



**MHIA**  
Mental Health America  
**2019 Annual Report**

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# Our Mission

*Mental Health America (MHA) - founded in 1909 - is the nation's leading community-based nonprofit dedicated to addressing the needs of those living with mental illness and to promoting the overall mental health of all Americans. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need it; with recovery as the goal.*

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# Public Policy

In 2019 Mental Health America (MHA) was the go-to organization for staffers on Capitol Hill and for national legislative groups. Sturdy foundations were laid for Medicare funding of peer services and national peer specialist certification in state statutes. MHA moved policy forward for expanding healthcare in the states and healthier workplaces and schools.

## **Prevention for All**

MHA policy strongly focused on children and youth, pushing for mental health services in early childhood education and in schools, including excused absences for mental health, suicide prevention, and trauma mitigation. MHA worked with states on developing comprehensive plans to provide treatment interventions, services, support to parents and children.

## **Early Identification and Intervention for Those At Risk**

MHA screening provided data demonstrating that people recognize mental health issues before reaching out. This helped MHA to move policy towards early identification and policy focus towards youth. Outreach to new communities, such as those that own firearms, along with veterans, first responders, and people in criminal justice settings is important Before Stage Four.

## **Integrated Treatment for Those Who Need It**

Payment reforms and funding for screening, treatment, and school services was at the top of this year's policy agenda. So too was the push for mental health screenings in prenatal and postnatal settings, pediatrics, primary care, and emergency departments. MHA worked to integrate mental health and peer services into criminal justice reform legislation.

## **Recovery as the Goal**

MHA policy helped to move peers into a variety of settings, including primary care, crisis and emergency departments, inpatient and outpatient, and forensic institutions. MHA worked assure that policies that help people achieve and maintain recovery were strengthened, such as parity, access to treatment and supports, insurance and being able to access medication.

48

**Legislative Offices  
Contacted/Visited**

13

**Position Statements  
Updated and Approved**

**Key Coalitions and  
Stakeholders:**

In addition to the 25+ coalitions, committees, and work groups MHA is part of, in 2019 MHA joined the Well Being Working Group hosted by Trust for America's Health and the Mental Health for US Coalition hosted by Kennedy Forum.

# Programs & Services

## MHA Screening and Screening to Supports (S2S)

Since the launch of MHA Screening.org in 2014, MHA has reached over 4.7 million people searching for mental health resources and supports online. In 2019 alone, 910,750 people took a mental health screen and were directed toward resources through Screening 2 Supports (S2S).

2019 saw a dramatic increase in the quality and popularity of S2S (post-screening educational content on the MHA Screening website). As of December 31, 2019, there were 274 articles published on S2S. Over half of those (149) were written or updated in 2019. There were roughly 1,810,805 users who came to S2S who consumed over 7 million page views of content on S2S in 2019, a 137% increase compared to 2018. The average bounce rate (people who view a single page and then leave) for the entire site dropped from 81% in 2018 to 68% in 2019.

## New Affiliate Screening Partners

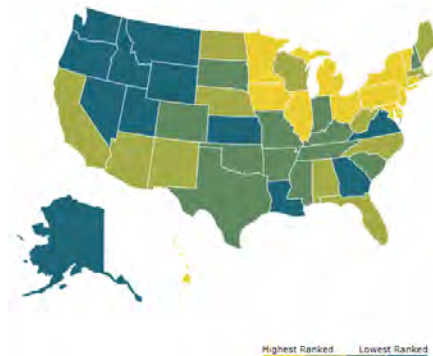
- Vibrant Emotional Health
- MHA Rhode Island
- MHA East Tennessee
- MHA Greater Baton Rouge

## Workplace Mental Health

With support from the Faas Foundation, MHA released the 2019 Mind the Workplace Report which summarized findings of our survey of over 10,000 employees in the US. The report explored how supervisor communication and a workplace culture of safe and open communication were correlated with an employee's motivation, confidence, and pride. Based on research from Mind the Workplace reports, MHA developed the Bell Seal for Workplace Mental Health, a certification program to recognize and guide employers creating mentally healthy workplaces. The soft launch in Fall 2019 resulted in approximately 50 employers from diverse industries inquiring and applying as pilots for the program.

## The State of Mental Health in America 2020

In September, MHA released the 2020 State of Mental Health in America report, which examined the trends throughout the U.S. in the six years since the Affordable Care Act (ACA). Based on this report, MHA provided individualized consultation to states including Virginia, Oregon, New York, and Utah to help them understand the impact of their policies.



**4.78 million**

Screens conducted since 2014

**274**

Articles published on S2S

**50**

Employers engaged as pilots for the Bell Seal for Workplace Mental Health

**6**

Years since MHA first collected data for State of Mental Health in America

**12**

Additional screening partners including Hot Topic and PsychHub

**Pennsylvania, New York, and Vermont**

Top 3 overall states in State of Mental Health in America 2020

**Idaho, Oregon, and Nevada**

Bottom 3 overall states in State of Mental Health in America 2020

# Mental Health and Systems Advocacy



## Regional Policy Council 2019 Activities

The Regional Policy Council (RPC) had a busy year, which included four meetings that coincided with national legislator organizations' annual summits and webinars, that were aimed at cultivating relationships between MH and legislators in the states and in Congress.

This year's four meetings coincided once again with the National Governors Association (NGA), the National Conference of State Legislatures (NCSL), the Council of State Governments (CSG), and the American Legislative Exchange Council (ALEC).

