"

"Your service has saved my life. When I was at a low and very dark place your messages came shining through like a miracle and reinforced that I was lovable and a good person. I slowly began to realize that I could be positive and loved and for that I no longer feel alone and I feel strong enough to help myself heal. You truly have brought the life back into my world! I couldn't have done it without you. You are making a difference and not only changing lives but saving them!"

Take2Minutes

In the United States…

1 in 5 people are living with a mental health disorder.

21 million adults experienced at least one **major depressive episode** in 2020 (8.4% of population).

40 million adults were affected by an **anxiety disorder** in 2020 (most common mental illness at 18.1% of population).

Globally…

1 in 10 people are living with a mental health disorder.

Most countries have seen **20–30% increase** since Covid-19 pandemic.

Take2Minutes

The impacts are significant…

Mental illness creates enormous social and economic costs that impact many different sectors: health care, business, education, law enforcement, criminal justice system, and emergency and social services.

Healthcare System

Depression is the leading cause of disability worldwide, and is a major contributor to the global burden of disease. The cost of treatment for mental health issues is equivalent to the cost of cancer care. **DIRECT COSTS: >$100 BILLION PER YEAR (U.S.)**

Work Productivity & Lost Earnings

Major depression is associated with more annual sick days and higher rates of short-term disability than all other chronic diseases, plus the loss of work productivity. **>$200 BILLION IN LOST EARNINGS PER YEAR**

Take2Minutes

The impacts continued…

Family and Community Disruption

Mental health issues negatively impact the couple's relationship and the entire family. Children of mothers who suffer from chronic depression are more likely to have behavior problems at school, and potentially mental health issues later in life.

Education Failure

Untreated mental illness among youth leads to school failure, delinquency, substance abuse and entrance into the criminal justice system. **Nearly 80% do not receive needed services.**

Criminal Justice System

Over two-thirds of all dollars spent on juvenile justice go to housing mentally ill youth in juvenile detention facilities. **TOTAL SPENT: >$20 BILLION EACH YEAR**

Sadly, every year over **45,000 people in the U.S.** *take their own lives*, and over **700,000 globally.**

Take2Minutes

"I have recently been diagnosed with anxiety, panic disorder and PTSD so **Take 2 Minutes has been an amazing thing for me** and I am so thankful to you all. The challenge was a great way to break things up and to keep me distracted. Thank you!"

"In the midst of loneliness and depression *your creative dream has helped me many more times than I can count* to bring me back to a good place. I've been in therapy for years and you guys have done more for me and I have gained more from you than all those years."

"Your programs have been a lifesaver! I am going through a very difficult time. I don't know how I came across Take 2 Minutes but it seriously was a blessing. I look forward every night to get a text with a positive message. *It has saved me and really kept my mind straight.* Thank you so much and I hope others benefit from it like myself."

Take2Minutes

What is Take 2 Minutes?

We are a nonprofit organization
focused on leveraging technology
to reach people in need of
positivity and mindfulness in their
lives, including mental health
support and suicide prevention.

Take2Minutes

What is Take 2 Minutes?

Mission

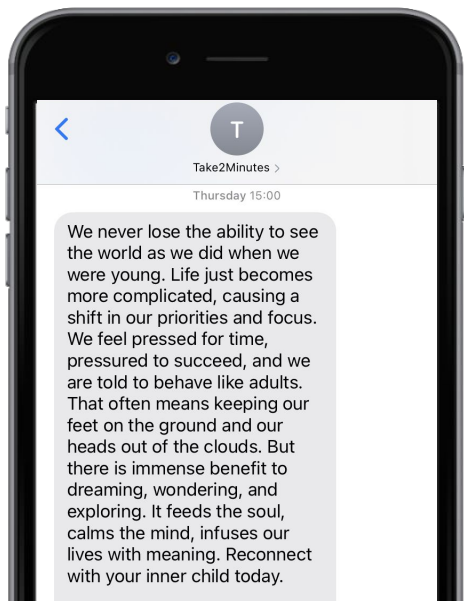Provide simple and effective technology solutions to mental health and happiness challenges.

