



SHINE A LIGHT ON DEPRESSION

***PRESS KIT***

[www.iFred.org](http://www.iFred.org)

## WHO WE ARE

The mission of **International Foundation for Research and Education on Depression** (iFred) is to shine a positive light on depression and eliminate the stigma associated with the disease through prevention, research and education. Its goal is to ensure 100% of the 350 million people affected by depression seek and receive treatment.

## WHAT WE DO

iFred is creating a shift in society's negative perception of depression through positive imagery and branding-establishing the sunflower and color yellow as the international symbols of hope for depression. To further its mission, iFred engages with individuals and organizations to execute high-impact and effective campaigns that educate the public about support and treatment for depression.

## TEACHING HOPE

In 2014, iFred launched the **Schools for Hope Program**, now **Hopeful Minds**, and aims to teach youth hope through a 12-week program for schools, community centers, and churches based on research it is a teachable skill. It has been featured as an innovation at the World Bank, highlighted at the IACAPAP and presented and taught around the world. Research out of Ulster University in Northern Ireland showed a reduction in anxiety and increase in emotional regulation, self-efficacy, hope, and resilience among students that participated in the program.

Research suggests one in nine students attempt suicide before graduating high school, with 40% indicating their first attempts were made in grade school. Hopelessness is a number one symptom of depression and leading predictor to suicide, and 36% of girls in the US are now self-reporting depression prior to graduating high school.

The good news is research shows hope can be taught and higher levels of hope correspond to greater emotional and psychological well-being, increased academic performance and enhanced personal relationships. Program information may be found on our website at [www.hopefulminds.org](http://www.hopefulminds.org).

Help spread HOPE. Ask your school, community center, or church group to run our Hopeful Minds program, or read and share the lessons with your family. Research suggests that hope is a teachable skill, so let's get our kids educated and resilient for whatever life brings.

A recent study published in the Journal of Adolescent Health suggests that 1 in 9 kids attempt suicide prior to graduating high school, 40% of whom are in grade school. Hopelessness is a primary symptom of depression, making it a threat to students around the world. The good news? Research also suggests that hope is teachable.

# OUR PROGRAMS



**Hopeful Minds** is a new curriculum project developed by iFred, the International Foundation for Research and Education on Depression. It is based on research that suggests hope is a teachable skill. Our aim is to equip students, educators, and parents with the tools they need to find and maintain hope even during the most trying of times.

The leading predictor of suicide is hopelessness, so we believe through our positive advocacy we can reduce overall suicide attempts in youth. Our focus is on prevention through practical tools and exercises. We are offering it free in hopes that people around the world benefit from our research and material.



**Artworks for Hope** is a project that uses the sunflower as a positive symbol of Hope helping to eliminate the stigma of depression around the world. You can shine your light of hope on depression by using various expressions of art to help raise awareness in your community.



**Gardens for Hope** is a project that uses the sunflower as a positive symbol of HOPE to help eliminate the stigma of depression around the world. We ask you to plant sunflowers to raise awareness and honor the 350 million with the disease. The more we work to educate people in a positive and hopeful way, the better our chances of ending stigma.



**Fields for Hope** is a project developed to use the sunflower as a positive symbol of HOPE for the 350 million with depression worldwide. The more we work to raise awareness, start conversations and educate people in a positive and hopeful way, the better our chances of ending stigma and encouraging treatment. We all deserve to live a life of mental health and wellness.



**Global Day for Hope** is a day to share your support and help us raise awareness for depression treatment in your specific communities. With over 350 million people worldwide affected by the disease and the vast majority not seeking help due to stigma, it is time we joined hands in solidarity to share a powerful, empowering, strong message to the world.

# IFRED BOARD OF DIRECTORS

We keep our Board of Directors small and efficient, so we don't waste time over the little things. Instead, we concentrate on our tasks at hand or rebranding depression on a global scale. We are incredibly focused and each member is top in their field. If you believe you could add significant value to our organization through your contacts, skills, networking abilities or passions, please e-mail a letter of interest to [kathryn@ifred.org](mailto:kathryn@ifred.org).



