



We See You...



L to R: Some of MHA's Storytellers: Iris Esguerra, Danielle Rogers, Jim Dukes, Rachel Rosenfeld and Missy Willis



A LETTER FROM MHA'S EXECUTIVE DIRECTOR, KATHY ROGERS

We See You...Three lovely words full of empathy and understanding. At Mental Health America of Central Carolinas,

our aspiration for 2020 is to create a community where we truly SEE those around us, that we see the good, the bad, the joy, the pain...we truly see the humanity in those we work with, live with and share a community with.

So often someone who is living with a mental health diagnosis has lost their ability to see how beautiful they are and, as a society, we have for many years labeled people by their diagnosis so that they begin to identify as bipolar, schizophrenic, etc. People who have a mental health diagnosis are often more vulnerable to stigma and discrimination, which further erodes their self-worth. MHA is fortunate to have volunteer storytellers who have found the courage to tell their story about living with a mental health diagnosis, or being a survivor of a suicide attempt, or sharing the grief and loss of losing someone to suicide.

What is inspiring about these storytellers is their openness and their willingness to be vulnerable and brave at the same time. Their underlying message: SEE ME, the human not the label.

Throughout this Impact Report, you will meet MHA storytellers and learn more about the strides MHA made in 2018-2019. As we move forward in 2020, we remain committed to educating the community about issues relating to mental health so that we SEE the one in five in our community who are living with a mental health diagnosis as a human first... that we continue to fulfill **our mission of providing help, offering hope and promoting mental wellness through advocacy, education and prevention in Mecklenburg and Cabarrus counties.**

We See You,

Executive Director





ADVOCACY

2019 LEGISLATIVE BREAKFAST



Nearly **90 attendees**

94% said their knowledge of mental health policy was increased by the event

Join AIMWell to receive "Legislative Updates" at mhacentralcarolinas.org.



Rachel Rosenfeld

Rachel is a member of MHA's Advocacy & Public Policy Committee and winner of the 2018 Advocacy Award. Rachel has volunteered with MHA for 10 years as an advocate, a board member, ParentVOICE Advisory Committee member, 1933 Society Founding Member, MHA Storyteller, QPR Suicide Prevention and Mental Health First Aid for Youth instructor.



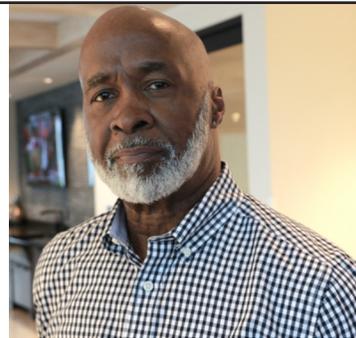
EDUCATION



1,289

Community members gained skills to recognize those who may be experiencing a mental health crisis

Trained **374** individuals in MHFA



Glenn Proctor

Glenn is an MHA monthly sustaining donor, an MHA Storyteller and a member of the Mental Health Trainers' Collaborative who is a certified QPR Suicide Prevention and Mental Health First Aid for Youth instructor.

Welcome!

2019 North Carolina Mental Health First Aid Instructors Summit

Hosted by the Mecklenburg County MHFA & QPR Collaborative



MHA and the Mecklenburg County Mental Health First Aid & QPR Trainers' Collaborative hosted the 2019 North Carolina Mental Health First Aid Instructor Summit with 150 trainers in attendance from around the state.



Be Informed for free at www.mhacentralcarolinas.org.

Trained **915** community members in QPR Suicide Prevention skills

94%

report increased willingness to act to prevent suicide

88%

recognize signs that someone may be experiencing a mental health problem or crisis



(L) MHA Board Member, Storyteller and 1933 Society Member Rob Jones and (R) MHA Storyteller and Storyteller Trainer Guillermo Villar.

Coffee & Conversations

199 individuals attended Coffee & Conversations at MHA and in the community during 2018-2019.

At each Coffee & Conversation, MHA Storytellers share their experience of living with mental health concerns or supporting a loved one with challenges.