RPC had roughly **300 legislators and guests** attend these meetings, in which they recognized state legislative champions, and Ohio's Governor for their commitment to mental health.

Other RPC activities included monthly state cluster calls, monthly national calls with RPC representatives, legislative advocacy including State and National Hill Days, and RPC leadership being invited to speak at national conferences, including NCSL, and at briefings on Capitol Hill.

Three RPC webinars were broadcast for those interested in this year's activities and policy priorities. One focused on school-age youth and had 201 participants, another focused on the 340B Drug Pricing Program and had 54 participants, and the last focused on parity litigation and had 257 participants.

The Advocacy Team sent 2 action alerts last year to MHA constituents asking them to write emails to their Representatives and Senators. Congress received over 1,400 letters from MHA constituents asking for protections for people with mental health and substance use disorders, especially voting against repealing the Affordable Care Act's protections.

**200**

Organizations assisted in 2019

**2**

Action alerts sent, resulting in 140 letters with a 16.5% open rate

**1,421**

Letters from MHA constituents to Congress

## Key Advocacy Issues

Certified Integrated Peer Specialists

42 CFR Part 2

Medicaid Expansion

Fighting policies that Limit Access to Health Insurance, Care, Treatment, and Services  
Mental Health in Schools  
Threats to Medicare Part D

Maintained ACA Protections in Insurance

Parity

## Webinars

School Age Youth (201 Participants)

340B (54 Participants)

Parity Litigation (257 Participants)

### **RPC Meeting Details**

The objective for RPC meetings is to work as trusted partners with policymakers to improve and inform communication and dialogue among them and mental health advocates, providers, community collaborators and industry associates, and to respond to a dynamic national environment by identifying opportunities for state action to advance mental health. Each meeting also includes a reception honoring mental health champions from all levels of state government.

### **Washington, DC Meeting**

Eighty-six guests gathered at the National Press Club on February 22, 2019 for a briefing entitled Mental Health, Violence and Guns: Getting the Facts, Dispelling the Myths. Retired City of Madison Wisconsin police officer Jean Papalia, and Kyleanne Hunter, from the Brady Campaign to Prevent Gun Violence, were featured speakers. The highlighting the event was the presentation of the B4Stage4 Leadership Award to Rhode Island Governor Gina Raimondo for her commitment to accessible mental health and substance use disorder treatment.

### **Austin, Texas Meeting**

The August 15<sup>th</sup> meeting in Austin, Texas included 46 attendees representing 24 organizations, including thirteen MHA affiliates. Policy topics included Reducing Recidivism in Public and Private Prisons, Competency Restoration, Psychiatric Advance Directives, Suicide Prevention and Rural Access for Veterans, and an affiliate panel. The day also featured Texas Behavioral Health Officials, and a former legislative award winner from Wisconsin. A 2019 Legislative Mental Health and Substance Use Disorder Champion award was presented to Texas Representative Dade Phelan.

### **Nashville, Tennessee Meeting**

At the Nashville meeting attended by 76 participants representing 32 organizations (eighteen affiliates) on August 6<sup>th</sup>, 2019, fifteen legislators representing ten states were recognized as Mental Health Champions. Speakers focused on suicide prevention and diversion from the criminal justice systems included a former MHA Award winning legislator, the former president of the American Psychiatric Association, Officials from several divisions of the Tennessee Department of Justice. The day closed with an affiliate speed round on 2019 legislative accomplishments.

### **San Juan, Puerto Rico Meeting**

This year's final RPC meeting on December 5<sup>th</sup>, 2019 had 37 attendees, representing 19 organizations (including fourteen affiliates), and began with a legislator award breakfast honoring seven state legislative mental health champions from six states. The indepth policy meeting looked at where mental health systems are, where they've been and where they are going with respect to Medicaid carve-outs, block grants, and how peers are revamping the behavioral health landscape. Speakers included the former head of SAMHSA, and affiliate experts from around the country.



# Public Education

## May is Mental Health Month

The 2019 May is Mental Health Month campaign included:

- a toolkit consisting of fact sheets
- a mental health wellness tips poster
- graphics and infographics
- sample press releases
- newspaper articles
- social media posts
- shareable web images

The 2019's May is Mental Health Month theme was **#4Mind4Body** to raise awareness about the connection between physical health and mental health. The campaign explored the topics of animal companionship, spirituality and religion, humor, work-life balance, and recreation and social connections as ways to boost mental health and general wellness. The 2019 May is Mental Health Month campaign efforts yielded **21,798 toolkit downloads, 83.4 million individuals** reached, and nearly **2.2 billion media impressions**.



## Minority Mental Health Month

Minority Mental Health Month (July) efforts were focused on a social media campaign themed, **#DepthofMyIdentity**, which challenged the stereotypes and biases experienced by minority communities and highlighted the depth of one's identity beyond what is seen or what others believe to be true – and how many thrive despite the mental health challenges thrown their way. These efforts yielded a total of 74.6 million social media impressions over the course of the month. Additionally there was online outreach to promote use of the newly available Spanish materials on MHA's website (translations of the May is Mental Health Month information).

MHA's Public Education campaigns and initiatives served people in all 50 states (+ D.C.), American Samoa, Canada, China, Guam, Mongolia, Puerto Rico, South Africa, Trinidad, and the Virgin Islands.

