



MHA
Mental Health America
2018 Annual Report

This page is intentionally blank.

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.

Table of Contents

Public Policy	5
Programs and Services	6
Mental Health and Systems Advocacy	7
Public Education	8
Marketing and Communications	9
Annual Conference	10
Recovery Services	11
Community Outreach	12
Affiliate Relations	14
MHA on the Road	15
Web and Email	16
Social Media	17

Public Policy

In 2018, MHA worked hard to ensure that opioid legislation contained key policy priorities, including peer support, behavioral health integration, cross-sector support for recovery, screening, and early intervention for mental health and substance use.

Prevention for All

MHA continued its co-leadership of the Collaborative on Accountable Communities for Health for Children and Families at the National Academy of Medicine, exploring critical topics in collective impact for children's mental health. MHA also led a coalition letter to the U.S. Preventive Services Task Force on the need for cross-cutting and tiered approaches to promoting healthy child development and preventing mental health and substance use conditions.

Early Identification and Intervention for Those at Risk

MHA submitted a measure of cross-cutting behavioral health recommendations to the Centers for Medicare and Medicaid Services to promote more effective early intervention in value-based payment programs. MHA also co-hosted a convening on Cross-Sector Approaches to Delivering Behavioral Health Services in the Child Welfare System with the Georgetown Center on Poverty and Inequality with funding from Kaiser Permanente.

Integrated Treatment for Those Who Need It

MHA wrote letters and met with the committees of jurisdiction for the opioid legislative package in Congress, to ensure that the proposals acknowledged the interconnected nature of mental health and substance use and took a Before Stage 4 approach to addressing these needs. The Senate then passed the Opioid Crisis Response Act (as amended) on the 10th anniversary of the Domenici-Wellstone Mental Health Parity and Addiction Equity Act. The law includes a key MHA priority that begins the process of setting up coverage of peer support services in Medicare, Section 1008.

Recovery as the Goal

MHA presented "Can We Universally Accommodate Mental Health and Should We? A Systematic Review of the Evidence and Ethical Analysis" at the Petrie-Flom Center for Health Law Policy, Biotechnology, and Bioethics at Harvard Law School, analyzing disability law approaches to promoting equitable access for individuals with mental health conditions.

Legislative Offices Contacted/Visited:

Sen. Warner (VA)
Sen. Menendez (NJ)
Sen. Alexander (TN)
Sen. Nelson (FL)
Sen. Wyden (OR)
Sen. Cardin (MD)
Sen. Casey (PA)
Rep. Walden (OR)
Rep. Kizinger (IL)
Rep. Lujan (NM)
Rep. DeGette (CO)
Rep. Mullin (OK)
Rep. Buschon (IN)

Position Statements Updated and Approved:

Electroconvulsive Therapy (ECT) (34)

Peer Support Services (37)

Supportive Housing and Housing First (38)

Perinatal Mental Health (49)

In Support Of Maximum Diversion Of Persons With Serious Mental Illness From The Criminal Justice System (52)

Affiliate And National Office Participation In Policy Development And Legislative Activity (61)

Mental Health America's Role In Litigation (62)

Violence: Community Mental Health Response (72)

Key Coalitions and Stakeholders:

Allies for Independence
Children's Health Group
CHQI Parity Accreditation Standards
Collaborative on Accountable Communities for Health for Children and Families
Collaborative on Healthy Parenting in Primary Care
Community Schools Coalition
Forum on Promoting Children's Cognitive, Affective, and Behavioral Health
Mental Health Liaison Group
National Health Council

Programs & Services

MHA Screening and Screening to Supports (S2S)

Screening and Screening to Support (S2S) numbers continued to rise in 2018. The Programming team focused on building research projects that evaluated data from and developed projects for both MHA Screening and S2S. These projects led to additional program and funding opportunities for both programs. The research included projects developed in collaboration with Psyberguide, The Creative Research into Engaging Applications for Timely Interventions in Mental Health at University of Washington, the Center for Behavioral Intervention Technologies (CBITs) at Northwestern University, and the University of California, San Francisco.

Our team as also implemented of a new data dashboard software called Tableau. Use of this software has and will continue to streamline data management and provide extra data support to affiliates in MHA Screening.

