

ANNUAL REPORT 2020



President's Message of Hope



We often look for quiet, less hectic spaces when we need to do something important. While COVID-19 brought unprecedented challenges that will have ripple effects for years to come, for Mental Health America of Eastern Missouri (MHA-EM) it also yielded opportunity for growth and critical reflection.

As the world was on pause, we proved we could pivot. We celebrated a significant milestone—75 years—with a creative event that allowed us to engage with not only longtime supporters and friends, but also new people in the community passionate about mental health. We leveraged technology tools to keep delivering programs to those we serve and have discovered those platforms are likely here to stay, increasing our capacity to reach more people with mental health supports and services that are needed now more than ever. Traffic to our free, online mental health screening tool proves the need is real. **In 2020, there were 6,160 screenings, compared to 1,884 in 2019. That is a 227 percent increase.** Top screenings were for depression and anxiety.

We have forged new partnerships with peer organizations to collectively address emerging concerns during the pandemic, which are also likely to develop into lasting relationships that will only strengthen our community. We even launched a new program, the Collegiate Mental Health Innovation Council.

The stillness that settled on the world as we worked from home to keep one another safe also allowed our team to do some

critical dreaming about where we want MHA-EM to show up in the community in the next 75 years. We asked ourselves agency-altering questions about impact, relevance, mission, and meeting needs that align with our commitment to **B4Stage4**, a philosophy that encourages early interventions to prevent mental health crisis.

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 will launch the PEACE (Preventing the Effects of Adverse Childhood Experiences) Initiative**, 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.

This is work worth doing. I am so grateful we can create real change in a way that honors our history in the community with promise for the future.

With gratitude,

Sue King
President & CEO

Part of the Solution

MHA-EM is a proud partner in **Show-Me Hope Missouri**, Missouri's mental health response to the COVID-19 pandemic. Federal, state, and local funding supports a network of organizations to deliver **Show-Me Hope's Crisis Counseling Program** to ease the mental health impacts of the pandemic.

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Celebrating a Milestone During an Extraordinary Year



Challenging times call for creativity. Despite limitations brought on by COVID-19, MHA-EM celebrated a significant milestone—our **75th Anniversary**—with a unique alternative to our traditional Snow Ball Gala.

Thanks to generous support from the community, we met the challenge! Supporters and friends celebrated by attending 15+ smaller gatherings throughout the region on October 3, 2020. Coffees, brunches, cocktail parties, dinners, Zoom calls, and even an outdoor concert were made possible with generous event hosts and sponsors.

The event's theme, **Who Is Your Why?**, encouraged participants to think about the personal connections most people have to mental health.

"Most of us have struggled in one way or another with a mental health condition, or we know someone who does," says Sue King, MHA-EM president and CEO. "By talking about this in a more open way, we can remove barriers to critical treatment and recovery. We should be able to communicate about mental health with the same level of authenticity that we do physical health, to remove shame from the conversation."



Volunteer Robert Lowrey hosted a themed dinner party in his home with MHA-EM friends Justin and Tedd Trabert and Anja Srienc.



Longtime Board member Nat Walsh hosted a 75th gathering while on the road with family and friends!



Volunteer Tina Carmack picks up her Host Kit for the 75th Anniversary Celebration. She and her husband, Jody, were among 15 supporters hosting a gathering throughout the region in support of MHA-EM.

Lights, Camera, Action!

We celebrated 75 Years with a new agency video! Thanks to **StoryTrack** for helping tell the incredible story of our history, mission, programs, and the people we serve. Watch the video on our YouTube channel.



Thank You to Our 75th Anniversary Celebration Sponsors!



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Pivoting For Impact

2020 was a year like no other, but we delivered!

Representative Payee Clients Receive Seamless Service During Pandemic

Like most participating in the Representative Payee Program, Denise H. counts on the MHA-EM team to provide support with her finances to ensure that her bills are paid on time. She has also come to trust the advice she gets from program director, Darren Stotler. **"Darren is my financial advisor," says Denise, who is among the 179 individuals served in 2020.** The Representative Payee Program is made possible with generous support from the **Sidney R. Baer, Jr. Foundation.**



Wellness Seminars Go Virtual, Reaching Community with Much-Needed Support

A quick pivot to Zoom made it possible for MHA-EM to continue delivering powerful Wellness Seminars in 2020, reaching **2,668 participants** with education about anxiety, productivity, mindfulness, and a new offering, **Managing Grief and Loss.** Free Zoom sessions were offered to provide people in the community with the tools needed to manage the stress and trauma brought on by COVID-19.



BRIDGES Participants Discover Benefits of Meeting on Zoom

Getting to regular support group meetings can cause anxiety for some, so when MHA-EM's BRIDGES support groups and classes went virtual in 2020, many participants were pleasantly surprised with the ease of Zoom. The end result? BRIDGES will forge ahead with hybrid meetings to give participants options and access to critical support the program provides. Despite COVID-19 restrictions, **113 people** living with mental illness stayed connected in 2020! BRIDGES is made possible with support from the **Missouri Department of Mental Health.**

More MHA-EM Impact in 2020



248

HelpLine calls



7,800

Received bi-weekly newsletter, *News You Can Use*



268

Individuals received continuing education credits



623

Volunteer hours of service

Thank You for Your Support in 2020!



Collegiate Mental Health Innovation Council Launches in 2020!



A national pandemic did not stop MHA-EM from launching a critical program in 2020: The Collegiate Mental Health Innovation Council of Greater St. Louis.

The Council kicked off with a September Zoom launch event featuring nationally recognized mental health advocate **Cecilia McGough**, Founder and Executive Director of international nonprofit, **Students**

With Psychosis, McGough was joined by fellow advocate **Nathan Shuherk** to share their message of hope and empowerment with over 100 students attending St. Louis area colleges and universities. The Council started meeting regularly to identify projects that have the potential to remove stigma that is often a barrier to treatment and recovery for students.

"Supporting the mental health of college students was especially necessary during COVID-19 because we disproportionately face financial stress and social isolation," says **Hope Stratman**, who attends St. Louis University and serves as the Council's first

president. *"Stepping outside my school's community to hear about the experiences of students from other universities has been meaningful and productive for me as a mental health advocate. The Council allows undergraduate leaders to share ideas, better understand the trends and experiences of mental health among students in St. Louis, implement creative solutions in broader contexts, and form connections for future collaborations between universities."*



Congratulations MHA-EM Collegiate Council Officers!



One in four people between the ages of 18 and 24 experiences mental illness.

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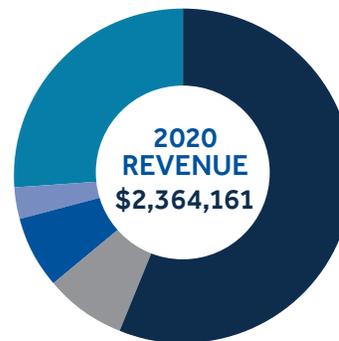
Katrina McDonald Fuller, MSW, LCSW

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FINANCIALS



- Total Contributions **\$1,330,143**
- Total Government Funding, Private Grants & Trusts **\$183,496**
- Total Program Fees **\$167,236**
- Special Events - Net **\$71,096**
- Other Revenue **\$612,190**

- Program **\$642,760**
- Management **\$137,176**
- Fundraising **\$75,421**

INCREASE IN NET ASSETS
\$1,508,804

Net Assets, End of Year \$3,152,263



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These figures are based on 2020 audited financials.

For information on all MHA-EM events and programs, visit www.mha-em.org.