...changing the WAY we think about mental health and wellness

#B4Stage4

Mental Health America of the MidSouth

2019-2020 Annual Report
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...from our CEO and Board Chair

FY2020 may be remembered for a pandemic and racial strife during its last quarter, but MHA has had much to celebrate throughout our fiscal year. More Tennesseans were reached by our agency’s programs and services than anyone can remember. New positions were filled, turnover was low, screenings reached a new high, an investment was made in West Tennessee infrastructure, Milton Johnson was honored with the Jack C. Massey leadership award, and two new programs were launched: workplace wellness and the case management for victims of human trafficking.

Because of FY2020 accomplishments, MHA of the MidSouth is well-positioned for its future success. I want to especially thank our board leadership that stepped up to help with fundraising, personnel, and several negotiations. As always, I want to also thank our MHA staff, who work tirelessly to fight for mental health – prevention, early intervention, integrated care, social inclusion, and recovery.

My best, Tom

As I complete my two-year term as Board Chair, I am thankful for the many opportunities and successes that MHA has achieved and couldn’t be prouder to serve alongside the MHA staff, leadership and board. While FY2020 brought challenges that I would never have dreamed of, it also provided countless opportunities to showcase what a solid organization MHA has been for the last 74 years and will undoubtedly be for decades to come. The foresight of past generations of leadership, helped MHA realize a $2.7 million gain on the sale of a property interest that was the largest transaction in our history. MHA also successfully recruited six Memphis-based board members to better represent the people we serve.

Our CEO finished his term as national MHA board chair, and several other staff were recognized by the Nashville Medical News, HealthyNashville, TDMHSAS and Center for Nonprofit Management. While we will miss our TSPN friends as they transition to a new host agency, MHA enters into FY2021 with a renewed focus on its mission. The unprecedented events that are influencing our daily lives have pushed mental health into the spotlight like never before. I am confident that MHA will continue to evolve with the changing needs of the communities we serve.

To my fellow board members, thank you all for your support and encouragement over the last two years and for your commitment to MHA. To the staff, you all are rock stars and thank you for all you do to advance the mission. Finally, to our donors and patrons, you are the reason that MHA gets to do what it does. Thank you for your continued support of the mission during FY2020 and in the years to come.

God bless you all, Matt
The State of Mental Health

- Nearly 1 out of 5 Americans live with a mental health condition; that equates to around 46.6 million people
- The prevalence of a mental health condition is higher among women
- Of all age groups, young adults aged 18-25 years had the highest prevalence of mental health conditions
- Common mental health conditions include: anxiety, depression, PTSD, Bipolar disorder, eating disorders, dementia, and OCD...

- 56% of adults with a mental health condition did not receive treatment for their condition
- 20% of adults with a mental health condition tried seeking treatment and were unable to find any
- Ratio of individuals in a state to available mental health care providers is: 504 to 1
- It is not uncommon for people who deal with mental health conditions to simultaneously deal with substance use or abuse disorders

- For adults who participated in mental health care such as professional counseling/therapy, taking medication, or a combination a significant number showed improvement in dealing with symptoms
- The Coronavirus pandemic has placed a spotlight on the need for more mental health care and better access to care that exists

*Sources: NIMH, MHA National, Johns Hopkins Medicine*
Mission Statement

*Mental Health America of the MidSouth improves the lives of persons living with mental health challenges by advocating for improved public policy, educating health service providers, and connecting individuals to the right help at the right time.*

2019 – 20 Key Initiatives

Our programs and services reached over 60,000 individuals this year through support groups, presentations, health fairs, screenings, help-line calls, and seminars. Initiatives include:

- **Caregiver Support Services:** Educates and fortifies family caregivers and long-term care professionals
- **Back Office Support Services (B.O.S.S.):** Administrative and financial support for likeminded behavioral health nonprofits. Our 2020 partners included: Association for Infant Mental Health in Tennessee, My Health Care Home, and the Tennessee Psychiatric Association
- **Erasing the Stigma / I.C. Hope:** Innovative school-based program teaches students about managing bullies, bad days, and social-emotional health
- **HelpLine & Referrals:** Providing callers with literature, referrals, and system navigation
- **Mental Health Academy:** Quality, affordable, continuing education units (CEUs, CLEs, CMEs) to over 1,000 professionals annually
- **Mental Health First Aid:** Teaching police, clergy, teachers, and lay people how to identify and respond to behavior health crises
- **Multicultural Outreach Program (M.O.P):** Spanish speaking case workers connect unaccompanied minors and human trafficking victims to mental health, health, financial, and legal resources
- **Suicide Prevention - Tennessee Suicide Prevention Network (TSPN):** In partnership with TSPN, which reaches 30,000 Tennesseans annually with prevention and intervention strategies
- **Workplace Wellness:** Navigation tools to connect employees with their nearest charitable clinics, workshops on corporate bullying, how to use your EAP, and managing workplace stress
» Our 20-year-old Multicultural Outreach Program developed and implemented a **new Trafficking Victims Assistance Program**