**KATHRYN GOETZKE, MBA**  
*iFred Founder*

Ms. Goetzke is the President of the Board and a Founder of iFred.org. She is a depression survivor; and, her goal is to shine a positive light on depression by repositioning the disease in a positive way to eradicate stigma. She has an MBA in International Marketing and an undergraduate degree in Psychology, and has successfully launched companies and brands.



**SUSAN MINAMYER**  
*Secretary*

Susan Minamyler has a master's degree in psychology from Roosevelt University in Chicago, and completed further advanced work in educational administration. She has worked extensively in the field of education and is honored to bring those skills to iFred.



**TOM DEAN**  
*iFred Chairman of the Board*

Tom Dean spent twenty-six years associated as an officer or partner with investment banking firms including Kidder Peabody; L.F. Rothchild; and Cowen & Co. Known for his short sale recommendations, Mr. Dean developed and cultivated numerous contacts in corporate finance, research and sales at firms throughout "The Street". In 1990, he joined Alaris Corp. as Senior Vice President, Investor Relations. In 1992 he, formed Innovative Research Associates, which is now a subsidiary of Murdock Capital Partners.



**JOHN M. GROHOL, PSY.D**  
*Director*

Dr. John Grohol is a pioneer in online mental health and psychology. Recognizing the educational and social potential of the Internet in 1995, Dr. Grohol has transformed the way people could access mental health and psychology resources online. Pre-dating the NIMH, NAMI and many other mental health organizations, Dr. Grohol was the first to publish the diagnostic criteria for common mental disorders, such as depression, bipolar disorder and schizophrenia. His leadership has helped to break down the barriers of stigma often associated with mental health concerns, bringing trusted resources and support



**JIM LINK**  
*Director*

Jim Link is the founder of Idea-Link, a Minnesota-based company specializing in the generation, refinement and marketing of new ideas. Since 1994, Jim has worked with over 70 organizations, ranging from larger companies like 3M, General Mills, Toro, Marriott, Heinz and Nestle, to several smaller entrepreneurial ventures and start-ups. His 28 years of new product and marketing experience include work in over 160 different product and service categories across four continents.



**MINDY MAGRANE**  
*Principal*

Dr. Mindy Magrane is the Director of RHR International LLP. Her career is focused on enhancing the potential and performance of senior executives, teams and organizations. A solid business background, combined with a high level of expertise in assessment and development, enables her to guide senior level executives and high potentials to keen insights and action-oriented strategies.

# IFRED ADVISORY BOARD

We have chosen an advisory board to help us structure the organization, and get input from other experts in a variety of areas. We welcome additional advisory board members if you feel you have areas of expertise that are not covered. If you are interested in serving on the board, e-mail [Kathryn@ifred.org](mailto:Kathryn@ifred.org) today.



## **KATHRYN GOETZKE, MBA**

*iFred Founder | President and CEO  
Innovative Analysis, Inc.*

Ms. Goetzke is a depression survivor; and, her goal is to shine a positive light on depression by repositioning the disease in a positive way to eradicate stigma. She has an MBA in International Marketing and an undergraduate degree in Psychology, and has successfully launched companies and brands.



## **JENNIFER FARDY, JD**

*Seyfarth Shaw LLP*

Ms. Fardy is a former partner in the Chicago law office of Seyfarth Shaw LLP practicing primarily in the area of complex commercial litigation, including class actions and large, multi-party litigation.



## **JIM LINK**

*President | Idea-Link Inc.*

Jim Link is the founder of Idea-Link, Inc., a Minnesota-based company specializing in the generation, refinement and marketing of new ideas. His 30 years of new product & marketing experience include work in over 160 different product and service categories across four continents.



## **KIRSTEN STRAUGHAN REGISTERED DIETITIAN**

*Registered Dietitian*

Kirsten is a registered dietitian with a background that includes five years of clinical experience at Mercy Hospital and Medical Center in Chicago and four years of private practice nutritional counseling work. Kirsten will be vital in providing information about how nutrition relates to depression.



## **JOHN WHITE**

*Chairman and CEO  
Compass Marketing Inc.*

Prior to founding Compass Marketing, Mr. White was classically trained in marketing and was a director at Acosta, the leading sales and marketing agency for the grocery trade. He previously served as past President of iFred, the International Foundation for Research & Education of Depression.