96%

of participants report increased awareness about how they can help reduce stigma

78%

said the program increased their willingness to act to correct misconceptions others have about mental health issues



PREVENTION

IMPACT REPORT FISCAL YEAR 2019



"My Compeer volunteer has had a positive impact on my life." - 100% participants reported

Iris Esguerra

MHA Storyteller Iris Esguerra was an award winning Compeer volunteer and dedicated friend to two Compeer participants from 2011-2016 (with friend Heather in 2015). Iris is now a generous, legacy donor.



Consider becoming a Compeer Volunteer at mhacentralcarolinas.org.

MHA's **Compeer** program matches community volunteers with adults living with chronic mental health concerns. Thirty volunteers provided one-to-one supportive friendship spending 880 hours with 30 participants in 2018-2019, helping offset loneliness and social isolation. Compeer is an international evidence-based program.

88% participants reported, "I feel good about myself since being matched with a Compeer volunteer."

88% participants reported, "I have the support I need since being matched with a Compeer volunteer."

Trauma Informed Learning Community

In January 2019, MHA joined nine other Mecklenburg County organizations and agencies in a Trauma-Informed Learning Community (TILC) with facilitation by the National Council for Behavioral Health. MHA and partners such as Charlotte-Mecklenburg Schools, Department of Social Services, Pat's Place, Teen Health Connection and Promise Resource Network, reviewed the critical role of being trauma-informed and developing a Core Implementation Team. Since then, MHA's Team has been working on three domains: Educated and Responsive Workforce; Safe and Secure Environments; and Community Outreach and Partnership Building. MHA has taken an internal look at how we operate, as well as focusing externally to ensure that we engage the entire community in becoming more resilient.



Join ParentVOICE at www.mhacentralcarolinas.org.

ParentVOICE focuses on empowering parents to advocate for their youth living with emotional, behavioral and/or mental health concerns. MHA's Family Partners helped 345 individuals navigate the mental health, education, justice and social services systems in 2018-2019. In addition, seven individuals became state-certified Family Partners through MHA.

"ParentVOICE provided a trusted partner to guide me through difficult waters around the holistic care of my son, JC." - MHA Storyteller and major donor Carla Carlisle



84%

of families supported by a Family Partner reported increased knowledge of where to access affordable services, more understanding and acceptance of their child's challenges, and recognition of their child's and family's strengths.

80%

of families supported by a Family Partner reported increased participation in decision-making about their child's care.

Audited MHA Financials

Year Ended June 30, 2019

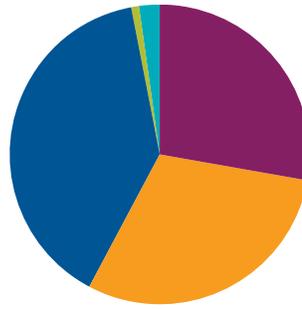
SUPPORT & REVENUE

Contributions & Grants	\$296,383
United Way	\$322,875
Membership Dues	\$895
Mecklenburg County	\$417,000
Special Events	\$6,498
Program Service Fees	\$8,050
Investment Income	\$11,368

TOTAL SUPPORT AND REVENUE **\$1,072,733**

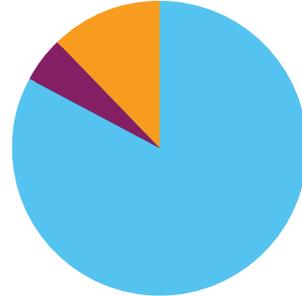
EXPENSES

Program Services	\$853,498
Management & General	\$47,437
Fundraising	\$128,120
TOTAL EXPENSES	\$1,029,055



SUPPORT & REVENUE

- 28% Contributions & Grants
- 30% United Way
- 39% Mecklenburg County
- 1% Investment Income
- 2% Other



EXPENSES

- 83% Program Services
- 5% Management & General
- 12% Fundraising

MHA's Top Corporate Investors



Visionary



Advocacy Leaders



United Way
of Central Carolinas

Member Agency



Major Funder



Advocacy | Education | Prevention

704.365.3454

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