

# 2021 ANNUAL REPORT



## A MESSAGE FROM OUR PRESIDENT

While a year into COVID-19 has brought unprecedented challenges, I am proud that Mental Health America of Eastern Missouri (MHA-EM) continues to prioritize the mental health of those living and working in our community. As we find a path past the pandemic, it is critical that we lead with empathy. We know the impacts on mental health have been profound. As distressing as this has been, it is my hope that this collective, shared experience will lead to increased awareness of the need for robust mental health resources and elevate the conversation about mental health in general. With education and early intervention, we can prevent mental health challenges from developing into crises. This is at the heart of B4Stage4, a philosophy that MHA-EM embraces with conviction and hope.

In 2020, we shared that critical dreaming about where we want MHA-EM to show up in the community in the next 75 years took place. We asked ourselves agency-altering questions about impact, relevance, mission, and meeting needs that align with our commitment to B4Stage4. I am excited about how we answered these questions and the journey that lies ahead as we take next steps. They are big, bold and have the potential to change the mental health narrative for children, families, and our entire community. In 2021, we prepared for the launch of the PEACE (Preventing the Effects of Adverse Childhood Experiences) Clinical Program, a comprehensive approach that addresses root causes of many mental health conditions. We look forward to partnering with peer organizations in the community and our many supporters as we work to dramatically change mental health outcomes in the region. I am so grateful we can create real change in a way that honors our history in the community with promise for the future.

We are deepening our commitment to B4Stage4 and encourage you to take this journey, too. The first step is to remember that mental health is as vital as physical health. If you know someone struggling with their mental health, point them to our free, online screening tool, which can result in a concrete plan toward treatment. Together, we can encourage one another to prioritize our mental health while also supporting our community in new ways that address the root causes of mental health conditions!

With gratitude,

A handwritten signature in blue ink, appearing to read 'Sue King'.

Sue King President & CEO

# OUR TEAM IS GROWING!

We are honored to welcome so many new faces to the growing team at MHA-EM. From board members to staff, we are thrilled to welcome each of these individuals to serve critical roles to support our mission. We hope you'll join us in welcoming each of them and take a moment to get to know them at upcoming MHA-EM events!

## NEW TO MHA-EM BOARD OF DIRECTORS:



**Lori Dowd**  
StoryTrack  
Founder & Executive Producer



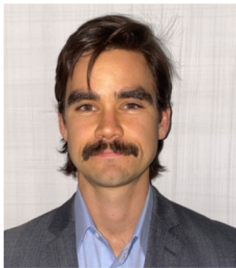
**Jason Henderson**  
Edward Jones  
Principal



**Joe Yancey**  
Places for People  
Former CEO



**Michael McCartney**  
McCartney Wealth Management  
Owner



**Zack Kavanaugh**  
FleishmanHillard  
Account Manager

“ The pandemic helped spotlight the importance of mental health and open conversations around the topic. I want to help MHA-EM harness this momentum by telling and amplifying a compelling story about mental health and continue to drive significant change in the communities we serve. ”  
- Zack



## WELCOME TO THE TEAM, BRITTANY GRAHAM!

Brittany Graham has joined the MHA-EM team as Chief Program Officer. Brittany oversees all current and future programs that provide direct services to the individuals we serve. Brittany has worked in social work and the nonprofit field for almost 13 years, with a primary focus on at-risk youth. Before joining MHA-EM in July, she was Support Services Manager at Covenant House Missouri, where she oversaw grant budgets for employment, outreach, and the clinical therapy department, and helped transition the organization to trauma-informed care. We are eager to see the impact Brittany will make here at MHA-EM with her knowledge, skillset, and dedication to our mission.

## SNOW BALL GALA 2021 RETURNS TO IN-PERSON FUN!

We did it! With careful planning and generous support from our sponsors, donors and volunteers, the MHA-EM's popular Snow Ball Gala was back in business for 2021. What a night! Held at the Four Seasons Hotel St. Louis on Friday, December 3, the event featured many of the elements that traditionally make this gala such a special occasion: raffles, live auction, elegant dinner and prestigious awards, followed by cocktails and dancing to the Fabulous Motown Revue!

"It was wonderful to celebrate with our strongest supporters and friends, after needing to cancel in 2020," says MHA-EM President and CEO Sue King. "Due to another Covid-19 surge, it was important to take a number of precautions to keep everyone safe. By limiting seating to allow for social distancing and requiring proof of vaccination for all participants, we were able to renew excitement about the agency's critical work and share important news about our programs. We are so thankful to everyone who made this event possible."