Technical Assistance Coalition (TAC)

The Programming team closed out our 2018 TAC project with the highest rates of attendance to MHA webinars to date. The following is a summary of webinars provided and number of attendees for each training.

- 1) Best Practices in Peer Training (922 attendees)
- 2) Innovation in Peer Linkage and Referral (250 attendees)
- 3) Suicide and Self Harm Prevention (810 attendees)
- 4) Peer Specialist and Police as Partners Prevention (417 attendees)

Workplace Mental Health

MHA cohosted the Second Workplace Collaboration Meeting during the One Initiative at Forum. In collaboration with American Psychiatric Association, Sutter Health, One Mind Initiative, Yale Center of Emotional Intelligence, and The Faas Foundation, the group identified key areas of priority, current gaps, and stakeholders to engage for 2019 workplace mental health planning.

State of Mental Health in America

The 5th annual publication of *State of Mental Health in America* was released to press on October 31, 2018. This year's spotlight looked at Youth and Trauma.

Since it was released, the report has been picked up by major publications including the Washington Post, Forbes, Washington Times, Miami Herald, The Hill, SF Gate, Mashable, US News and World Report, Milwaukee Journal Sentinel, and Mental Health Weekly.

3.5 million

Screens conducted since 2014

Over 2.5 million

Individuals have received support on S2S in 2018

2,399

Individuals attended MHA webinar trainings through the Technical Assistance Coalition

5

National organizations met to develop a joint task Force on Workplace Mental Health

264,123

Individuals had direct contact with MHA about our *State of Mental Health in America* report one month following release.

Mental Health and Systems Advocacy



Regional Policy Council 2018 Activities

2018 was quite a year for the Regional Policy Council. There were four RPC national meetings that coincided with national legislative groups: National Governors' Association (NGA), National Council of State Legislatures (NCSL), American Legislative Exchange (ALEC) and the Conference of State Governments (CSG).

Legislative mental health champions were identified and presented awards at each of these meetings. Governor Pete Ricketts of Nebraska was honored in **Washington, DC in February** (NGA), which was preceded by a briefing at the National Press Club entitled Peer Specialists and Police as Partners in Preventing Crises.

At the **August Los Angeles** (at NCSL) meeting, Achieving B4Stage4 through Access and Accountability, eight state legislators were given awards and were also presented with a Congressional Proclamation by Congressional Mental Health Caucus Co-Chair Representative Grace Napolitano.

In **August in New Orleans** (ALEC), at the meeting Why the Criminal Justice System is Not a 'Big Easy' Solution for Behavioral Health, two legislators received awards, and speakers included current and former legislators and the Tennessee Commissioner for Behavioral Health.

The final meeting of 2018 held in **Covington, KY** (at CSG), Stepping Over Barriers and Building Bridges to Further B4Stage4, had eight additional legislators receiving mental health champion awards.



More than 200

Organizations assisted
in 2018

9

Action alerts sent

4,500

letters from MHA constituents to
Congress

Key Advocacy Issues

Parity work requirement in
Medicaid

42 CFR Part 2

Repeal of individual mandate in ACA
work requirements

Family First Prevention Act

Key Coalitions & Partners

National Foster Care Youth and
Alumni Policy Council

Council of State Governments

42 CFR Part 2 Working Group

Mental Health Caucus Advisory

Coalition for Whole Health

Mental Health Liaison Group

Public Education

May is Mental Health Month

The 2018 theme for May was Mental Health Month was Fitness #4Mind4Body. It tracked closely with the Fit for the Future theme of our June 2018 conference. During the month of May, we focused on what we as individuals can do to be fit for our own futures – no matter where we happen to be on our own personal journeys to health and wellness. The 2018 toolkit consisted of materials including:

- Fact sheets on mental health is affected by diet, sleep, stress, gut health, and exercise
- Worksheets on making life changes
- A promotional poster, sample social media posts with images, and web banners
- A sample press release and a drop-in article

Minority Mental Health Month

This year's Minority Mental Health Month efforts were focused on highlighting the voices and experiences of individuals from across a range of communities through our #MyStoryMyWay campaign, which aimed to solicit stories from individuals about the way that diverse communities perceive, narrate, communicate, and address mental health and mental illness. #MyStoryMyWay reached **1.6 million people** over four weeks - speaking volumes to the great need there is to promote mental health outreach and public awareness among minority communities.