## **SUSAN MINAMYER**

*Senior Consultant Innovative Analysis,  
Inc.*

Susan Minamyer has a master's degree in psychology from Roosevelt University in Chicago, and completed further advanced work in educational administration. She has worked extensively in the field of education and is honored to bring those skills to iFred.



## **FREDERICK MILLER, MD, PHD**

Dr. Miller has served as the Chair of the Department of Psychiatry and Behavioral Sciences at NorthShore University HealthSystem since 1999. The Department now services all four hospitals of the NorthShore HealthSystem, with expertise in mood and anxiety disorders, chemical dependency, eating disorders, adolescent psychiatry, community psychiatry, medical psychiatry and neuropsychology.



## **JOHN M. GROHOL, PSY.D**

*Founder | psychcentral.com*

Dr. Grohol has graduate training in clinical psychology. He is one of the pioneering leaders in psychology on-line and will be key in advising the foundation in this area.



## **JOHN BLAKE**

*Director - Retired  
McNeil Consumer Health Care Division,  
Johnson & Johnson*

John brings a plethora of experience from a leading company in the healthcare industry. John also has a heart and mind that is focused on the spirit of volunteerism that will be fundamental to iFred.



## **LARRY KLEINGARTNER**

*Executive Director  
The National Sunflower Association (NSA)*

Kleingartner has been the executive director of the NSA for the last 25 years. Larry has a great deal of experience in marketing. He is very pleased that the sunflower plant has been selected to be the international symbol of this movement to remove the stigma of depression.



## **RAM GLICK**

*President | Art Advisory Board*

With over 15 years of experience in the art industry, Ram Glick brings a wealth of information and operating experience for iFred's efforts to create a beneficial art program that will raise awareness to the possibilities of fighting and winning depression through the world of art.



*In Honor of*

## **PAUL R. CARTER**

We lost Paul in late 2009 after a long battle with cancer. He was an esteemed member of our advisory board and we miss him dearly. We are very fortunate to have had him serve as an advisor since the start of our work.

# HOPEFUL MINDS ADVISORY BOARD

We are honored and delighted to have the following people serve as Beacons for Hope in this new initiative. Please take some time to get to know the amazing work these individuals are doing in the world.



**KATHRYN GOETZKE, MBA**  
*iFred Founder | President and CEO  
Innovative Analysis, Inc.*

Kathryn is the founder of the 501(c) 3iFred, the International Foundation for Research and Education for Depression ([www.depression.org](http://www.depression.org)). Ms. Goetzke is a depression survivor; and, her goal is to shine a positive light on depression by repositioning the disease in a positive way to eradicate stigma.



**JOHN BOYD, PSY.D., MHA**  
*Chief Executive Officer for System Mental Health Services*

John has an extensive background in healthcare administration including mental health. John has been appointed a commissioner by Governor Jerry Brown for the State of California Mental Health Services Oversight and Accountability Commission and currently serves in that capacity now in his second term.



**NIGEL FRITH**  
*Principal | Drumragh Integrated College*

Nigel is a passionate supporter of integrated education and, equally, believes strongly in the importance of excellence in all dimensions of school life.



**MOITREYEE SINHA**  
*Co-Founder, CitiesRise*

Moitreyee is a humanitarian, social entrepreneur, scientist and seeker. With citiesRISE, Moitreyee brings her unique vision for collective, community-based action to mental health. Moitreyee has a PhD in Physics, has received GE's highest technical team award and the Kingdom of Cambodia's Highest Award for Philanthropy.



**DR. KAREN KIRBY PH.D.**  
*Lecturer of Counselling Psychology,  
Ulster University*

Dr. Karen has been employed by Ulster University, School of Psychology as a Lecturer of Counselling Psychology since 2004.



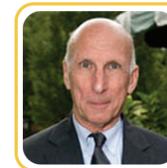
**DR. GABRIEL IVBIJARO**  
*Founder & Chair, The World Dignity Project*

Professor Ivbijaro is a champion for global mental health advocacy and Visiting Professor of Population Mental Health at NOVA University, Lisbon, Portugal. He was President of WFMH the oldest mental health advocacy organisation in the world from 2015-2017 and is the founder and Chair of The World Dignity Project.