» **MHA launched its initial Workplace Wellness program** and partnered with the national MHA to promote its workplace seal for wellness

» We worked to diversify revenue, and for the first time, **received federal grants from three different branches**: Office of Refugee Resettlement (via USCRI), SAMHSA, and the Department of Justice

» We completed our **first strategic plan for the Greater Memphis Area** and started an organizational 3-year strategic plan

» Staff **adapted to working remotely** during the last quarter of FY2020 due to COVID-19. Education, trainings, and meetings were continued virtually

» **To increase suicide prevention**, TSPN doubled their staff from 6 individuals across 3 regions, to 12 individuals across 9 regions
Caregiver Support Program

- **867 individuals** are better equipped to deal with issues of aging and Alzheimer’s after receiving education via workshops, health fairs, and support groups
- Assisted **62 families** through “Caregiver Conversations”
- **32 Alzheimer’s/dementia** professional trainings and presentations
- Increased the number of *Caregiver Tips and Techniques* brochures by **1000**
- In FY 2021, our Caregiver Support Program will expand to include a **Driving Beyond Dignity** certification as well as **Mental Health First Aid for Older Adults**

For caregivers who participated in MHA’s “Joining the Journey” classes:

- **82%** reported feeling more confident in their ability to care for their loved one with Alzheimer’s
- **97%** of participants reported an overall increase in knowledge regarding Alzheimer’s
- Feelings of isolation dropped by **25%** among participants

“Thank you so much MHA, it makes such a difference knowing you’re a part of my [caregiving] team.”
Erasing the Stigma/ I.C. Hope

✓ 26,850 children and youth throughout middle and west Tennessee received education and tools that helped reduce the stigma associated with mental health and were offered resources to help improve healthy behaviors.

✓ 449 presentations in Middle and West Tennessee; with presentations focusing on mental health and stigma, bullying prevention, suicide intervention, and dealing with anxiety and worry.

✓ 16 counties served

“Wonderful presentation that grabbed the attention of all of our children…”

“The ETSY experience for my 6th graders was unmatched!”

“How wonderful it is that kids at such a young age are being informed about mental health…”
Mental Health First Aid

- MHA has reached **342 participants in 60 counties** throughout Tennessee through the SAMHSA Mental Health Awareness Training grant: *Equipping Tennessee First Responders*

Multicultural Outreach Program (M.O.P.)

- **178 Spanish-speaking families** received resource referrals for their medical, mental health, legal, and educational needs
- **47 individuals** attended Encuentro Latino meetings giving them the opportunity to meet with other Spanish-speaking members of the community, network, ask questions, and find resources
- Many families received education on the benefits of mental health counseling for the **first time** in their lives and have been given access to free counseling. Home visits, desktop monitoring, and Encuentro Latino were moved online during the pandemic
Suicide Prevention  
Tennessee Suicide Prevention Network (TSPN)

- TSPN reached approximately 30,000 people through suicide prevention training sessions, presentations, and workshops.
- 313 booths/displays statewide, serving an estimated 170,910 people.
- More than 35 postvention efforts organized.
- 180 media presentations.
- TSPN began collecting data on trainings at the county level in a hope to identify new trends.

*TSPN data points reflect CY 2019

Workplace Wellness

- 1519 professionals in 8 counties were served with workplace wellness education, receiving tips on how to deal with stress at work, improve communication among co-workers and leadership, and find resources for better mental wellness in the workplace.
Jack C. Massey Leadership Award Dinner

- The Massey Leadership Award Dinner honored the leadership and accomplishments of retired CEO of HCA Healthcare, Milton Johnson.
- The event was co-chaired by Jana Davis [Senior VP, HCA; Swan Ball Chair 2019] and Bob Dennis [CEO, Genesco].
- 55 companies, organizations, and individuals supported the event through sponsorships.
- 325 attended the dinner on November 6th at the Omni Hotel downtown.
- The event netted just over $200,000 in profits.
Jammin’ to Beat the Blues

Due to all of the uncertainty surrounding COVID-19, we were unable to host Jammin’ in 2020. We continue to wish everyone safety and health. Thank you to all of our generous sponsors, CAM, and Jammin’ fans! We look forward to sharing this event together in 2021.