**3,792**

Back to School Toolkit Downloads in 2019

**83.4 million**

People reached for May is Mental Health Month

**74.6 million**

Social Media Impressions for Minority Mental Health Month

**6**

New pages created in Spanish in 2019

## Back to School

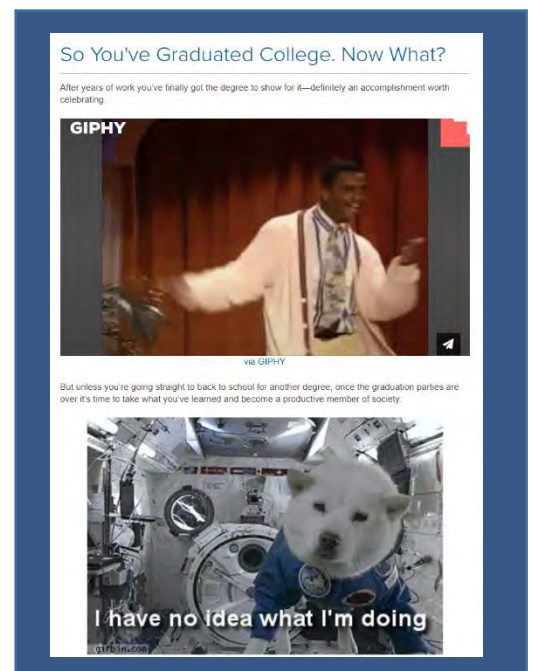
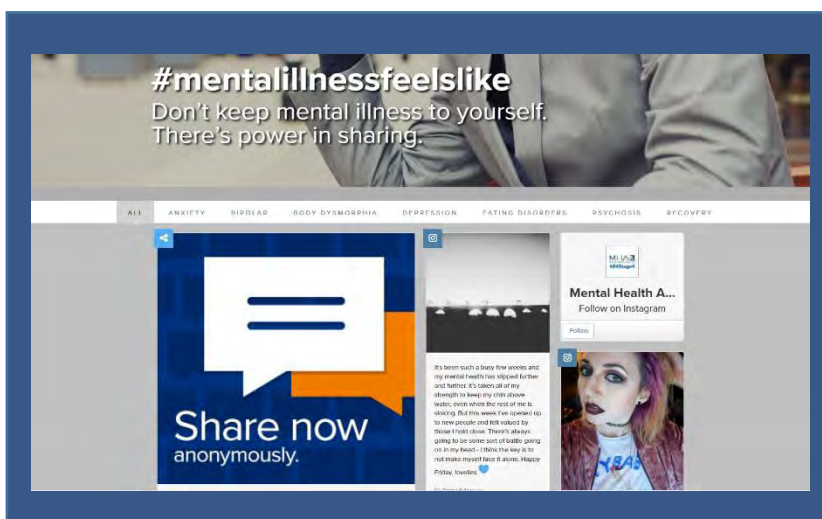
The 2019 Back to School campaign included an outreach toolkit and web pages to provide young people and the adults who support them (parents, school personnel, etc.) with information to help them understand the relationships between loneliness and stress and mental health conditions like anxiety and depression. The 2019 Back to School campaign efforts yielded 3,792 toolkit downloads (slightly fewer than 2018) and over 37,000 web hits between its launch in mid-August through the end of November 2019.



Sample Back to School materials

## Life on Campus

The 2019 Life on Campus efforts consisted of web content geared specifically to college students of all ages. MHA added three new articles which received a combined 580 views on our website and were well received on social media. MHA continued to encourage individuals to post what it feels like to have a mental health condition on social media using the hashtag #mentalillnessfeelslike.



Sample #mentalillnessfeelslike and Life on Campus materials

## 2019 Family Caregivers Toolkit

MHA developed its 2019 National Family Caregivers Month toolkit to help educate and empower caregivers as they strengthen relationships with their loved ones with mental illness.

The 2019 National Family Caregivers Month toolkit included:

- Key Messages
- Drop-In Article
- Sample Social Media Post Language
- Social Media Images for Sharing
- Additional Resources
- Fact Sheet: Setting Goals for Recovery
- Fact Sheet: HIPAA: What are a Caregiver’s Rights?
- Fact Sheet: New Treatment Options
- Fact Sheet: Talking to Treatment Providers
- Fact Sheet: Treatment Supports
- Poster (Landscape Orientation)
- Poster (Portrait Orientation)
- Be Prepared: Crisis Plan Worksheet

## Spanish Materials

MHA works nationally and locally to raise awareness about mental health and ensures that those at-risk for mental illnesses and related disorders receive proper, timely and effective strategies. This year MHA produced six new pages in Spanish.

**SETTING GOALS FOR RECOVERY**

**THE GOAL SETTING PROCESS IS ABOUT HELPING YOUR LOVED ONE THINK ABOUT WHAT IS IMPORTANT TO THEM AND DEVELOPING A VISION OF WHAT THEY WOULD LIKE THEIR LIFE TO BE. RESEARCH SHOWS THAT WORKING TOWARDS ESTABLISHED GOALS PROMOTES HOPE AND ENHANCES MOTIVATION!**

**WHAT ARE RECOVERY GOALS?**

Recovery goals are objectives that a person sets that are related directly to their recovery (mental health-based goals), and that may have been put on pause due to their mental health condition (work, family, physical health, social life, etc.). Recovery is not one size fits all. It is important to have a discussion with your loved one about what is most important for them. For instance, one person's goal may be to live independently once they have reached a certain point in their recovery, while another person may be content to live with a roommate or caregiver.