**DR. ELIZABETH LOMBARDO**  
*Clinical Psychologist*

Elizabeth Lombardo, Ph.D., is a clinical psychologist who NBA star Shaquille O'Neal calls his "Head coach for happiness." In her TEDx "The Science of Happiness," Elizabeth explains that happiness is a skill that anyone can improve upon with the right training.



**MYRON L. BELFER MD, MPA**  
*Professor of Psychiatry*

Myron is Professor of Psychiatry in the Department of Psychiatry, Children's Hospital Boston, Harvard Medical School, and Senior Associate in Psychiatry at the Children's Hospital of Boston.



**KRISTY L. STARK, M.A.,  
ED.M., BCBA**  
*Behavioral Scientist*

Kristy has served as the Clinical Director of a non-profit organization for children with neurodevelopmental disorders, and as a consultant to state mental health agencies and university teaching centers.



**GUY WINCH, PH.D.**  
*Licensed psychologist*

Guy is a licensed psychologist, author, and keynote speaker. Dr. Winch's work on the science of emotional health is frequently featured in major national and international media outlets such as the New York Times, CNN and others.



**MARIE DUNNE**  
*Registered Mental Health Nurse*

Marie has worked in the Health Improvement Service WHSCT and holds the brief for Mental Health and Emotional Wellbeing. Throughout her career she has worked as a registered mental health nurse.



**DELANEY RUSTON M.D.**  
*Documentary Filmmaker  
Stanford Trained Physician*

Delaney Ruston is an award winning documentary filmmaker who founded her independent production company, MyDoc Productions in 2004. Delaney has focused on medical themes that often address marginalized groups.

# HOPEFUL MINDS ADVISORY BOARD

We are honored and delighted to have the following people serve as Beacons for Hope in this new initiative. Please take some time to get to know the amazing work these individuals are doing in the world.



**KIMBERLEY BLAINE MA, MFT**  
*Family Mental Health Advocate  
and Digital Media Pioneer*

Kimberley Blaine, MA, MFT, has been named one of the most powerful moms in social media and featured on Mom. Me's Favorite 50 Blogger List. She is the executive producer of the Go-To Mom™ web series - She is an inspirational speaker, family mental health advocate and digital media pioneer.



**WENDY GIBBONS**  
*Strategy Manager for The Outer West  
Neighborhood Renewal Area*

Wendy worked in the Computing, Business and Education industries for over 20 years mainly in the Business and Digital-Media sectors and taught as a lecturer in Computer Science at the University of Ulster.



**KIRSTEN STRAUGHAN**  
*Registered Dietitian*

Kirsten is a registered dietitian with a background that includes five years of clinical experience at Mercy Hospital and Medical Center in Chicago and four years of private practice nutritional counseling work. Kirsten will be vital in providing information about how nutrition relates to depression.



**DAVE OPALEWSKI**  
*President, Grief Recovery Inc.*

Dave Opalewski has been a professional educator since 1972. He is the author of four books published by The National Center for Youth Issues including "Answering the Cry for Help", and has been published several times in professional journals.



**NANCY TAMOSAITIS**  
*President, Vorticom Inc.*

Nancy Tamosaitis, president of Vorticom Inc., and a published author of four popular books on Internet communications, has extensive experience securing national and international media visibility for Fortune 500 and emerging companies.



**PENNY TATE**  
*Project Manager*

As a project administrator, Penny develops, manages, and updates curriculum content by integrating top research from leading experts in both mental health and education.



**JIM LINK**  
*President | Idea-Link Inc.*

Jim Link is the founder of Idea-Link, Inc., a Minnesota-based company specializing in the generation, refinement and marketing of new ideas.



**SUSAN MINAMYER**  
*Senior Consultant Innovative Analysis, Inc.*

Susan Minamyer has a master's degree in psychology from Roosevelt University in Chicago, and completed further advanced work in educational administration. She has worked extensively in the field of education and is honored to bring those skills to iFred.



*In Honor of*  
**ANNA UNKOVICH**

Anna was a critical part of the development of this project, and our biggest cheerleader for teaching hope with youth. Sadly, in 2017 she passed. She will be sorely missed, and we plan to make her proud by continuing to teach these skills to children around the world.



