

*A Letter from MHA's
Executive Director*



Kathy Rogers

Since joining MHA as its Executive Director in late 2017, I have learned that there is a tremendous need for MHA and the community to **BE BOLD** as we work together to address the challenges surrounding the mental health system. We must **BE HEARD** as we advocate for those who are the most vulnerable in our community. We must **BE INFORMED** in order to serve with compassion and best practices, those who are living with a mental health diagnosis. We must **BE CONNECTED** if we are to effectively collaborate with partners in the community who are working on these issues, and also work to connect those who are living in social isolation due to their illness. And we must allow ourselves to **BE VULNERABLE** as we openly talk about mental health, working to remove the stigma that still exists.

In MHA's 2017-2018 Impact Report, we look back on the accomplishments of the past fiscal year and we look with excitement to the coming year. MHA is poised to lead when it comes to addressing mental health challenges in Mecklenburg and Cabarrus Counties. I challenge everyone to **BE BOLD** in promoting mental wellness and working for positive change around mental health.

Pictures: top/down - 200+ attended MHA's suicide prevention film screening and panel; L - MHA Board members, Rob Jones and Christa Newkirk, urge others to seek help "B4Stage4;" R - MHA PhotoVoice participants at Cabarrus Health Alliance; bottom - MHA ParentVOICE graduates Family Partners, extending community support and economic opportunity.

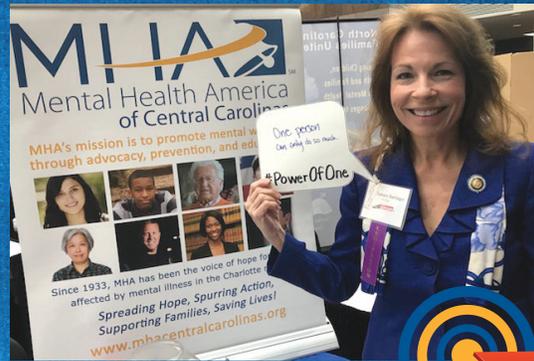


be BOLD.

be HEARD.

In 2017-2018, MHA and its grassroots network, AIMWell (Advocate and Inform for Mental Wellness) made its voices heard in a variety of ways.

- On April 21, 2018, MHA joined more than 400 other mental health advocates and legislators for the 40th Annual Legislative Breakfast on Mental Health. MHA was a major sponsor of this event, focused on integrated healthcare.
- MHA monitored legislation and the budget through North Carolina's short session. We issued a call to action when funding for the North Carolina Suicide Prevention Hotline was cut from the budget. MHA rallied with other advocates and this funding was restored.
- MHA has been a voice on the Mental Health Coalition in Raleigh, as well as the Mecklenburg County Public Health's Coalition, and provides regular legislative updates to the Cabarrus County Government's Mental Health Advisory Board.
- Throughout the year, MHA provided updates on important issues through its AIMWell grassroots newsletter, as well as the Executive Director's monthly blog.



Senator Tamara Barringer took a pledge to break mental health stigma with MHA



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

be INFORMED.



1,987

Gained **Mental Health First Aid** or **QPR Suicide Prevention Skills**

89% of individuals trained indicated they would feel more confident recognizing signs that someone may be dealing with a mental health problem or crisis

90% of individuals trained indicated their willingness to prevent suicide was increased with skills gained

Be Informed for free at www.mhacentralcarolinas.org.

Charlotte Firefighters Learn Mental Health First Aid (MHFA)

MHA and members of the **Mental Health First Aid (MHFA)** and **QPR Suicide Prevention Training Collaborative** teamed up in 2018 to train all Charlotte firefighters in Mental Health First Aid (MHFA). Through a partnership with Atrium Health, Novant Health and Cardinal Innovations Healthcare, the group made Charlotte the second East Coast city to train firefighters in the new Fire/EMS Mental Health First Aid curriculum written by Fire, Emergency Management, and Behavioral Health experts in conjunction with the National Council for Behavioral Health.



"As First Responders we encounter all types of people and situations on a daily basis... I know this training is benefitting our members as well as the citizens in the community that we serve."

—Charlotte Fire Chief Howard "Pete" Key

be CONNECTED.