Vision

Reach millions of busy humans with proven activities supporting mindfulness and positive psychology.

Take2Minutes

What is Take 2 Minutes?

Positive Messaging

> We never lose the ability to see the world as we did when we were young. Life just becomes more complicated, causing a shift in our priorities and focus. We feel pressed for time, pressured to succeed, and we are told to behave like adults. That often means keeping our feet on the ground and our heads out of the clouds. But there is immense benefit to dreaming, wondering, and exploring. It feeds the soul, calms the mind, infuses our lives with meaning. Reconnect with your inner child today.

Activities

Featuring evidence-based programs utilizing positive psychology, mindfulness, and overall mental wellness techniques.

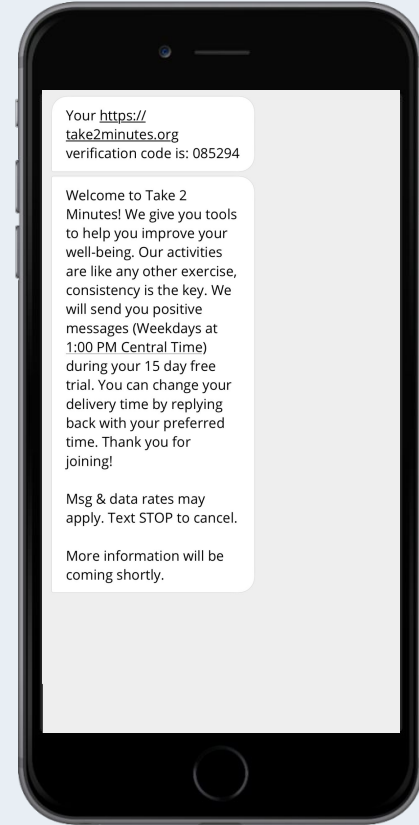**19 Activities and counting…**

Resources

Helpful Numbers

Articles & Stories
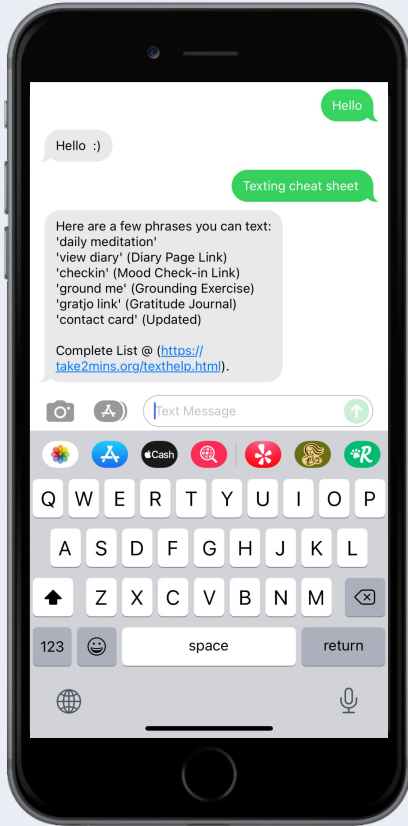

Crisis Tips

Take2Minutes

What is Take 2 Minutes?

It begins with a simple
SMS-text message.

Your https://take2minutes.org verification code is: 085294

Welcome to Take 2 Minutes! We give you tools to help you improve your well-being. Our activities are like any other exercise, consistency is the key. We will send you positive messages (Weekdays at 1:00 PM Central Time) during your 15 day free trial. You can change your delivery time by replying back with your preferred time. Thank you for joining!

Msg & data rates may apply. Text STOP to cancel.

More information will be coming shortly.