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 worked closely with partners such as the Anxiety and Depression Association of America to adapt materials into Spanish and were able to produce 8 new web pages in Spanish. Spanish versions of the Mental Health Month materials were also released as web pages and downloadable/printable pdfs.

Back to School campaign

MHA's 2018 Back to School Toolkit provided young people with information to help them understand the effects that trauma can have on the mind and how traumatic events may trigger the onset of mental health conditions like depression, anxiety, and psychosis. Young people were encouraged not to suffer in silence and use screening, crisis, and app resources. The toolkit includes: key messages and stats, drop-in article, sample social media posts and images, factsheets and worksheets, and a "Don't Suffer in Silence" poster.



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.

400+

Individuals assisted in 2018

726,120

Social Media Impressions from the May is Mental Health Month Campaign

38

Webpages on mental health created or updated

60+

Organizations assisted in

Communications

Media Snapshot

MHA has maintained a steady presence in media throughout the year. MHA staff, including Paul Gionfriddo, Theresa Nguyen, Debbie Plotnick and Nathaniel Counts serve as spokespeople and are called on often to comment on various policy issues concerning mental health and substance use. MHA continues to be a go-to organization for public affairs issues around mental health, with Capitol Hill reporters calling on a regular basis.

MHA is also called upon frequently for comment following events that involve gun violence and/or prominent suicides. MHA continues to walk a careful line with media regarding gun violence and mental health and works diligently to remind reporters and outlets that the large majority of those with mental illness are never violent. We continue to employ our message that early intervention is key and addressing mental illness “Before Stage 4” is critical in combatting suicide and mental health crisis. MHA also uses its blog, *Chiming In*, on a regular basis to communicate organizational thoughts and positions on legislation and recent events to our supporters and the general public. We have expanded the blog in the past year to include partner voices as well as MHA staff.

This fall also saw the release of our white paper *Beyond Awareness: Student-led Innovation in Campus Mental Health* and MHA’s annual *State of Mental Health Report*. Both have received solid coverage, with mentions in publications like the Washington Post, Forbes, and US News and World Report.

Press Release Highlights from 2018

- Statement by Paul Gionfriddo, President and CEO of MHA, on the Better Care Reconciliation Act
- Mental Health America, Sutter Health Leading the Way in Innovation to Treat Mental Illness
- Statement by Paul Gionfriddo, President and CEO of MHA, on Florida Shooting
- MHA Statement on Passage of American Health Care Act
- Statement by Paul Gionfriddo, President and CEO, MHA, on loss of Kate Spade and Anthony Bourdain
- MHA joined new lawsuit to save Obamacare, which gained tremendous amount of press

Over 2,000

News Stories Mentions in
2018

Reached over 7,400,000
readers

In the third quarter of 2018 alone

\$3,000,000+

Ad Equivalent in 2018

7

Press Releases in 2018

**MHA was quoted or
cited in the following
publications and
outlets:**

Buzzfeed

Forbes

Hartford Courant

Health Magazine

Kaiser Health News

Los Angeles Times

Modern Health Care

Nashville Medical News

Players Tribune

Politico

Annual Conference

MHA's 2018 Annual Conference: *Fit for the Future!*

MHA's 2018 Conference – *Fit for the Future* took place on June 14-16, 2018, in Washington, DC, where it hosted over **700** attendees!

Our *Fit for the Future* theme explored what we can do personally as individuals to keep ourselves healthy in the 21st Century, how data and personal narratives are increasingly connecting exercise and nutrition to overall mental health, and how leaders in the nutrition and fitness fields are using this information to promote overall health and well-being and impact the mental health of millions. We took a look into programs that are already making use of cutting edge 21st Century technologies, treatments, and research—as well as those that will emerge soon to benefit those with mental health concerns. We offered new tools and techniques that are enabling professionals and peers to launch innovative and collaborative practices that brighten the future of mental health care for all. And we talked about what we must do to enact 21st Century policy solutions to support all these efforts—to demonstrate how designing and implementing effective prevention, early intervention, and recovery-oriented policies that promote innovation can make a real difference.



