

IRIS

Iris Celebrates 20 Years



10000 celebrators

Marketing efforts reached 10000 new and existing connections who joined in on our celebration of 20 years creating mental health resources

"Iris has this wonderful way of blending stories with knowledge from professionals..."

Ian Manion

- former executive director of Center of Excellence

At Iris, we create accessible and impactful tools to help educate on the topic of mental health and improve mental wellness in society. Our tools and products work to improve mental health literacy, reduce the associated stigma and encourage social inclusion and participation of those living with mental health conditions through the power of storytelling.



80% Fundraising Goal met within one week of the campaign



57% Conversion Increase since launch of new website



75% Website Traffic increase during week of anniversary campaign



81% New Website Visitors increase awareness of new Iris brand



Giving to Iris means giving to help others better understand mental health concerns. 100% of your donation goes towards the maintenance of making Iris' mental health literacy tools accessible.

[Visit our website to learn more about our impacts](#)