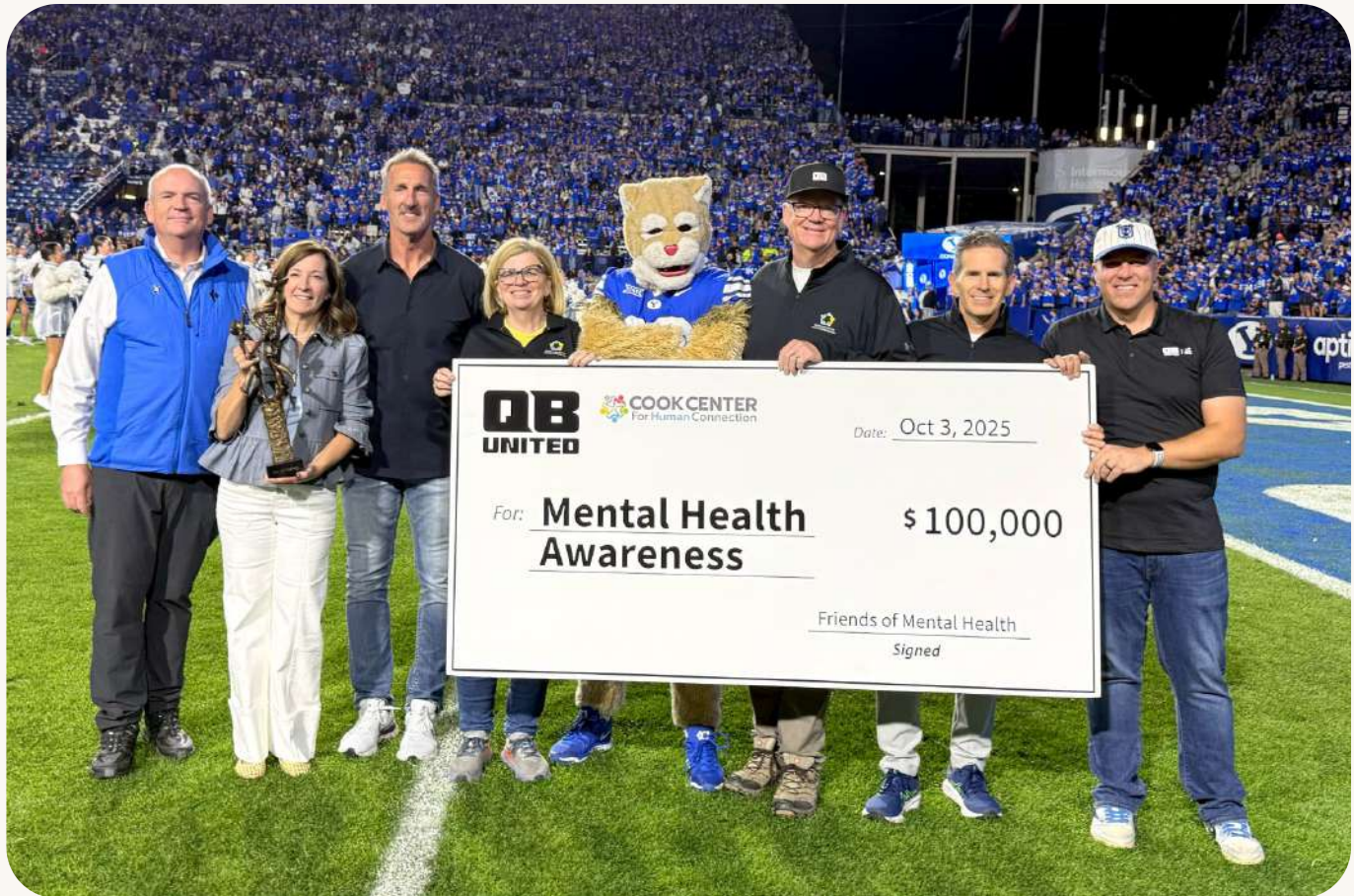
Mental health support and parental involvement combats chronic absenteeism

Anne Brown
President and CEO of the Cook Center for Human Connection

Chronic absenteeism is a crisis in America's schools. According to Ed Data Express, in the 2022-23 school year, 27.8% of students were chronically absent, meaning they missed 10% or more of their school days. Chronic absenteeism was especially prevalent among certain populations, rising to 46.1% for Native American students, 45.1% for Pacific Islander students, 37% for Black students, and 36% for students with disabilities.

Lack of support for adolescent students facing mental health issues, among other causes, have contributed to these high rates of absenteeism. In response to a 2021 CDC study, 44% of high school students said they feel persistently sad or hopeless; meanwhile the NIH has found that it takes an average of 11 years for a child to receive treatment for anxiety or depression after developing symptoms. These gaps in mental health support are more than statistics; they're

42 asbj • OCTOBER 2025



COOK CENTER INNOVATION

Product and initiative launches to support thriving communities.