The 2019 Mental Health America Annual Conference will take place in Washington, DC from June 13-15, 2019, with the theme *Dueling Diagnoses: Mental Health and Chronic Conditions in Children and Adults*. We received a record-number of breakout submissions via our Call for Proposals, and feedback on our theme has thus far been incredibly positive.

Over 700

Conference attendees in
2018

Notable Speakers and Guests in 2018

Autumn Calabrese



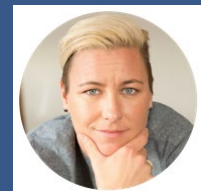
Fitness and Nutrition expert and
Beachbody Celebrity

Eugene Robinson



Washington Post journalist and
Pulitzer-Prize winning author

Abby Wambach



Olympic Gold Medalist and World
Cup Champion

Cynthia Bissett Germanotta



President of Born This Way
Foundation

Recovery Services

First-Ever National Peer Specialist Certification

Last year MHA proudly announced the creation of the MHA National Certified Peer Specialist (NCPS) credential.

MHA began NCPS Master Classes Train-the-Trainer Course with affiliates such as Greater Reading Mental Health Association, Mental Health Association of Palm Beach County, Mental Health America of South Carolina, and Mental Health Connecticut. This course provided certificates, training materials, and promotional materials.

MHA also created CMS letter for using our certification in Psychiatric Collaborative Care Management billing codes for Medicare. Currently it is signed on by National Alliance of Psychiatric Health Systems and has bipartisan, bicameral support on the Hill.

Mental Health Partnerships

- MHA signed a partnership agreement with Mental Health Partnerships (MHP). MHP has trained over 3,500 peer supporters through its Certified Peer Specialist (CPS) Training.
- MHA signed a partnership agreement with RI International. RI International has trained over 9,500 peers through its Peer Employment Training (PET).
- MHA signed an agreement with Limitless on consulting around promoting credential.

Peer Support on the move

To extend the reach of our Peer Support efforts, members of MHA...

- Attended an American Lung Association meeting on smoking cessation among people with BH conditions in public housing;
- Attended a Quitter's Circle meeting on survey about peers considering quitting smoking, wanted support from peer perspective;
- Presented at the Leadership Institute on MHA and Certification;
- Presented on peer wages and national certification at Peerpocalypse at MHAO conference;
- Announced a new grant *It's My Life: Peer Partners Implementation Grant* for affiliates at MHA conference; and
- Interviewed with Lois Collins of Deseret News from Salt Lake City on college mental health and anxiety.

311

Applicants to the NCPS program in 2018

144

Number of individuals provided services in 2018

34

Number of organizations assisted in 2018

MHA worked with the Florida Certification Board to develop the National Certified Peer Specialist credential.



Community Outreach

Key Partnerships

- **Hot Topic, Inc.** an American retail chain that specializes in counterculture-related clothing and accessories, showed great interest in potential collaborative efforts with MHA.
- **Apple** showed great interest in having an MHA representative at a mental health awareness event at Apple Headquarters. Apple was connected with VP of Policy and Programs who would serve as presenter for October event.
- The **notOK** application developed to function as an SOS app for individuals who may be in crisis or in need of support agreed to a partnership, including the integration of screening tools into notOK app. The creators of the notOK app were the recipients of the 2018 mPower Award.
- **This is My Brave** a nonprofit focused on storytelling as a means of dispelling stigma and creating connection finalized a partnership agreement that includes the presence of MHA affiliates at local This is My Brave events and integration of screening tools into outreach efforts.
- **Project Hope Exchange** and MHA agreed to partner and share information about current Hope project.

New Associate Members

- **Zanolife** is a health and wellness promotion platform, working with individuals in Hong Kong. Their primary focus is the promotion of physical and mental wellbeing. They provide wellbeing education services and offer physical health screenings to their clients via our healthcare network. As well as physical wellness, mental wellness is one of the key focus as they see physical and mental wellbeing as going hand in hand.
- **Impero Software** offers remote monitoring and management software, relied upon by education establishments around the world. Founded in 2002, Impero Software is now assessed by over 1.5 million devices in over 90 countries. Impero is used by over 1,400 UK high schools and in over 500 US districts.
- **Pretty Girl Passion Society** provides unique approaches to peer support, advocacy, and mental health awareness for a diverse community of women who lack access to services because they are underinsured or decline access to services because of stigma.
- **NeuroFlow** helps persons with mental health conditions feel better faster. We offer secure, real-time technology to optimize mental wellness and performance through effective monitoring, positive reinforcement, and targeted guidance.