It is important to remember that you are not there to do the work for your loved one as a caregiver. Goal setting should be a collaborative process as you assist your loved one through setting specific and challenging, yet attainable, goals. Once goals have been set, being supportive and encouraging of the choices that your loved one has made can help them stay on a path to recovery.

**CAREGIVER TIPS FOR GOAL SETTING**

When trying to help your loved one come up with goals, think about the steps they will have to take in order to achieve their long-term objectives. Consider smaller actions and short-term goals that could be related or require the same skill set—anything you can think of that is realistic for the now. For example, if your loved one has indicated that receiving their GED is a long-term goal, suggest they start reading 20 pages per day of material from a topic that interests them and go from there. Furthermore, finding a topic that interests them may be a short-term goal in itself.

**FINDING OUT WHAT IS IMPORTANT TO YOUR LOVED ONE MAY BE DIFFICULT AT FIRST. HERE ARE SOME EXAMPLE QUESTIONS TO GET THE CONVERSATION GOING:**

- What would you like to be different about your current situation?
- What do you like about your life now?
- What is your greatest achievement?
- What do you miss about your life before recovery?
- What makes you feel better, if only for a second?
- What do you hope to be doing one year from now?

**HUMOR**

Encuentrar el humor en las circunstancias de la vida puede levantar el ánimo mediante la risa y ayudar a las personas a enfrentar y superar mejor las experiencias difíciles.

**¿QUÉ LE PASA A NUESTROS CUERPOS CUANDO REÍMOS?**

- Disminuyen los niveles de hormonas del estrés.<sup>1</sup>
- Su corazón, pulmones y músculos se estimulan.<sup>2</sup>
- Hay una mayor actividad en partes del sistema de recompensa del cerebro.<sup>3,4</sup>
- Se liberan endorfinas (los bloqueadores naturales del dolor en el organismo).<sup>5</sup>

**INCORPORAR EL HUMOR A SU VIDA DIARIA TIENE NUMEROSOS BENEFICIOS POTENCIALES**

- Un sistema inmunológico más fuerte.<sup>6</sup>
- Mejora el estado de ánimo y alivia la ansiedad.<sup>7</sup>
- Mejora la interacción con otras personas.<sup>8</sup>
- Disminuye el agotamiento en el trabajo.<sup>9</sup>

**EL HUMOR Y LA RISA REDUCEN EL RIESGO DE DESARROLLAR ENFERMEDADES CRÓNICAS**

El estrés y las hormonas que produce pueden dañar mucho la mente y el cuerpo con el tiempo. Dado que el humor y la risa reducen las cantidades de estas hormonas, también se ha demostrado que pueden ayudar a reducir el riesgo de coágulos sanguíneos, enfermedades cardíacas y otras enfermedades relacionadas con el estrés.<sup>10</sup>

Sample Family Caregiver and Spanish language materials

# Communications

## Media Snapshot

MHA has maintained a steady presence in media throughout 2019. MHA continues to be a go-to organization for public affairs issues around mental health, with Capitol Hill reporters calling on a regular basis. Across the country, reporters and outlets that cover mental health and related topics know MHA as a resource and frequently reach out for interviews and utilize our reports for data points. With significant international partnerships, including the Instagram Egg and Burger King, 2019 was one of the best media years for MHA in decades.

## Press Release Highlights from 2019

- MHA Kids of Mental Health Month, Focusing on 4Mind4Body Theme
- MHA Excited to Partner with Burger King Restaurants “Real Meal” Boxes
- Leaders: Confront the Hatred and Trauma Head-On
- Statement by Paul Gionfriddo, MHA President and CEO, Regarding Donald Trump’s Recent Comments on Mental Illness
- New MHA State of Mental Health Report Shows Adults, Children in Crisis



68

Print media interviews in 2017

## Burger King Partnership

Resulting in 2.9 billion media impressions, 2,864 press hits, & \$34 million in media value

17

Press Releases in 2019

You could find MHA in:

*Forbes*

*Politico*

*The Washington Post*

*USA Today*

*NBC News*

*Newsweek*

# Annual Conference

## MHA's 2019 Annual Conference: Dueling Diagnoses: Mental Health and Chronic Conditions in Children and Adults

MHA's 2019 Annual Conference took place in Washington, DC from June 13-15, 2019 and was titled Dueling Diagnoses: Mental Health and Chronic Conditions in Children and Adults. Throughout the conference, we focused on understanding underlying factors that lead to both physical and mental health concerns in children and adults; recognizing and distinguishing the symptoms and characteristics of the mental health conditions that may be present in people with physical, intellectual, and cognitive conditions and limitations; and developing and identifying strategies that can be used by individuals, advocates, and providers across conditions to work on behalf of the whole person and move everyone along pathways to recovery, as we define them.



750

Conference attendees in 2019

### Notable Speakers and Guests in 2019

Jesse Milan



CEO of AIDS United

Dr. Tim Shriver



CEO of Special Olympics

Katelyn Ohashi



All-American Gymnast

#### Along with:

Dr. Joshua Gordon

Holly Rowe

Scott Badesch

Roger Weisberg

Justin Peck

# Recovery Services

## **APA/SAMHSA grant: Clinical Support System for Serious Mental Illness (CSS-SMI)**

The CSS-SMI program aims to promote person-centered treatment and recovery support of individuals with serious mental illness (SMI). By addressing gaps in care and barriers to implementation, CSS-SMI seeks to improve clinical competencies and treatment fidelity through consultation to clinicians on psychopharmacology, nursing, implementation, engagement, technology, and recovery services; through virtual learning collaboratives; direct implementation facilitation in localities of highest need; and dissemination of evidence-based education. Patrick Hendry, MHA's Vice President of Peer Advocacy, Supports and Services is a member of the CSS-SMI team and is the subject matter expert in recovery and peer support.