Take2Minutes

Here are a few phrases you can text:
'daily meditation'
'view diary' (Diary Page Link)
'checkin' (Mood Check-in Link)
'ground me' (Grounding Exercise)
'gratjo link' (Gratitude Journal)
'contact card' (Updated)

Complete List @ (https://take2mins.org/texthelp.html).

Hello

Hello :)

Texting cheat sheet

And leads to an abundance of helpful activities…

Take2Minutes

Positive Messaging

Daily or weekly positivity messages sent via SMS to reach people at the best possible time.
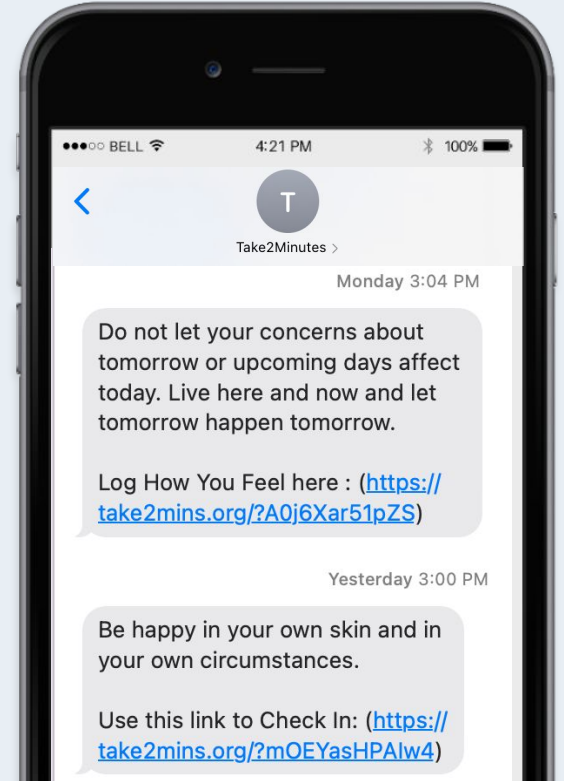
92%
of text messages are read within 3 minutes!

Our robust chatbot interprets your requests and provides numbers activities via text (SMS).

Only 24%
of notifications from a mobile app are read.

You can vote on the messages you like by responding (based on a 5-star system) or by simply using tapbacks.

●●●○○ BELL 🛜   4:21 PM   ✳ 100% 🔋

T
Take2Minutes ›

Monday 3:04 PM

Do not let your concerns about tomorrow or upcoming days affect today. Live here and now and let tomorrow happen tomorrow.

Log How You Feel here : (https://take2mins.org/?A0j6Xar51pZS)

Yesterday 3:00 PM

Be happy in your own skin and in your own circumstances.

Use this link to Check In: (https://take2mins.org/?mOEYasHPAIw4)
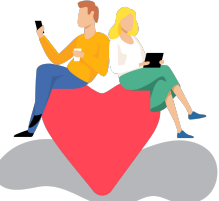
Take2Minutes