- Live in schools
- Reducing burnout



- Nationwide launch
- Removing stigma

SuperCOURAGEOUS

- Fortune 500 level training
- Community change leadership



- Expanding the program
- Building community leaders



- Launched the Watch Together Series
- Revitalized My Life is Worth Living



- Launched nationwide podcast
- Showcasing key community leaders



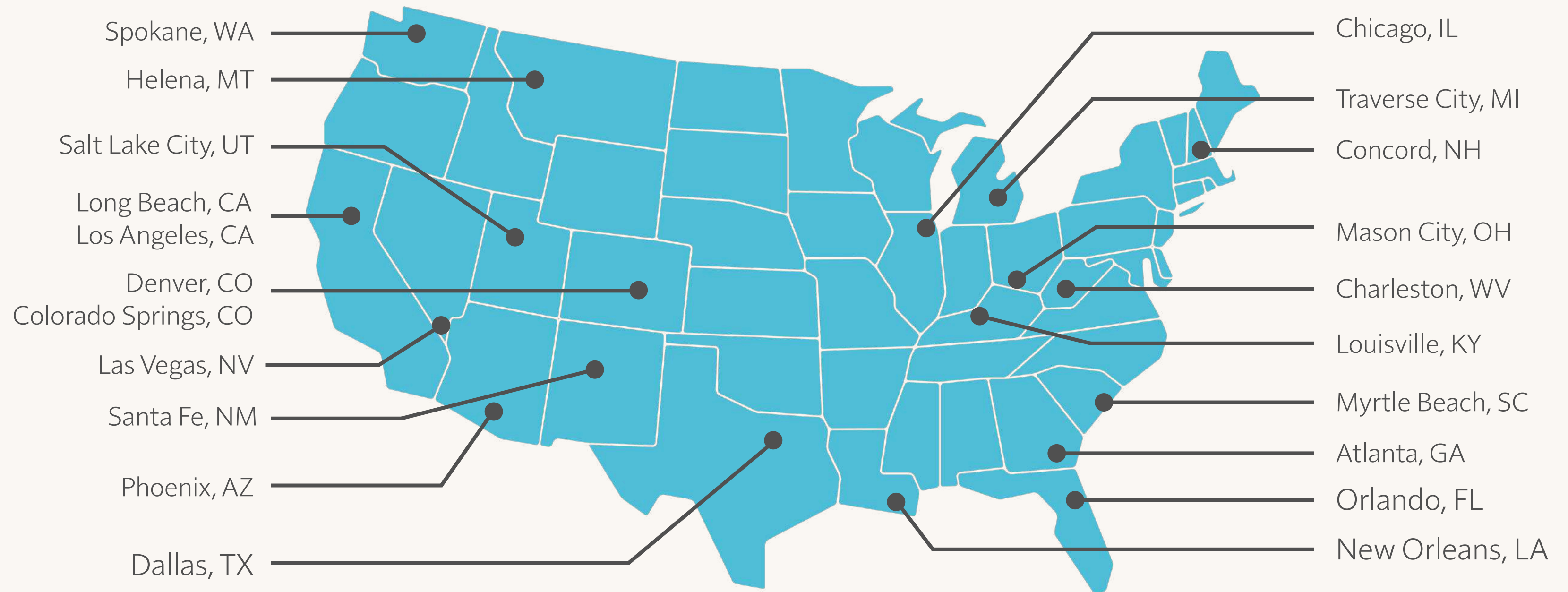
- Re-engaging with former partners
- Changing the culture with kindness



- Live in schools
- Instant support for students

REPRESENTING THE COOK CENTER

In 2025, the Cook Center presented around the country to support those with the greatest sphere of influence to enable people to thrive in their communities.



... and more!

IMPACTFUL PARTNERSHIPS

The impact of our work expands through meaningful and impactful partnerships.



CREATING THRIVING COMMUNITIES FOR YEARS TO COME

“

*What's even more impressive than the impact of the programs and the **lives we've seen changed**, is the comportment of the Cook Center as an organization. When we work with the Cook Center, we have no doubt about the integrity and dedication of every member of the team towards making **long lasting impactful change** in our community and for our families. We cannot say enough great things about the Cook Center.*

Assistant Superintendent Clark County School District



CREATING THRIVING COMMUNITIES FOR YEARS TO COME



“ We strongly endorse the Cook Center's work and encourage other districts to experience the same positive impact we've seen. **These aren't just programs: they are lifelines for families and educators alike.** ”

Superintendent of South Sanpete



COOK CENTER MOMENTS THAT MATTER

Impacting millions, one person at a time. Here is one of those stories:

“*A few months ago, I was overwhelmed trying to juggle full-time work, single parenting, and getting my two kids to school. I felt stuck.*

The school suggested I connect with a coach. My coach from ParentGuidance helped me sort through our challenges. Soon, my kids were excited for school, I was getting to work on time. I felt I had a small support network.

*Everything began to improve: attendance, grades, behavior, and even my own confidence. **I'm deeply grateful for the support, especially because I never could have afforded this kind of help on my own.***

- A Single Mother in West Virginia



COOK CENTER MOMENTS THAT MATTER

Impacting millions, one person at a time. Here is one of those stories:

“*I recently attended the bullying mental health series session because my middle child was being bullied. I was overwhelmed and unsure of what to do.*

What I found was exactly what our family needed.

The session helped me understand what steps I can take before things spiral. Hearing other parents share their perspectives made the room feel safe and supportive. I wasn't just learning, I was connecting and finding real answers.

*I felt **seen, supported, and confident** and knew how to help my child. It reminded me that our family isn't alone in this.*

- A Mother living in Las Vegas, Nevada