MHA social media team worked closely with representatives from the **Born This Way Foundation**, an MHA collaborator, to support the Foundation's 21 Days to Be Kind Challenge. MHA created social media content to share as part of this effort.

160,000

Individuals reached through outreach programs and activities in 2018

252

Branded MHA Giveaways in 2018

2,375+

Merchandise items from MHA store sold in 2018

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.

Thank you to our associate members and partners!



American Red Cross



CRISIS TEXT LINE |



Affiliate Relations

Smoke-Free Housing

In partnership with the American Lung Association (ALA), MHA worked to help facilitate the successful implementation of the U.S. Department of Housing and Urban Development's (HUD) smoke-free housing rule to improve health outcomes for all residents, including those living with mental illness and substance use disorders.

As part of this project, we worked with the Lung Association to create and disseminate educational resources and awareness messages specifically focused on and culturally relevant to the behavioral health community.

Through this effort, MHA announced an opportunity for affiliates to apply and receive a \$5,000 mini grant to support the implementation of the smoke-free housing rule.

Community College Mental Health Innovation Initiative (CCMHII)

MHA, along with two collaborating organizations, sought out affiliate partners for a four-year initiative to address mental health at community colleges around the country. MHA is currently exploring grant opportunities in this area with a specific role for MHA affiliates.

The dramatic need for comprehensive supports and services at community colleges is only increasing, therefore affiliates were encouraged to partner with their local community college and join a national transformation network alongside 6-8 other groups across the US.

Through this initiative, we hoped to:

- enhance and/or expand needed mental health services for students;
- develop and enhance strategic community partnerships that will supplement mental health services and programs that community college cannot provide;
- create a peer learning network of community colleges tackling mental health issues; and
- advance the field by disseminating knowledge and tools from the initiative.

State of Mental Health in America Report

Many affiliates have shared the incredible work they've been doing at the state and local level throughout the year. This year, affiliates were invited to submit a brief summary highlighting the work they have been doing and its impact over time. This was a great opportunity for affiliates to provide their input into what they believed would affect their state ranking.

200

Affiliates

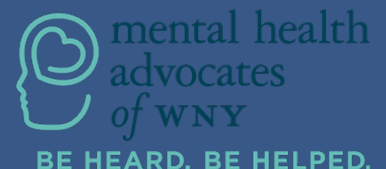
42

States

Affiliate Spotlight

Mental Health Association Oklahoma recently held its 24th annual Zarrow Mental Health Symposium – *Innovations in Mental Health*. The two-day event took place in Tulsa, bringing over 800 participants from across the region to explore the latest in mental health care and treatment. *Innovations in Mental Health* was designed to offer a forum where attendees could learn about translating research into practice, including innovative treatment models, programs, partnerships, and technologies that would benefit their work, community, faith community, family and/or personal life.

Buffalo-based Mental Health Association of Erie County has changed its name to **Mental Health Advocates of Western New York**.



MHA on the Road

MHA President & CEO Paul Gionfriddo had a very busy year so far!

In April, Paul gave a presentation with Sutter Health which focused on preparing for the future of mental health. This discussion included information on MHA's mission and history, National Policy Environment, Screening and S2S, Peers in the Workforce, and Workplace Mental Health.

In May, Paul presented in Arizona focusing on the topic of why behavioral health is core to school and workplace success. During this month he also presented at the Leadership Institute and once again discussed preparing for the future of mental health.

In June, Paul resumed his role as emcee for **MHA's 2018 Annual Conference** and spent July in the office in Alexandria and at home in Florida before hitting the road in August.

In June, Paul also traveled to Copenhagen to keynote the #1 Voice Summit, a worldwide patient summit sponsored by Lundbeck Pharmaceuticals. He also facilitated a workshop at the two-day event, and did three video interviews on the summit, on discrimination in mental health and to promote World Mental Health Day.