MHA's Compeer is an international program with 4,000 volunteers in locations around the world serving people with mental illness or emotional challenges through the power of volunteer friends and mentors. Offering one-to-one same-gender friendship matches and twice monthly events,

Compeer outcomes include social connectivity, community inclusion, preparation for work or school, decreased use of or non-utilization of hospitalization or crisis services and increased independence.

237 Adults participated in Compeer social/education events in 2017-18.

22 Adults had year-long one-to-one friendship matches

44% Said they used crisis services less often

47% Said they were hospitalized for a mental health issue less often



(L to R) MHA Compeer Volunteer Pam and Sylvia in 2018 - over 3 years into their friendship. During that time, Sylvia gets out in the community more, has lost 80 pounds and no longer needs oxygen on every outing.

Consider becoming a Compeer Volunteer at www.mhacentralcarolinas.org.

be ENCOURAGED.

472 Total family members reached including **169** individuals in Cabarrus County

After receiving one-on-one support and empowerment:

80% Parents/caregivers participate in decision-making with those involved in their child's care

80% Report actively participating in activities to reduce stress and practice self-care

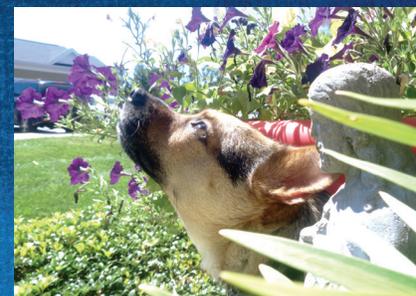
PhotoVoice

A digital storytelling project for 12-18 year olds - promoting self-expression, self-empowerment, and breaking the stigma of discussing mental health concerns

19 Youth participated in MHA's PhotoVoice

78% Say they take care of their mental or emotional health

89% Believe that people working together can have an affect



PhotoVoice digital storytelling project by Chloe, 15 years, "There is a beauty everywhere around us. I took this picture and realized how everything can look at the world in a positive light."

be VUNERABLE.



MHA Storytellers share their lived experience in order to break the stigma of talking about and seeking help for mental health concerns, demonstrating that treatment is effective and recovery is possible.

Coffee & Conversations

145 community members attended MHA's Coffee & Conversations which include a presentation by an MHA Storyteller—a volunteer testimonial about mental health recovery.

73% Attendees indicated they learned ways to improve or maintain their mental wellness

(27% were already doing this)

76% Attendees would be more willing to act to correct misconceptions about mental health concerns after the experience

(22% were already doing this)



Be Encouraged by ParentVOICE at www.mhacentralcarolinas.org.

be INVESTED.

MHA FINANCIALS Year Ended June 30, 2018

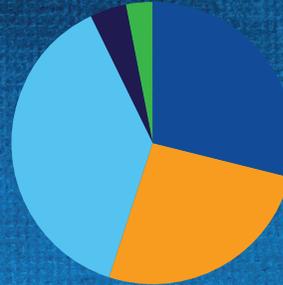
SUPPORT & REVENUE

Contributions & Grants	\$293,038
United Way	\$296,373
Membership Dues	\$4,840
Mecklenburg County	\$417,004
Special Events	\$1,447
Program Service Fees	\$2,427
Investment Income	\$25,580

TOTAL SUPPORT AND REVENUE **\$1,040,709**

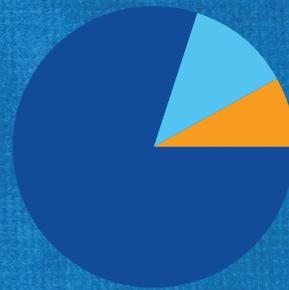
EXPENSES

Program Services	\$807,880
Management & General	\$117,951
Fundraising	\$77,475
TOTAL EXPENSES	\$1,003,306



SUPPORT & REVENUE

- 28% Contributions & Grants
- 28% United Way
- 40% Mecklenburg County
- 3% Investment Income
- 1% Other



EXPENSES

- 80% Program Services
- 12% Management & General
- 8% Fundraising



Wake Up for Wellness

THANK YOU TO MHA'S WAKE UP FOR WELLNESS SPONSORS!

MHA is grateful to ALL of our bold investors and talented volunteers

