

2024

Impact Report

What drives us

Increase equitable access to therapy

Decrease stigma around mental healthcare

Invest in future therapists

Provide support to individuals impacted by crisis situations



Our Purpose:

To give everyone power over their emotional, psychological, and social well-being.

Providing *Equitable access*

In 2024, BetterHelp deepened its commitment to making mental health care accessible and equitable through our partnerships with non-profits. By donating therapy services and collaborating with organizations who serve under-resourced communities, we worked to break down barriers and provide support where it's needed most.

117

Number of Nonprofits
we've worked with in 2024

14,000+

Amount of people we've
provided free therapy to in 2024

47,000+

Number of months of therapy
we've donated in 2024

ALLIANCE FOR
SAFETY AND JUSTICE



CRISIS TEXT LINE |

pridelines

Compudopt™

TO WRITE
LOVE
ON HER
ARMS.

BE
STRONG
BESTRONG.GLOBAL

The
Stroke
Foundation

BLACK
MAMAS
VILLAGE

sixdegrees.org

CONCRETE
—ROSE—

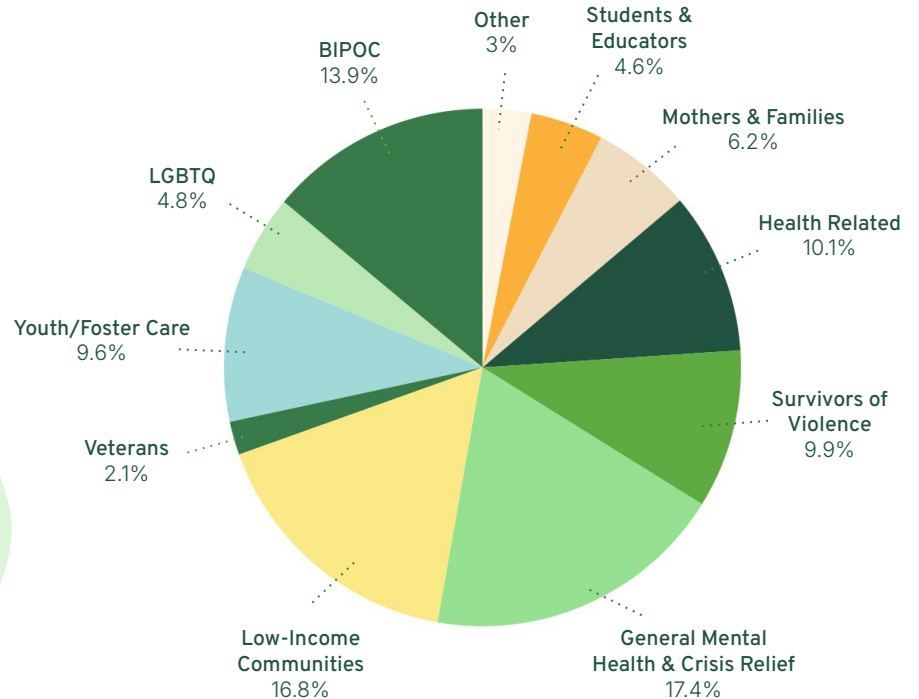
AZ.
COALITION
TO END SEXUAL AND
DOMESTIC VIOLENCE

 betterhelp

Who have we supported?

Through our 115+ non-profit partners, we've worked with organizations of all shapes & sizes, providing support to a variety of under-resourced communities, marginalized communities, and most of all, communities who may otherwise not have access to high-quality therapy like BetterHelp.

Our breakdown of 2024:



Serving *Communities in need*

In a world increasingly shaped by uncertainty and challenges, BetterHelp remained steadfast in our mission to provide accessible, affordable, and timely therapy to individuals in times of natural disasters and emergency situations.

BetterHelp
responded to
10+
natural
disasters/crisis
situations

2200+
people signed up for
free therapy after being
impacted by a crisis
situation

6800+
months of therapy
were donated to
individuals impacted
by crisis situations



Acknowledgements

We are honored to work with International Medical Corps, All Hands and Hearts, Sandy Hook Promise, and other disaster relief organizations to help provide this support in response to disasters.

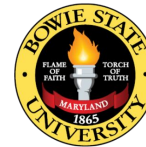
Investing in *Future therapists*

Demonstrating our commitment to the future of mental health care, BetterHelp invests in the next generation of therapists from underrepresented communities through our scholarship program. We aim to foster a more inclusive and diverse therapist workforce that better reflects the communities it serves.

In partnership with Thurgood Marshall College Fund, our **BetterHelp Graduate Gap Scholarship** provided 4 HBCU students with **\$5,000** for the **2024-2025 school year**

Individuals who won the 2024-2025 scholarships met the following eligibility requirements:

- Enrolled in a HBCU for the 2024-2025 school year
- Studying Psychology or related fields
- Current cumulative GPA of 3.5 or higher
- Demonstrate financial need



Financial Aid *Amounts*

As part of BetterHelp's mission to make therapy more accessible and affordable, we go beyond donating therapy by offering financial aid to individuals who need additional support. This ensures that anyone seeking therapy has the opportunity to access the care they deserve, regardless of financial constraints.

\$22.3 million

worth of financial aid given to
those who applied and qualified
for financial aid in 2024!

Other Initiatives & Volunteering

We believe in involving everyone in our social impact work. Our volunteering initiatives encourage our team to give back to their communities while fostering connection, collaboration, and a shared sense of purpose. These efforts strengthened our bond as a team and reinforced our commitment to making a positive impact both within and beyond our organization.

Feb

Created Valentine's Day themed care-packages for a local senior home

Donated 50+ kits to Mission Skilled Nursing Home

March

Packaged essential care-kits for a local San Jose Women's Shelter

Donated 50+ kits to The Georgia Travis House

July

Built backpacks for under-resourced youth & families as we looked towards back-to-school

Donated 25 backpacks & other resources to Family Giving Tree

Nov

Collected canned goods & coats for local organizations

Donated 132 lbs of food to Second Harvest of Silicon Valley & 24 Coats to Hope's Corner

Dec

Collected gifts to fulfill wishes for the holidays for local families

Donated 25 gifts to Family Giving Tree & raised over \$400 in additional gifts

70+

Volunteer
Hours

175

Kits & Gifts
Donated

\$1200

Donated
through our
holiday drives