In September, Paul returned from a visit to Napa Valley, where he presented at the **One Mind Initiative at Work**. MHA's Manager of Policy and Programs, Michele Hellebuyck, joined him there and they jointly hosted with One Mind a pre-seminar meeting of a group of national entities working in the workplace mental health space.

In October, Paul attended the 10th anniversary celebration of the enactment of the federal mental health parity act in D.C. this week, and then flew to Canada to attend a meeting/retreat on emotional intelligence and workplace mental health convened by the Faas Foundation.

In November, Paul was in Morris County, NJ to speak at the first annual Morris County legislative breakfast sponsored by MHA of Essex and Morris Counties. Then, he traveled to Dallas, TX to speak on workplace mental health at a conference sponsored by MHA of Greater Dallas. From there Paul went to Boston, MA where he met with senior leaders at Beacon Health Options, a company that has supported MHA and specializes in behavioral health management.

It was a busy 2018 for Paul, who traveled to two foreign countries (Denmark and Canada) and at least sixteen states around the country for MHA – visiting with affiliate board and staff members in Connecticut, New Jersey, Florida, California, Texas, Hawaii, Tennessee, and New York along the way.

They experienced many transitions this past year as Pam retired from MHAPBC, they moved from Florida to Connecticut, and they lost their daughter Larissa to cancer. As people know who have heard Paul speak during the past year, Larissa continues to inspire his work at MHA with a simple message of #alwayshope – a hashtag they both used in their advocacy efforts. Paul will head back on the road after a couple of weeks in the office at the start of next year.



Web and Email

<p>Top Web Pages</p> <ol style="list-style-type: none"> 1. Schizophrenia 2. Mental Health Screening Tools Homepage 3. Depression Screen/ Stress Screener 4. Personality Disorder 5. Co-dependency 	<ol style="list-style-type: none"> 6. Paranoia and Delusional Disorders 7. Mental Illness and the Family: Recognizing Warning Signs and How to Cope 8. Spanish-Language Bipolar Disorder 9. Spanish-Language What is Depression 10. Depression in Teens 	<p>7,799,378 Web sessions in 2018</p> <p>6,383,975 Web visitors in 2018</p> <p>13,824,409 Page views in 2018</p>	
<p>54,045</p> <p>Active Email File YTD</p>	<p>3,240,300</p> <p>Email recipients in 2018</p>	<p>1,321</p> <p>Online Gifts in 2018</p>	<p>\$124,471</p> <p>Total Raised Online</p>

<p>Google Ad Words Campaigns</p> <p>Screening Back to School Toolkit 2018 MHM 2018 Annual Conference 2018 Mental Health America TLC Lukens Evergreen (Donations) Workplace Wellness Publication Pub Ed Policy Walgreens Associate Membership </p>	<p>Top Paid Keywords</p> <p>depression test am I depressed mental health services signs of depression mental health month depression quiz depressed quizzes information on mental health do I have depression teenage depression depression support free test for depression information on mental illness mental health</p>	<p>2.09 Million YTD Impressions</p> <p>92,737 YTD Clicks</p>
---	---	--

Social Media

Top Posts



Today is #WorldMentalHealthDay. There can be no #health without #mentalhealth. 300 million people of all ages have #depression 60 million people worldwide are affected by #bipolar 23 million people worldwide have #schizophrenia Depression is the leading cause of disability and is a major contributor to the overall global burden of disease. Cost-effective public health and intersectoral strategies and interventions can to promote mental health and recovery before crisis occurs - #b4stage4

Over 45,000 people from all over the world have screened for a mental health condition at MHAScreening.org.
#WorldMentalHealthDay

“Mental health is as important as physical health, and when someone tells me to go workout for an hour, or eat a kale salad, or make sure to shower, sometimes it’s the last thing I want to hear. I have to meet myself where I’m at and I hope you can too.”

Having abnormally low levels of GABA is linked to depression and mood disorders, and this finding adds to growing evidence that our gut bacteria may affect our brains.

1.5 million
Fans so far in 2018

\$770,532
Raised through FB

Major Campaigns
Back to School
Mental Illness
Awareness Week
#4mind4body
#mentalillnessfeelslike
#FitfortheFuture
#b4stage4
Diet and Nutrition
Workplace Wellness

Top Tweets



It's more critical than ever to learn and listen to the voices of lived experience through #thingspeoplesaidaboutmymentalillness so that we can all learn to be more compassionate and understanding. Share your story. Listen to others. Fight #stigma. #MIAW18

It's not just the challenging life stage. College life — the world, for that matter — has changed greatly in just a generation.