## **Peer Partners**

MHA's Peer Partners is a group-based intervention that combines the evidence-based practices of peer support and psychiatric rehabilitation with the emerging best practices of self-directed care. Participants learn goal setting, social skills, and more to help them build relationships and integrate into their communities. In 2019, MHA provided seven grants to organizations starting their own Peer Partners program and hosted a webinar "Starting and Maintaining a Peer Support Group," for other interested organizations.

## **National Certified Peer Specialist (NCPS) Certification**

MHA's NCPS credential is an advanced, exam-based certification that allows peers to demonstrate a high level of experience and competencies in peer support. At the close of 2019, MHA had a total of 76 NCPSs, with another 19 individuals in the application process. We launched new initiatives, including an update to the NCPS that will include competencies around SUD, digital peer support, and other new areas of growth and expertise; a formal process for adding new approved trainings; virtual testing for anytime, anywhere testing; and legislative strategies around reimbursement for peers in Medicare and state utilization of the NCPS.

**34**

Applicants to the NCPS program in 2019

**2,500**

Number of individuals provided services in 2019

**500**

Number of organizations assisted in 2019

**12**

Monthly webinars on Peer Support

# Community Outreach

## Key Partnerships

MHA engaged in 30 strategic partnerships in 2019 including:

- MHA staff member was featured in a 30 second PSA sharing [mhascreening.org](http://mhascreening.org) that aired during **“The Real” daytime talk show**.
- **Hot Topic**, a retail chain focused on counterculture clothing and accessories, partnered with MHA to help increase mental health awareness among youth and beyond.
- MHA partnered with the newly launched **Mental Health Coalition**, an effort aimed at increasing mental health awareness created by fashion designer, **Kenneth Cole**.
- MHA partnered with the **NBA Cares** program to provide mental health awareness tools to their audience. MHA’s screening tools are integrated on their website.
- **UpWest**, a new fashion/lifestyle brand, selected MHA as a partner.
- MHA and **Prosocial**, a social justice media company, worked together in a time-limited capacity on the release of the **Hulu** series “Looking for Alaska.” As part of collaboration, MHA was listed on the series resource page.
- **Sinch**, an international telecommunications and cloud communications platform, partnered with MHA on the development and launch of a texting switchboard, **Text for Humanity**.
- **The National School Boards Association**, a nonprofit educational organization operating as a federation of state associations, partnered with MHA to help local school boards address mental health.

**Additional key partnerships:** *Yoga Pose, Wikihow, Psychhub, Color Therapy, LoveCrafts, PsychU, HABRI, The Anxiety Disorders Association of America, Health Monitor Network, Public Good Projects, Caregiver Action Network, Lyf app, We Banjo 3, Devil’s Backbone Brewing Company, The Mighty, FiveFiftyFifty, No More Martyrs, Kindred, PuraVida, FlexJobs, Zarity Media, and THRIVE NYC.*

## Outreach Programs and Activities

MHA reached over **200,000 individuals** through outreach programs and activities in 2019, which included:

- NBC4 Health & Fitness Expo
- LA Comic Con
- Neighborhood Health Fair
- City Perch Kitchen
- American Psychiatric Association
- Middleburg
- Bloomberg BNA (Arlington & DC)
- DLA Health & Safety Expo
- Ivymount School
- City of Alexandria
- IREX
- U.S. National Park Service
- National Association of Area Agencies on Aging
- National Community Church
- Human Rights Campaign Minority Mental Health Forum

**160,000**

Individuals reached through outreach programs and activities YTD

**252**

Branded MHA Giveaways YTD

**2,371**

Merchandise items from MHA store sold YTD

## Key Coalitions

Coalition for Whole Health Medicaid Coalition

Consortium for Citizens with Disabilities

Mental Health Liaison Group Leadership 18

Parity Implementation Coalition  
MAP Rx Coalition

## B4Stage4 Goes International!

MHA licensed the B4Stage4 campaign to the **Canadian Mental Health Association in British Columbia (CMHA-BC)**. CMHA-BC will use the B4Stage4 message to framework policy and public education for the next two years.

## MHA Store

In 2019, the MHA store participated in 5,000 branded giveaways. The store sold 5,148 items in 2019, resulting in over \$25,000 raised in merchandise sales. Top selling items included the Awareness Pin, the Bell Bracelet, the Hate is NOT a Mental Illness shirt, and the Mental Health Definition tee.



## Associate Membership

MHA launched the Associate Membership program in 2016. The program provides a direct connection to MHA and its nationwide network. It is open to any size organization who is supportive of MHA's mission, both nonprofit and for-profit entities. MHA's Associate Membership program includes four international members, and welcomed nine additional members in 2019: Atlantic Health System, Center for Human Potential, Chat Owl, Compeer, Make Sure Your Friends Are Okay, Northwestern Mental Health Center, Pampa Regional Medical Center, Wellify Teen, and Walk The Talk America.