*In Honor of*  
**PAUL R. CARTER**

We lost Paul in late 2009 after a long battle with cancer. He was an esteemed member of our advisory board and we miss him dearly. We are very fortunate to have had him serve as an advisor since the start of our work. Paul is a former President Wal-Mart Realty Company & CFO at Wal-Mart Stores, Inc.

## YOUTH ADVISORY BOARD



**SOPHIE STRAUGHAN**  
*8th grader at Gwendolyn Brooks Middle  
School in Oak Park, IL*

Sophie is interested in serving on the board for the Schools for Hope project as she wants to help break the stigma of mental health for kids.



**MATTHEW JACKMAN**  
*Represents Melbourne as a Global  
Shaper with the World Economic  
Forum*

Matthew informing mental health service provision. He presently teaches across a number of universities in mental health and social determinants to health and wellbeing and is a mental health and international student researcher at Monash University in Melbourne, Australia.



# Depression

Fact sheet

Updated February 2017

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## Key facts

- Depression is a common mental disorder. Globally, more than 300 million people of all ages suffer from depression.
- Depression is the leading cause of disability worldwide, and is a major contributor to the overall global burden of disease.
- More women are affected by depression than men.
- At its worst, depression can lead to suicide.
- There are effective treatments for depression.

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## Overview

Depression is a common illness worldwide, with more than 300 million people affected. Depression is different from usual mood fluctuations and short-lived emotional responses to challenges in everyday life. Especially when long-lasting and with moderate or severe intensity, depression may become a serious health condition. It can cause the affected person to suffer greatly and function poorly at work, at school and in the family. At its worst, depression can lead to suicide. Close to 800 000 people die due to suicide every year. Suicide is the second leading cause of death in 15-29-year-olds.

Although there are known, effective treatments for depression, fewer than half of those affected in the world (in many countries, fewer than 10%) receive such treatments. Barriers to effective care include a lack of resources, lack of trained health-care providers, and social stigma associated with mental disorders. Another barrier to effective care is inaccurate assessment. In countries of all income levels, people who are depressed are often not correctly diagnosed, and others who do not have the disorder are too often misdiagnosed and prescribed antidepressants.

The burden of depression and other mental health conditions is on the rise globally. A World Health Assembly resolution passed in May 2013 has called for a comprehensive, coordinated response to mental disorders at country level.

## Types and symptoms

Depending on the number and severity of symptoms, a depressive episode can be categorized as mild, moderate, or severe.

A key distinction is also made between depression in people who have or do not have a history of manic episodes. Both types of depression can be chronic (i.e. over an extended period of time) with relapses, especially if they go untreated.

**Recurrent depressive disorder:** this disorder involves repeated depressive episodes. During these episodes, the person experiences depressed mood, loss of interest and enjoyment, and reduced energy leading to diminished activity for at least two weeks. Many people with depression also suffer from anxiety symptoms, disturbed sleep and appetite and may have feelings of guilt or low self-worth, poor concentration and even medically unexplained symptoms.

Depending on the number and severity of symptoms, a depressive episode can be categorized as mild, moderate, or severe. An individual with a mild depressive episode will have some difficulty in continuing with ordinary work and social activities, but will probably not cease to function completely. During a severe depressive episode, it is very unlikely that the sufferer will be able to continue with social, work, or domestic activities, except to a very limited extent.

**Bipolar affective disorder:** this type of depression typically consists of both manic and depressive episodes separated by periods of normal mood. Manic episodes involve elevated or irritable mood, over-activity, pressure of speech, inflated self-esteem and a decreased need for sleep.

### **Contributing factors and prevention**

Depression results from a complex interaction of social, psychological and biological factors. People who have gone through adverse life events (unemployment, bereavement, psychological trauma) are more likely to develop depression. Depression can, in turn, lead to more stress and dysfunction and worsen the affected person's life situation and depression itself.

There are interrelationships between depression and physical health. For example, cardiovascular disease can lead to depression and vice versa.

Prevention programmes have been shown to reduce depression. Effective community approaches to prevent depression include school-based programmes to enhance a pattern of positive thinking in children and adolescents. Interventions for parents of children with behavioural problems may reduce parental depressive symptoms and improve outcomes for their children. Exercise programmes for the elderly can also be effective in depression prevention.