Activities

Daily Positivity Reminders

Mood Check-Ins

Meditations & Breathing Exercises
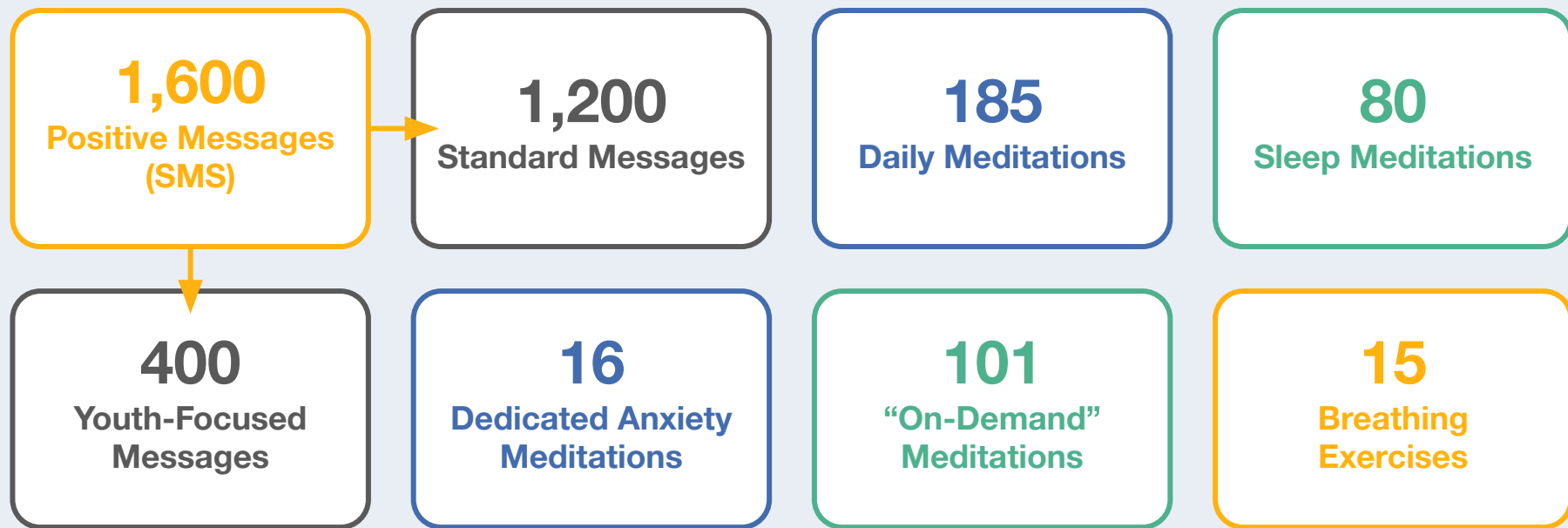

Gratitude Journal

Youth Positivity

Groups & Teams

Sleep Audio & Dream Journal

Happiness Self Tests

Take2Minutes

Original Content Repository

All content used across the various Take2Minutes activities is original and tailored specifically to particular audiences or use cases.

1,600 Positive Messages (SMS)	**1,200** Standard Messages	**185** Daily Meditations	**80** Sleep Meditations
400 Youth-Focused Messages	**16** Dedicated Anxiety Meditations	**101** "On-Demand" Meditations	**15** Breathing Exercises

Take2Minutes

Resources

Our growing repository of mindfulness and mental health articles, crisis tips, helpful contact numbers and more.

Steps to Begin Healing from Trauma

Trauma is the word we use for our response to any deeply distressing event that we have trouble coping with. In the short term, traumatic events can cause shock and denial, but over time, they can lead to ... [more]

Written By: Charlotte Burnett
Released On: 4/26/2022
Viewed 132 Times
Login or Signup to Vote

What to Do When You Feel Lonely

Sometimes, we feel alone even when we are in a full classroom, crowded room, or busy office environment where we don't feel seen or connected. Other times, we feel lonely because we aren't around other ... [more]

Written By: Amelia Walsh
Released On: 4/19/2022
Viewed 131 Times
Login or Signup to Vote

Top 5 Ways to Build Self-Esteem

It's perfectly human to feel insecure. Everyone compares themselves to others and feels bad about themselves sometimes, whether it seems that way or not. Surprisingly, some of the most popular celebrities ... [more]

Written By: Amelia Walsh
Released On: 4/12/2022
Viewed 332 Times
Login or Signup to Vote