# Thank you to our associate members and partners!



# Affiliate Relations

MHA and its Affiliate Network is committed to bringing support and advocacy to communities around the country. MHA's Affiliate Network comprises local and state mental health organizations working to influence public policy and ensure access to fair and effective treatment for the millions of Americans suffering from mental health conditions.



Mental Health America (MHA) welcomed the Mental Health Association for Greater Baton Rouge (MHAGBR) to its affiliate network. MHAGBR has been in operation since 1954 when it began as an organization promoting advocacy and education on mental illness and related issues. MHAGBR has grown to include multidimensional programs for adults with severe and persistent mental illness and individuals suffering from substance addictions throughout Louisiana.

## **MHA Launches Affiliate Resource Center**

MHA launched the Affiliate Resource Center (ARC), an online networking hub and portal for affiliates to exchange and share ideas, best practices, information, resources, tools, and expertise. The ARC features an online directory of innovative affiliate programs, screening tools, nonprofit resources, administrative guidance, and much more to optimize and provide support throughout the affiliate network.

## **Innovation in Programming Award Winner: MHA of Franklin County – Occumetrics Program**

The Occumetrics program is a uniquely innovative, data-driven process to scientifically measure the workplace wellbeing of an organization in any industry. Occumetrics can predict causative factors for turnover, job satisfaction, and any other measurable workplace issue and then make practical recommendations for organizational change that will move the needle. Through a grant from the Ohio Department of Mental Health and Addiction Services (OMHAS), MHAFC currently offers Occumetrics to 13 OMHAS-licensed behavioral health providers annually, in addition to any other organizations on a fee for service basis. By June 2018, Occumetrics will have completed 27 assessments since its inception with about 5,000 behavioral health employees throughout Ohio.

160

Affiliates

38

States

## **Affiliate Spotlight**

Mental Health Association Oklahoma celebrated the grand opening of its innovative CoffeeFirst employment program, a social enterprise providing barista training to adults who have experienced mental illness, homelessness and/or incarceration. Its mission is to provide individuals, equipping them with professional transferable skills and experience. The barista training prepares CoffeeFirst employees for competitive employment within their community. The program was made possible with funding from Bank of America and the Starbucks Foundation.

# MHA on the Road

## **MHA President & CEO Paul Gionfriddo had a very busy year!**

To start off 2019, Paul traveled to Dallas, Texas this to conduct a seminar for athletic trainers in suicide prevention, burnout, and mental health for both trainers and college athletes. Soon after, Paul traveled to Tampa, Florida to help Baycare Health System in its effort to work with an array of local and national partners to develop a community collaborative around behavioral health.

In February, Paul traveled to San Francisco and Palo Alto to meet with former NIMH Director Tom Insel and other representatives of Mindstrong about their cutting edge work in mental health. From there, he headed to Louisville, Kentucky, where he visited with Marcie Timmerman, the Executive Director of MHA KY, and keynoted the 5<sup>th</sup> annual “Kentuckiana” Health Care Collaborative meeting.

In April, Paul traveled to New York City to attend a meeting hosted by First Lady of NYC (and 2018 MHA conference speaker) Chirlane McCray to discuss joint mental health advocacy efforts among a small group of national advocacy organizations and mayors. The following week, he traveled to New Haven, CT to join Yale University officials in the launch of its new policy lab to elevate mental health as a public sector strategy for upward and economic mobility.

In June, Paul resumed his role as emcee for **MHA’s 2019 Annual Conference** and spent July preparing for a very busy August!

In August, Paul travelled to Memphis to give a luncheon plenary for the Memphis Business Group on Health. After flying to Connecticut for a long weekend, he and Pam headed to the Austin RPC meeting, held in conjunction with the ALEC annual conference, where he enjoyed the great sessions and conversations with MHA affiliate leaders, board and committee members, and friends.

In September, Paul attended the 2019 European Congress on Neuropsychopharmacology in Copenhagen, Denmark, where he was invited to sit on a panel to talk about innovative services and treatments for schizophrenia from a family and “patient” perspective. He offered perspectives on the roles advocacy organizations play in advancing thinking about schizophrenia, using MHA screening data to show what people at risk of schizophrenia and psychosis want and need from health care and support systems. After that, he and Pam traveled to Germany and Italy for some much needed R&R.

In November, Paul was in New York City to speak at the 2019 [Cities Thrive conference](#). He then traveled to New Jersey for the 75th anniversary dinner for the Mental Health Association in New Jersey.

Paul closed out the year by serving as keynote speaker for the Mental Health Association in New Jersey’s 75th Annual Gala in Florham Park, NJ. He also travelled to Nashville to be a panelist for Nashville Health’s Summit on Mental Health. Finally, Paul traveled back to New York City to present at a two-day advisory board meeting on schizophrenia organized by Otsuka and Lundbeck.