Gold Sponsors

Silver Sponsors

Janssen * Vista Points * UT College of Social Work * Neurocrine Biosciences * CAT Financial * Rolling Hills Hospital * NES * Otsuka Pharmaceutical * Rogers Behavioral Health * UnitedHealthCare * CHS * AIG Retirement Services * Regions * wellpath*

Bronze Sponsors

Revenue Breakdown and Expenses

FY 2020 EXPENSES BY USE

- Program: 81%
- Fundraising: 12%
- Administrative: 7%

FY 2020 REVENUE BREAKDOWN

- Contributions/Other: 47%
- Earned Income: 16%
- Federal Grants: 13%
- Private Grants: 13%
- Special Events: 6%
- State Grants: 5%
Profit and Loss (*by month and year*)

Operating Profit and Loss
5 Year Comparison

FY 2020
FY 2019
FY 2018
FY 2017
FY 2016

FY 2020 P&L Snapshot
*through May 2020*
*MHA of the MidSouth completed a real estate transaction in the current fiscal year with another local behavioral health non-profit, resulting in net proceeds of $2.7 million. These proceeds have been placed in a board designated endowment. Funds will only be used when discussed and approved by the voting board of directors.
**Staff**

**Tom Starling, Ed.D.**
President and CEO

**Carol Ackley, CPRS**
Peer & Volunteer Specialist

**Michael Anderson**
TSPN Upper Cumberland Regional Director

**Patrice Buckley**
Erasing the Stigma Coordinator, West TN

**Lindsey Carr**
TSPN Southwest Regional Director

**Camille Carter, MPH**
Case Manager

**Jackie Cavnar, MBA**
Chief Operations Officer

**Mary Anne Christian, Ed.S.**
TSPN South Central Regional Director

**Diana Cisneros**
Case Manager

**Molly Colley, MA, NCC**
TSPN Northeast Regional Director

**Grace Eakin**
TSPN Statewide Initiatives & Development Director

**Rachel Gearinger, MPH**
TSPN Southeast Regional Director

**Tosha Gurley**
TSPN West TN Regional Director

**Amber Hampton, LMSW**
Program Manager

**Courtney Hatfield, CPA**
Chief Financial Officer

**Justin Johnson, MSW**
TSPN Memphis/Shelby County Regional Director

**Desiree Kelly, Ph.D.**
Public Health & Education Manager

**Misty Leitsch**
TSPN Interim Director, Zero Suicide Director

**Heather Smith**
Case Manager

**Sarah Walsh, MPH**
TSPN East TN Regional Director

**Robin Turner, MLS**
Development Associate

**Lynn Wood**
Aging Services Coordinator

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**Awards & Recognition**

**Tom Starling** finished a 2-year term as national MHA Board Chair

**Jackie Cavnar** was recognized by Nashville Medical News as one of the region’s “Women to Watch”

**Courtney Hatfield** was a finalist for CFO of the Year at CNM’s 2019 Salute to Excellence

**Misty Leitsch** was recognized by NashvilleHealth as their May 2020 Hero

**Amber Hampton** was recognized by TDMHSAS as an Everyday Hero
Board of Directors

Officers
Matt Smith, CPA - Chair
Rhonda Ashley-Dixon - Chair Elect
Derek Farrell, CPA - Treasurer
Read DuPriest - Secretary
John Bailey, MPH - Member at Large
Deb Hennessee - Member at Large
Dan Surface - Member at Large

Bearlyn Ash, LPC
John Baxter, Ed.D.
David Bohan
Maggie Breaux
Jan Brucker, MA
Troy Chisolm
Debbie Coy-Wheeler
Elena Delavega, Ph.D.
Kim Demirjian
Dr. Jana Dreyzehner
Jim Eisenbeck
Maj. Mark Fleming, Ph.D.
Antricia Gordon
Mary Harkleroad, LCSW, Emeritus

Diane Hayes
Monica Hinson
Robin Hornsby
Joshua Hunley
Katie Koss, RN
Carrie Lebowitz, OD
Nick Mann, JD
PJ Moraci
Sarah Mathews, CPA
Krystal Mitchell, CPA
Bill Parsons, Ph.D.
Diana Puglio
Ross Roadman
Dr. Cory Savoie
Pam White

MHA welcomes incoming board members: Kristy Cantrell (WME), Kraig Dalton (Amerigroup), Dr. Mary Held (U.T. College of Social Work), Jill Howard (LifePoint), Joshua Hunley (VALIK), Ken Sheesley (Hampshire Investments)

Special Thank You!

To all our Board Officers and
to all the members who served during this last year.

To our outgoing board members: John Bailey (Ascension), Maggie Breaux (One Oncology), Jim Eisenbeck (Wave Agency), Brenda Harper (TSPN Advisory Council), Krystal Mitchell (Tea Leaves Health),
and Eboni Webb, PSYD (Village of Kairos).