United States

Emergency: 911

- National Domestic Violence Hotline: 1-800-799-7233
- National Suicide Prevention Lifeline: 1-800-273-8255
- National Hopeline Network: 800-784-2433
- Crisis Text Line: Text "HOME" TO 741-741
- Lifeline Crisis Chat: https://suicidepreventionlifeline.org
- Self-Harm Hotline: 1-800-366-8288
- Planned Parenthood Hotline: 1-800-230-7526
- American Association of Poison Control Centers: 1-800-222-1222
- National Council on Alcoholism & Drug Dependency Hope Line: 1-800-622-2255
- Alcohol Rehab: https://www.alcoholrehabguide.org
- National Crisis Line - Anorexia and Bulimia: 1-800-233-4357
- AIDS Crisis Line: 1-800-221-7044
- TransLifeline: https://www.translifeline.org
- Suicide Prevention Wiki: https://suicideprevention.wikia.com
- National Alliance on Mental Illness: 1-800-950-6264
- Substance Abuse Mental Health Services Administration: 1-800-662-4357
- Drug Dangers: https://www.drugdangers.com
- National Institute of Mental Health: 1-866-615-6464
- National Suicide Prevention Lifeline: 1-800-273-8255
- Veterans Crisis Line: 1-800-273-8255
- Rehab**Spot**: www.rehabspot.com/treatment/

Take2Minutes

How We're Helping

Total users = 10,000+

Daily Positivity Reminders
1,000 SMS sent per day

Mood Check-Ins
100 per day

Meditations &
Breathing Exercises
25 hours per week

Gratitude Journal
100 entries per day

Three Good Things
60 entries per day

Groups & Teams
4 total

Sleep Audio &
Dream Journal
7 sleep help requests per day

Grounding Exercise
5 per day

Take2Minutes

How We're Helping

Results from our focus group study in March, 2022 showed *significant positivity improvements in just 31 days* for people who consistently completed gratitude journal entries, the 3 Good Things challenge, and periodic meditation.

mDES Improvement After Participation in Take2Minutes

Positivity Score / Participants

■ Before
■ After
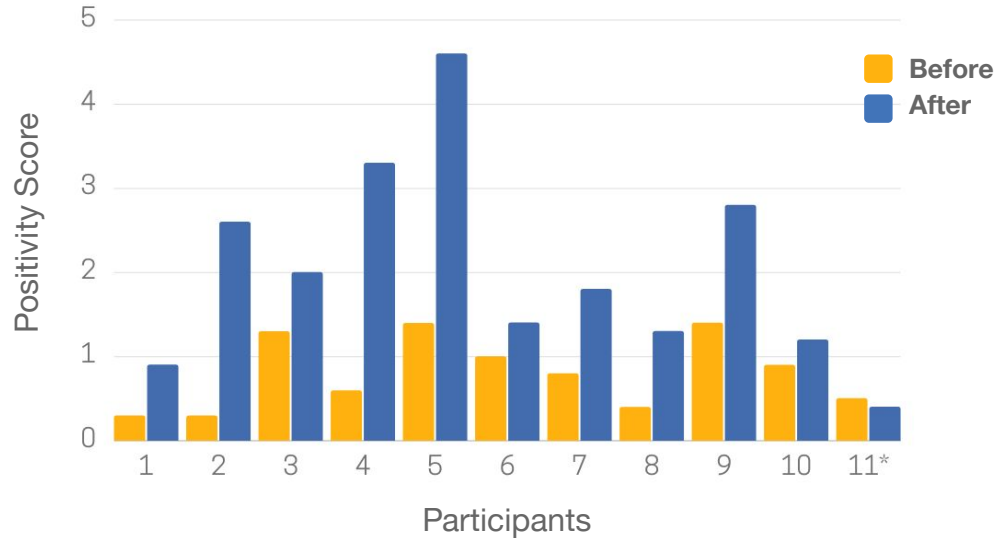
* Participant did not complete activities

Take2Minutes

Your Help Matters... A Lot

We want to be here

Total users = 100,000

Help us reach this many people to improve their positive mindset and mental wellbeing in just weeks of engagement.

We are currently here

Total users = 8,600+

Take2Minutes

Your Help Matters … A Lot

Our current operating costs to support 10,000+ users are significant.

- 99% of users are on the free plan (access to core features & activities)

- Majority of costs are being covered out of pocket by the founders, nominal income from 1% paid users, and small donations.