Today marks the 1st day of #MentalIllnessAwarenessWeek #MIAW

This New Instagram Feature Helps Users Dealing With Mental Health issues <http://bit.ly/2kju7G4>

You may know CPR and the Heimlich maneuver, but what is first aid in a mental health crisis? Save lives #B4stage4 <https://buff.ly/2vlnCi6>

288,652
Followers YTD

14,580,000
Tweet Impressions in 2018

83%

increase in Twitter followers from 238,215 in 2017 to 288,652 in 2018

OUR SOCIAL MEDIA IS BOOMING!

50%

Increase in Instagram followers from 23,030 in 2017 to 47,355 in 2018



47,355 Instagram followers by the end of November 2018



25,977 LinkedIn followers by end of year 2018



9,788 YouTube followers by the end of year 2018

2018 – 2019 BOARD OF DIRECTORS

TOM STARLING ('14)
CHAIR OF THE BOARD
CEO, Mental Health America of Middle Tennessee

LAURA M. BAY ('18)
Coordinator for Assessment and Instruction
Bremerton School District

JOHN BOYD ('16)
System Executive for Mental Health Services
Sutter Solano Medical Center & Sutter Center for Psychiatry

JENNIFER BRIGHT, MPA ('17)
SECRETARY/TREASURER
President and Founder
Momentum Health Strategies

PETER D. A. CARSON ('14)
CHAIR-ELECT
Managing Director, Public Affairs
Powell Tate

LACY DICHARRY, MS, MBA ('17)
Chief Strategy Officer
Youth Era

DANIEL B. EISENSTEIN ('14)
Judge (Retired)
Mental Health Court of Metro Nashville, TN

DWIGHT HOLLIER, LPC, NCC ('17)
Senior Associate Athletics Director for Student-Athlete Health, Well-Being and Program Outreach
University of North Carolina Chapel Hill

AMY KENNEDY ('16)
Education Director
The Kennedy Forum

TIMOTHY G. LIVENGOOD, MSL ('14)
Resource Coordinator
Acadia Healthcare

STEPHEN C. MCCAFFREY, JD ('14)
President and CEO
Mental Health America of Indiana

FATIMA MNCUBE-BARNES, EDD, MPH, MSIS, MBA ('18)
Executive Director
Louis Stokes Sciences Library, Howard University

MARIE MORILUS-BLACK ('16)
CEO
MBI Health Services, LLC

LINDA OLSON NEMIA ('14)
Marketing Consultant

LUIS PEREZ, LCSW ('15)
President and CEO
Mental Health Connecticut, Inc.

ANDREW E. RUBIN ('14)
Attorney (Retired)

DANIELLE SCHLOSSER ('17)
Lead Clinical Scientist
Verily Life Sciences

RUSTY SELIX ('13)
Advocate

MICHAEL THORNSBURY, CDM ('14)
Executive Director
Mental Health America of Louisiana

REGINALD D. WILLIAMS, II ('11)
PAST CHAIR
Vice President, International Health Policy and Practice Innovations
The Commonwealth Fund

Mental Health America, Inc.

**Statement of Financial Position
December 31, 2018
(With Comparative Totals for 2017)**

	2018	2017
Assets		
Cash and cash equivalents	\$ 738,138	\$ 514,381
Investments	3,052,584	3,018,545
Receivables, net	1,054,398	904,702
Prepaid expenses	79,155	84,780
Inventory	53,225	42,564
Property and equipment, net	617,291	737,883
	<u>\$ 5,594,791</u>	<u>\$ 5,302,855</u>
Liabilities and Net Assets		
Liabilities:		
Accounts payable and accrued expenses	\$ 105,315	\$ 125,755
Deferred revenue	20,600	8,835
Capital lease obligations	56,223	92,404
Deferred rent and incentives	605,343	648,919
Deferred compensation	125,506	128,768
Total liabilities	<u>912,987</u>	<u>1,004,681</u>
Commitments (Note 10)		
Net assets:		
Without donor restrictions		
Undesignated	430,951	180,590
Board designated	2,284,026	2,284,780
	<u>2,714,977</u>	<u>2,465,370</u>
With donor restrictions	1,966,827	1,832,804
	<u>4,681,804</u>	<u>4,298,174</u>
	<u>\$ 5,594,791</u>	<u>\$ 5,302,855</u>

See notes to financial statements.