# 2019 Clifford Beers Society Members

## **Diamond**

Doug and Margaret Colbeth, Edward and Mary Schreck (Platinum Founding Member), The Faas Foundation

## **Platinum**

Janssen Pharmaceutical Companies Of Johnson & Johnson (Gold Founding Member), Neurocrine Biosciences, Pfizer, Inc. (Bronze Founding Member), TEVA, Muhammad Alam, Susan Kesey

## **Gold**

Lundbeck (Silver Founding Member), Otsuka America Pharmaceutical, Inc. (Gold Founding Member), Takeda Pharmaceuticals U.S.A. Inc. (Silver Founding Member), Pam Hickey, Belinda Lang, Andrew Rubin (Platinum Founding Member), Molly Van Ort (Gold Founding Member), Reginald Williams, II (Gold Founding Member), Richard Van Horn (Platinum Founding Member), Russ Petrella

## **Silver**

Intra-Cellular Therapies, PhRMA, Evelyn Anastasiou, Peter Carson, Allan Engelmeyer, Paul and Pam Gionfriddo, Derek Hess, Laura Kennedy, Patrick and Amy Kennedy, Gertrude Niehans (Bronze Founding Member), Luis and Janie Perez, Courtney Price, Dr. Sara Saz, Anne Swan, Michelle Webster

## **Bronze**

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**MENTAL HEALTH AMERICA**  
**PRELIMINARY STATEMENT OF FINANCIAL POSITION**  
**December 31, 2019**

**ASSETS**

Current Assets		
Operating Cash Balance		1,367,082
Consumer Memorial Fund Cash Account		55,853
Current Receivables:		
Sales Accounts Receivable	0	
Government Grants Receivable	4,404	
Corporate Receivable	45,319	
Contracts Receivable	28,000	
Government Contracts Receivable	0	
Foundation Receivable	0	
Bequest Receivable	0	
Other Receivables	50,269	
Allowance for Doubtful Accounts	<u>(17,356)</u>	110,635
Prepaid Rent		0
Prepaid Expenses		76,052
Unemp. Security Deposit (CO)		2,914
Inventory		<u>58,690</u>
<b>TOTAL CURRENT ASSETS</b>		<b>1,671,227</b>
Bequests Receivable, net of current portion		3,263
Net of Faas multi year receivable		574,842
Investment Balances:		
457B Retirement Plan Investment Balance		143,466
Reserve Fund Investment Balance		2,850,591
Permanently Restricted Investment Balance		410,841
Temporary Restricted Reserve Fund Investment Balance		0
Consolidated Cash and Annuity Investment Balance		264,844
Charitable Gift Annuities		104,983
<b>SECURITY DEPOSIT</b>		<b>17,459</b>
<b>FURNITURE AND EQUIPMENT</b>		<b><u>649,223</u></b>
<b>TOTAL ASSETS</b>		<b><u><u>6,690,740</u></u></b>

**LIABILITIES & NET ASSETS**

CURRENT LIABILITIES		
Accounts Payable	41,979	
Deferred Revenue	86,742	
Tax Liability	1,285	
Pass Thru Donations	0	
Accrued Conference Expenses	0	
Accrued Vacation	79,609	
457B Retirement Plan Deferred Compensation	143,466	
Payroll Withholdings	(804)	
Accrued Payroll & Other Accrued Expenses	<u>36,214</u>	
<b>TOTAL CURRENT LIABILITIES</b>		<b>388,491</b>
LONG TERM LIABILITIES		
Capital Leases		81,068
Deferred Rent Liability		224,772
Tenant Allowance		<u>330,953</u>
<b>TOTAL LIABILITIES</b>		<b>1,025,284</b>

	Audited Balance 12.31.2018	Y-T-D Change In Net Assets	Y-T-D Balance
<b>NET ASSETS</b>			
<u>Unrestricted</u>			
Undesignated	430,951	164,516	595,467
Reserve Fund	2,040,674	809,917	2,850,591
Net Investment in Prop/Equip	184,467	52,735	237,202
Jo Blaylock Memorial Fund	58,885	0	58,885
Total Unrestricted	<u>2,714,977</u>	1,027,168	3,742,145
<u>Temporarily Restricted</u>			
	1,564,400	(43,518)	1,520,882
<u>Permanently Restricted</u>	<u>402,427</u>	0	402,427
	1,966,827	(43,518)	1,923,309
<b>TOTAL NET ASSETS</b>	<b><u><u>4,681,805</u></u></b>	<b>983,651</b>	<b><u>5,665,456</u></b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>			<b><u><u>6,690,740</u></u></b>

**MENTAL HEALTH AMERICA**  
**PRELIMINARY GENERAL OPERATING FUND STATEMENT OF ACTIVITIES**  
**For the Period Ending December 31, 2019**

	2019
<b>REVENUE</b>	
<b>DIRECT</b>	
Annual Campaign	\$1,221,240
Memberships	15,178
Corporate Revenue	526,590
Foundation Revenue	86,524
Grant Revenue	109,550
Contract Revenue	81,500
Registrations & Ticket Sales	184,680
Government Contract Revenue	90,059
<b>INDIRECT</b>	
Affiliate Dues	218,606
Combined Federal Campaign	30,663
Interest and Dividend Income	81,888
<b>OTHER REVENUE</b>	
Product Sales	299,915
Trust Distribution	44,382
Royalty Income	95,550
Miscellaneous in Kind	80,821
Net Assets Released - Corporate	1,694,984
Net Assets Released - Trust	0
Net Assets Released - Individual	100,020
Net Assets Released - Foundation	10,000
<b>TOTAL REVENUE</b>	<b>\$4,972,150</b>
<b>EXPENSES</b>	
Salaries	\$2,197,543
Payroll Taxes	150,783
Employee Benefits	286,782
Professional Fees	47,284
Contract Fees	208,949
Operating Fees & Taxes	117,214
Supplies	36,378
Communications	55,827
Photocopying	7,069
Postage & Shipping	65,364
Occupancy	220,688
Printing & Public Image	133,136
Marketing & Advertising	2,535
Meeting Costs	461,367
Non-staff Travel	30,672
Staff Travel	123,021
Subscriptions & Dues	72,896
Grants to Affiliates	77,846
Equipment	0
Direct Mail	4,686
Indirect Cost	0
In-kind Expenses	80,821
Bad Debt Expense	0
Sale of Asset	0
Depreciation	123,521
<b>TOTAL EXPENSES</b>	<b>\$4,504,381</b>
<b>OPERATING GAIN/LOSS</b>	<b>\$467,769</b>
Bequests	265,798
Realized Gains/(Losses) on Investments	4,532
<b>TOTAL REVENUE RELATED TO THE RESERVES</b>	<b>\$270,330</b>
<b>CHANGE IN UNRESTRICTED NET ASSETS BEFORE UNREALIZED GAINS/LOSSES</b>	<b>\$738,099</b>
Unrealized Gains/(Losses) on Investments	\$289,070
<b>CHANGE IN NET ASSETS</b>	<b>\$1,027,168</b>