### **Diagnosis and treatment**

There are effective treatments for moderate and severe depression. Health-care providers may offer psychological treatments (such as behavioural activation, cognitive behavioural therapy [CBT], and interpersonal psychotherapy [IPT]) or antidepressant medication (such as selective serotonin reuptake inhibitors [SSRIs] and tricyclic antidepressants [TCAs]). Health-care providers should keep in mind the possible adverse effects associated with antidepressant medication, the ability to deliver either intervention (in terms of expertise, and/or treatment availability), and individual preferences. Different psychological treatment formats for consideration include individual and/or group face-to-face psychological treatments delivered by professionals and supervised lay therapists.

Psychosocial treatments are also effective for mild depression. Antidepressants can be an effective form of treatment for moderate-severe depression but are not the first line of treatment for cases of mild depression. They should not be used for treating depression in children and are not the first line of treatment in adolescents, among whom they should be used with caution.

### **WHO response**

Depression is one of the priority conditions covered by WHO's Mental Health Gap Action Programme (mhGAP). The Programme aims to help countries increase services for people with mental, neurological and substance use disorders, through care provided by health workers who are not specialists in mental health. The Programme asserts that with proper care, psychosocial assistance and medication, tens of millions of people with mental disorders, including depression, could begin to lead normal lives – even where resources are scarce.

# MEDIA FEATURES



Kathryn Goetzke, Founder of iFred, is seen here interviewed on the importance of rebranding depression to a disease of hope, happiness and healing. Depression is treatable, yet less than 25% of those with diagnosable depression are getting treatment due to negative perception (stigma) and lack of resources. It is growing to be the leading cause of death and disability worldwide, yet it is treatable in up to 80% of cases. - July, 2010

Join the Synergy features the backstage of the Writer's Guild Awards Celebrity Retreat to show the presenters, nominees, awardees and the big causes they supported.

Celebrities learned about iFred.org and Furnishing for Hope. - February, 2013



“ I see good mental health as a human right, and believe everyone deserves the ability to access and receive treatment. The sooner we reach children and young people, the more we can positively impact their mental health trajectory. ”

- Kathryn Goetzke, *Founder*

## ALSO FEATURED ON:



UK



# MEDIA FEATURES

Kathryn Goetzke, founder of iFred addresses the United Nations about the need to prioritize mental health in Sustainable Development Goals at the International Day of Persons with Disabilities. - December, 2015



BBC covers Hopeful Minds on Teens on the Edge in the UK. Nigel Frith, principal of Drumragh Integrated College and Advisory Board member of Hopeful Minds, says the mental health of its students is the number one priority - October, 2018

“Anxiety levels in young people today are “unprecedented. The scale of the need is huge.”

- Nigel Frith, *Hopeful Minds Advisory Board & Principal of Drumragh Integrated College in Omagh*

## ALSO FEATURED ON:

**THE UPDATE**  
BLUE PRINT GROUP  
ON GLOBAL MENTAL HEALTH



**beliefnet**  
Inspiration. Spirituality. Faith.

**The Madison Press**  
Serving Madison County, London, Plain City, West Jefferson and Mt. Sterling



**WORLD HAPPINESS AGORA**  
be CREATION



# SUNFLOWERS...

## Fascinating Facts

A sunflower only requires 90 to 100 days to grow.  
The sunflower plant can grow from 3 to 18 feet tall.  
A single sunflower can have up to 2,000 seeds.  
The sunflower seed head forms a spiral.

The tallest sunflower was grown in the Netherlands by M. Heijmf in 1986 and was 25' 5.5" tall.

**I LIKE EVERYBODY**  
Within the last few years, a new form of low-pollen sunflower has been created to help **reduce the risk of asthma for pollen sufferers.**

The sunflower actually tracks the position of the sun in the sky. This is called heliotropism.

### I AM MANY

The yellow petals are actually the protective leaves that cover the head while it is growing. **That brown center is made up of hundreds of individually growing flowers**, where a sunflower seed will emerge.

### I AM ANCIENT!

The sunflower was **domesticated from wild sunflowers around 1000 B.C. by Native Americans**. It was ground into flours for making breads and soups, while sunflower oil softened leather, salved wounds, and conditioned hair.