### THREE MENTAL HEALTH HEROES HONORED WITH MHA-EM'S SILVER KEY AND SILVER BELL AWARDS

A highlight of the annual Snow Ball Gala is the opportunity to honor distinguished professionals and members of the community who have made significant contributions in mental health advocacy and service. Congratulations to 2021's three honorees!

THE SILVER KEY AWARD was established to recognize individuals or organizations whose contributions to the mental health field demonstrate a devotion to the eradication of stigma that often prevents people from seeking treatment. The 2021 recipients were Mark Stringer, (retired) Director of the Missouri Department of Mental Health (DMH) and Bart Andrews, PhD, Chief Clinical Officer of Behavioral Health Response (BHR).

THE SILVER BELL AWARD, which recognizes individuals or organizations that provide outstanding community service, leadership, vision, and values, was presented to Behavioral Health Network.



# 2021 IMPACT IN THE COMMUNITY



## HELPLINE

267 Callers



## TAKE THE TIME™ WELLNESS

4,619 participants  
90 wellness seminars  
100 people in 1:1 wellbeing coaching



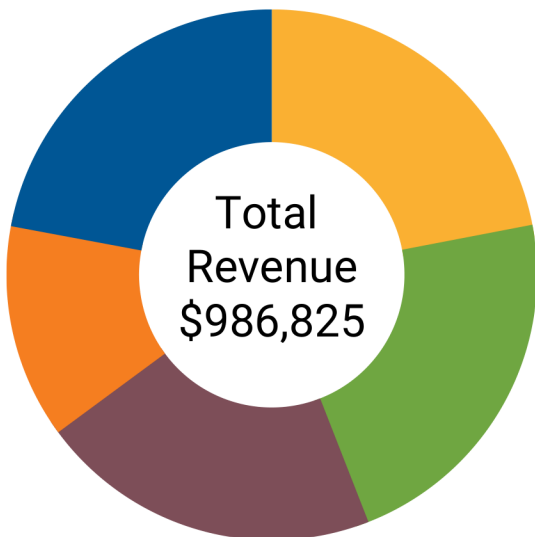
## BRIDGES






92 Participants

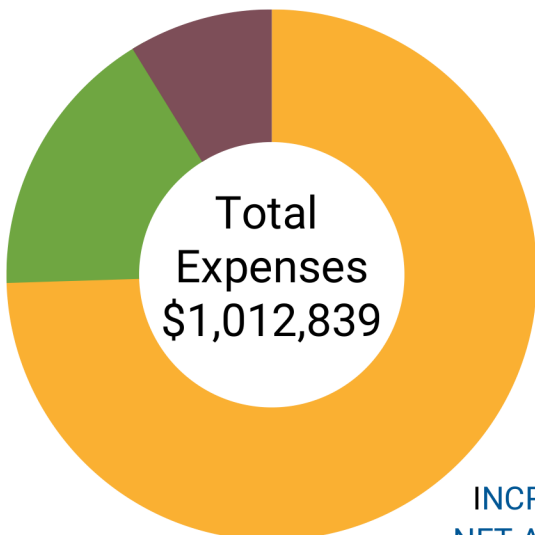





## REPRESENTATIVE PAYEE

182 Clients



	<b>\$216,874</b> Total Contributions
	<b>\$218,018</b> Total Government Funding, Private Grants & Trusts
	<b>\$205,431</b> Total Program Fees
	<b>\$128,787</b> Special Events - Net
	<b>\$217,742</b> Other Revenue



	<b>\$754,626</b> Program
	<b>\$169,170</b> Management
	<b>\$89,043</b> Fundraising

**INCREASE IN NET ASSETS \$- 25,987**  
**NET ASSETS, END OF YEAR \$3,126,276**

### BOARD OF DIRECTORS:

Sally Barker  
E. Tracy Bequette  
Angelia D. Bills, MSW  
Lori Dowd  
Katrina McDonald Fuller, LCSW  
Jason Henderson  
Hon. Jeanne Kirkton  
Michael McCartney  
Patty Morrow  
Jasmin Patel  
Clinton Shocklee  
Mark Stansberry  
Adam Tenzer  
Jeff Wiktorski  
Karl Wilson, PhD