Your financial support allows us to:

1. **Reach more people to become new users**

2. **Offer all features (paid plan) for free to people in need**

3. **Produce more helpful resources and content.**

Take2Minutes

"*Thank you for founding this service that can **spread a little light** onto those who need it. The world needs more people like you and your team.*"

"*I have been loving the service you have been providing. It has helped me in the sense that **it has been keeping me centered and in the present.** I have noticed when my mind starts to wander that the negative thoughts don't last as long.*"

"*I don't know how I found your site, but I'm grateful. I'm a nurse that has been working in a critical care unit during this long pandemic. I have been stressed and heading to a dark place. I'm journaling, meditating, and documenting why I am grateful daily. Thank you for what you do. **This is saving me mentally.***"

Take2Minutes

Your Help Matters!

Please commit today for **$N** per month to support **X people** get and stay better.
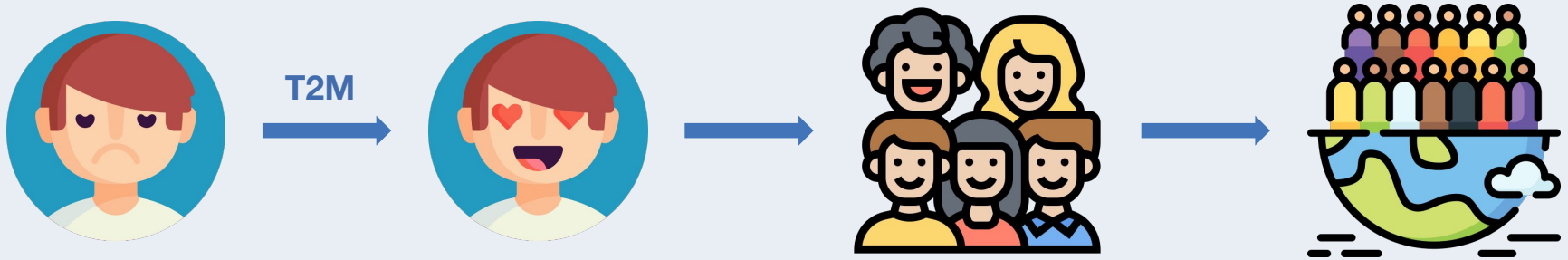
Take2Minutes

Simple and effective activities for happiness.

Marc S. Fussell
marc@take2minutes.com
314.954.5559

APPENDIX

Timeline with Milestones

- Marc wrote a small app to send out positive SMS messages each day to his two sons.

2015

- Connected with Dr. Brian Sexton, psychiatry leader at Duke University, to learn and implement proven activities in the field of Positive Psychology
- Official launch of Take2Minutes

2017

2018

- Marc discovered at this local cafe that many people (>100+) had signed up for his daily messages, realizing people want positivity help.

2019

- First main version of Take2Minutes launched: chatbot, daily positive message, mood check-ins, gratitude journal entries, custom meditations.

- Take 2 Minutes officially becomes a nonprofit organization
- Expanded offering to include Canada (and presented at the Canadian Positive Psychology Association (CPPA))
- User Count = 1500+

2021

2020

- Began social media marketing in the field of psychology: daily signups jumped to 30-150 new signups per day.
- User Count = 6000+

Take2Minutes

Positioning

Take 2 Minutes has a
unique science-backed,
nonprofit approach.

Journals
- Reflectly
- Five Minute Journal
- 365 Gratitude
- My Gratitude Journal
- Happyify
- Thnkx4

Affirmations
- ThinkUp
- Kwippy
- Shine
- Gratitude
- Grateful

Meditation
- Headspace
- Ten Percent Happier
- Breethe
- The Mindfulness App
- Calm
- Buddhify
- Happify

Care Augmentation
- Mindstrong
- My Strength
- Livongo

B2B
- Silvercloud
- Big Health
- Modern Health
- Life Dofo
- Happify

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