### I HAVE POTENTIAL

**Sunflower oil can be made into plastics**, and research has also revealed that it the potential to create fuel for automobiles and other machinery.

### I HELP THE ENVIRONMENT

An emerging technology called rhizofiltration, **hydroponically grown sunflowers** are grown floating over water. Their extensive root systems **reach deep into sources of polluted water and extract large amounts of toxic metals**, including uranium. The roots were able to extract 95% of the radioactivity in the water left behind by the accident at Chernobyl.

"Keep your face to the sunshine and you cannot see the shadow. It's what sunflowers do."  
*Helen Keller*



**The Bonsai technique was used to make the shortest mature sunflower record. The sunflower was just over 2" tall.**

### I AM ROYAL

In Peru, **the Aztecs worshipped sunflowers**. They did so by placing sunflower images made of gold in their temples and crowning princesses in the bright yellow flowers.

### I BRING THE WORLD TOGETHER

Brought to the U.S. in 1996 from Russia, **one of the largest areas of sunflower growth in the world, is in the former Soviet Union**, which is second only to Argentina.

The simple prairie sunflower, native to North America, is now one of the worlds leading oil seed crops behind soy beans.



The mission of International Foundation for Research and Education on Depression (iFred) is to shine a positive light on depression and eliminate the stigma associated with the disease through prevention, research and education. Its goal is to ensure 100% of the 350 million people affected by depression seek and receive treatment.



@ifredorg

# FOUNDER STORY



## Kathryn Goetzke

*Founder, iFred*

Kathryn Goetzke is an entrepreneur, strategic consultant and global depression advocate. She is the entrepreneur and innovator behind Mood-lites™, a brand that achieved over 35 million dollars in retail sales. As her role as Chief Mood Officer at The Mood Factory, she is committed to getting people into the present moment through her new line of product based on how scents impact moods, and 21 Day courses teaching habits of how to live a positive, engaged, productive life.

Kathryn is a global mental health ambassador, overcoming her own battles with depression, anxiety, ADHD, PTSD and addictions through therapy, medication, lifestyle changes, and support. She lost her father to suicide at 19 and knows all too well the negative consequences of untreated mental health on both the self and the family system. She has committed her life to helping support others not only the treatment of mental health disorders, but prevention through lifestyle modifications and efforts in school.

Ms. Goetzke began her career with 3M Corporation, where she worked as a Research Manager and moved to IDS to lead communication efforts for rebranding IDS mutual funds to American Express, and served in several capacities in New Products, Marketing, Research and Promotions. She then moved on to advertising, and then sales, serving as VP of Sales and Marketing for Compass Marketing leading Fortune 500 company marketing planning and strategies for alternate channels. She then set out to create her own company and brand and do the first national cause marketing campaign in mental health.

Kathryn and her work has been featured in Entrepreneur Magazine, Home, InStyle, Family Living, Scholastic Choices Magazine, and others. She has spoken at the United Nations, the Global Mental Health Movement Conference in Athens and South Africa, at Mental Health Community Associations Conference, The Kennedy Forum, The World Bank, the Scent Marketing Institute, and more. She has been featured on multiple radio and television shows including BBC, WGN Chicago, CBS Chicago, Tasty Trade, and eWomenNetwork. Ms. Goetzke is a regular contributor to the Huffington Post and PsychCentral, and serves on advisory boards for FundaMentalSDG, Y Mental Health, Women's Brain Project, and the Global Mental Health Movement.

Ms. Goetzke is most proud of her work for Hopeful Minds, a program iFred developed to teach Hope to kids based on research it is a teachable skill. As hopelessness is the primary predictor of suicide and #1 symptom of depression, learning how to create, maintain, and grow a hopeful mindset is critical to prevention of anxiety, depression, and suicide. iFred sees Hope as a Human Right and is committed to making it free and available to all.

Kathryn has a Master of Business Administration degree in International Marketing Management from the University of St. Thomas, and a Bachelor of Arts degree in Psychology, International Studies and Biology from Winona State University. She currently resides in Reno, Nevada, where she enjoys hiking, meeting new people, hiking with her pup, skiing, and solving complex global challenges.



SHINE A LIGHT ON DEPRESSION

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P.O. Box 17598 Baltimore, MD 21297