Mental Health America, Inc.

**Statement of Activities
Year Ended December 31, 2018
(With Comparative Totals for 2017)**

	2018			2017 Total
	Without Donor Restrictions	With Donor Restrictions	Total	
Support and revenue:				
Nonfederal grants, contracts and contributions	\$ 1,962,128	\$ 1,626,883	\$ 3,589,011	\$ 2,872,513
Affiliates dues	237,279	-	237,279	217,365
In-kind contributions	52,952	-	52,952	138,160
Federal contracts and grants	88,516	-	88,516	86,998
Royalties	183,398	-	183,398	129,370
Conference registrations	130,471	-	130,471	129,961
Combined federal campaign	36,899	-	36,899	35,497
Product and other sales	222,959	-	222,959	94,332
Investment (loss) income, net	(132,593)	(18,291)	(150,884)	245,330
Net assets released from restrictions	1,474,569	(1,474,569)	-	-
Total support and revenue	4,256,578	134,023	4,390,601	3,949,526
Expenses:				
Program services:				
Public education, policy and advocacy	1,272,478	-	1,272,478	1,080,846
Constituency services	971,997	-	971,997	1,035,494
Mental health programs and services	929,565	-	929,565	1,035,559
Total program services	3,174,040	-	3,174,040	3,151,899
Supporting services:				
Management and general	456,821	-	456,821	363,422
Fundraising	376,110	-	376,110	351,426
Total expenses	4,006,971	-	4,006,971	3,866,747
Change in net assets	249,607	134,023	383,630	82,779
Net assets:				
Beginning	2,465,370	1,832,804	4,298,174	4,215,395
Ending	\$ 2,714,977	\$ 1,966,827	\$ 4,681,804	\$ 4,298,174

See notes to financial statements.

Mental Health America, Inc.

**Statement of Functional Expenses
Year Ended December 31, 2018
(With Comparative Totals for 2017)**

	2018								2017 Total
	Program Services				Supporting Services				
	Public Education, Policy and Advocacy	Constituency Services	Mental Health Programs and Services	Total Program Services	Management and General	Fundraising	2018 Total		
Salaries and benefits	\$ 750,400	\$ 448,729	\$ 592,951	\$ 1,792,080	\$262,705	\$ 237,384	\$ 2,292,169	2,086,506	
Operating fees	28,482	10,967	21,934	61,383	13,317	10,184	84,884	100,572	
Professional fees and contracts service payments	84,961	70,942	76,986	232,889	41,183	26,534	300,606	258,317	
Communications	16,254	9,029	16,181	41,464	9,063	7,237	57,764	57,570	
Postage and shipping	38,608	5,142	472	44,222	1,737	1,024	46,983	23,720	
Occupancy	59,958	29,979	59,958	149,895	36,403	27,838	214,136	215,772	
Printing and design	59,903	21,404	1,005	82,312	755	402	83,469	48,593	
Conference and meetings	53,039	276,169	6,916	336,124	20,930	13,320	370,374	337,451	
Travel	29,096	48,367	28,421	105,884	3,839	9,473	119,196	131,870	
Subscriptions and dues	21,678	9,843	14,088	45,609	6,631	12,961	65,201	50,177	
Grants	68,430	6,000	43,787	118,217	-	-	118,217	239,792	
Office supplies and activities	7,156	10,637	12,353	30,146	9,296	7,107	46,549	42,969	
In-kind expenses	17,141	6,103	17,141	40,385	7,272	5,295	52,952	138,160	
Depreciation and amortization	37,372	18,686	37,372	93,430	22,690	17,351	133,471	135,278	
Bad debt expense	-	-	-	-	21,000	-	21,000	-	
Total	\$ 1,272,478	\$ 971,997	\$ 929,565	\$ 3,174,040	\$ 456,821	\$ 376,110	\$ 4,006,971	\$ 3,866,747	

See notes to financial statements.