**MENTAL HEALTH AMERICA**  
**PRELIMINARY RESTRICTED FUNDS STATEMENT OF ACTIVITIES**  
**For the Period Ending December 31, 2019**

	<u>Year-To-Date</u>
<b><u>REVENUE</u></b>	
<b><u>DIRECT</u></b>	
Individual Contribution	0
Trust Revenue	0
Corporate Revenue	1,867,849
Foundation Revenue	0
Conference Registration	0
Bequests	46,440
Subscriptions	0
Multi-Year Pledge	0
CMF Interest	112
Other Revenue	0
Government Grant Revenue	0
<b><u>INDIRECT</u></b>	
Interest	17,959
Unrealized Gain/(Loss) on Investments	63,490
Realized Gain/(Loss) on Investments	(2,326)
Adjustments for Performance Obligations	(244,296)
Net Present Value Discount	12,258
Net Assets Released - Corporate	(1,694,984)
Net Assets Released - Trust	0
Net Assets Released - Individual	(100,020)
Net Assets Released - Foundation	(10,000)
	(10,000)
<b>TOTAL REVENUE</b>	<b>(\$43,518)</b>



Mental Health America  
Preliminary Statement of Functional Expenses  
For Year Ending December 31, 2019

	<u>Program Services</u>			<u>Supporting Services</u>			<u>2019</u>	<u>2018</u>	<u>Variance</u>
	<u>Public Education, Policy, and Advocacy</u>	<u>Constituency Services</u>	<u>Mental Health Programs and Services</u>	<u>Total Program Services</u>	<u>Management &amp; General</u>	<u>Fundraising</u>			
Salaries and benefits	\$937,681	\$475,922	\$671,630	\$2,085,233	\$288,328	\$261,547	<b>\$2,635,108</b>	\$2,292,169	\$342,939
Operating Fees	\$48,685	\$16,072	\$28,327	\$93,083	\$15,737	\$8,393	<b>\$117,214</b>	84,884	\$32,330
Professional/Contract Fees	\$74,265	\$50,378	\$71,210	\$195,852	\$40,207	\$20,173	<b>\$256,232</b>	300,606	(\$44,374)
Supplies & Photocopying	\$13,842	\$9,763	\$11,141	\$34,746	\$5,181	\$3,520	<b>\$43,447</b>	46,549	(\$3,102)
Communications	\$21,424	\$7,409	\$15,112	\$43,944	\$7,550	\$4,332	<b>\$55,827</b>	57,764	(\$1,937)
Postage & Shipping / Direct Mail	\$53,556	\$5,892	\$599	\$60,046	\$4,273	\$5,731	<b>\$70,050</b>	46,983	\$23,067
Occupancy	\$83,815	\$26,489	\$59,562	\$169,866	\$33,163	\$17,659	<b>\$220,688</b>	214,136	\$6,552
Printing & Design / Marketing	\$105,977	\$25,342	\$2,303	\$133,622	\$1,437	\$611	<b>\$135,671</b>	83,469	\$52,202
Meetings	\$71,139	\$349,449	\$5,065	\$425,653	\$23,760	\$11,955	<b>\$461,367</b>	370,374	\$90,994
Travel	\$33,732	\$77,292	\$29,110	\$140,134	\$3,985	\$9,574	<b>\$153,693</b>	119,196	\$34,497
Subscription/Dues	\$26,976	\$7,440	\$14,360	\$48,776	\$7,093	\$17,027	<b>\$72,896</b>	65,201	\$7,695
Grants to Affiliates	\$72,341	\$7,000	(\$4,816)	\$74,525	\$185	\$3,137	<b>\$77,846</b>	118,217	(\$40,371)
In-Kind Expenses	\$27,646	\$9,019	\$27,646	\$64,311	\$8,428	\$8,082	<b>\$80,821</b>	52,952	\$27,869
Depreciation	\$46,938	\$14,822	\$33,351	\$95,111	\$18,528	\$9,882	<b>\$123,521</b>	133,471	(\$9,950)
Bad Debt Expense	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$0</b>	21,000	(\$21,000)
<b>TOTAL</b>	<b>\$1,618,017</b>	<b>\$1,082,288</b>	<b>\$964,598</b>	<b>\$3,664,903</b>	<b>\$457,856</b>	<b>\$381,623</b>	<b>\$4,504,381</b>	<b>\$4,006,971</b>	<b>\$497,411</b>

