

2020 ANNUAL REPORT



TRANSFORM
not resume

Mental Health
ASSOCIATION



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Alaina Strasburg, *Chief Financial Officer*

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When are we going to get back to normal?

That question is the new version of, “Mom, are we there yet?” I think if we are honest with ourselves, the answer is, we aren’t. We are going to have to create a new normal. ***That means transformation, not resumption.***

Before we ever heard the words COVID-19, MHA was experiencing a transformation. At the beginning of FY20, we received a large grant from the Behavioral Health Administration to expand our walk-in crisis service. The grant enabled us to increase the services provided and the number of hours we are open. We enlarged our waiting room, hired a psychiatric nurse practitioner for urgent psychiatric appointments, and added navigators to follow-up with clients to ensure their success. The week that Governor Hogan issued his executive order that shuttered non-essential businesses, MHA expanded its hours. Then, days later, we temporarily closed our building to the public.

Fortunately, MHA found new ways to conduct business. Within days we were able to purchase and implement technology solutions that kept us connected with our clients and provided the ability to continue supporting the community through a HIPPA compliant tele-health platform. Our staff checked in with new moms through video chats, provided PPE and cleaning supplies to child care providers and answered thousands of calls to 211. ***We were only able to do this because of the generosity of our community!***

The Community Foundation, United Way, Delaplaine Foundation, PNC Foundation and Aushman Family Foundation all funded COVID related expenses including additional phone lines, deep cleaning of our spaces, and plexiglass shields for our clinical spaces. Frederick County Government funded an additional 12 hours shift for an additional call specialist so we could handle the increased call volume. In May, we held Catocin Affair 2.0 a virtual event instead of a 500 person gala. Our sponsors and donors stood with MHA to make the event a success and Aushman Family Foundation matched those donations. Last month, the County Executive announced a partnership with MHA's to provide grants to child care programs so they can reopen because without child care, many parents will not be able to get back to work.

These are what I'm calling the COVID silver linings. This has been a trying time for all of us, Mental Health America's online anxiety screening tool saw an increase of 370% over January and anxiety and depression is disproportionately affecting young people. ***Focusing on the positives and the small gifts that the past 7 months can help us all.*** My teenage daughter has taught herself how to cook with the extra time. I hope you can transform your current situation into a silver lining!

With gratitude,



Shannon Aleshire, CEO Mental Health Association of Frederick County

A STORY OF transformation



***I'm actually growing in life.
I really don't think that I
would've been able to do any
of this without MHA.***

"Hi, my name is Tara and I became a member at MHA back in 2017 when I was a sophomore in high school. When I originally started therapy, I didn't think it was going to be beneficial because I had been through other therapies before. Most of them mandated where I had to go.

MHA was so outstanding. They really are like no other. They go out of their way to make sure that you are not only able to work through the plan they set up for you, but they are there with you every step of the way, helping you along and explaining things. Consistency and a relationship were things I had never gotten from a therapist or an agency before.

I was with them for about two to three years finishing my therapy during my senior year of high school. I just finished my first year of college with a 3.8 GPA. This was a big achievement for me because I struggled heavily in high school because of my mental health.

I am succeeding in college thanks to working through my trauma with my therapist and using coping mechanisms. I can see myself actually growing and building better relationships with myself and communicating my needs and wants. I'm actually growing in life. I really don't think that I would've been able to do any of this without MHA.

If you are considering MHA, I would strongly advise it. They are some of the best people I have ever met, and I would not change a thing. MHA really changed my life."

YOUR GIFTS *transform lives*



A Lifeline to Help

\$5,000 is equivalent to supporting a caring, compassionate voice in **MHA's 24/7 call center to be a lifeline to 350 people in your community including 15 people with concerns about suicide.**



Compassion after a Devasting Diagnosis

\$1,000 is equivalent to providing a senior citizen scraping by on a fixed income of less than \$15,000 per year **with 15 weeks of counseling after they receive a life-threatening medical diagnosis.**



Support for a Crisis

\$500 is equivalent to keeping a young college student out of the emergency room **because MHA's walk-in crisis program was open on Saturday or Sunday** when other services are unavailable.



Care for Vulnerable Parents and Children

\$100 is equivalent to providing an at-risk first time parent **the support of a home visit to assist her with understanding her child's needs.**

Help us transform lives today at fcmha.org/donate



THANK YOU to our Generous Donors!

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Catoctin Affair 2.0 Virtual Event

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SUPPORT AND REVENUE

Public Grants	\$ 1,898,081
Program Service Revenue	471,933
Contract Revenue	200,949
United Way	39,557
Donations and Foundation Grants	402,355
Fundraisers and Special Events	16,075
In-Kind Donated Goods and Services	6,390
Investment Income & Other Income	11,494

TOTAL SUPPORT AND REVENUE
\$ 3,046,834

EXPENSES

PROGRAM SERVICES

Preparing Resilient Children	\$ 716,559
Securing Vulnerable Families	507,091
Facing Crises Together	1,291,648
Supporting the Whole Community	243,153

TOTAL PROGRAM SERVICES
\$ 2,758,451

SUPPORTING SERVICES

Fundraising Expenses	\$ 19,998
In-Kind Donated Goods & Services	6,390
Management and General	335,911

TOTAL SUPPORTING SERVICES
\$ 362,299



TOTAL EXPENSES
\$ 3,120,750

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We have made every effort to ensure the accuracy of this list, but please notify us of any errors or omissions.



A SNAPSHOT OF HOW WE *transform lives*

3,973

Therapy Sessions

to 316 individuals,
couples, children and
adolescents.

2,412

Child Care

Providers Trained

through 130 workshops,
some available online,
conducted or co-sponsored
by Child Care Choices
program.

2,349

Outbound Calls to Elderly and Homebound Seniors

2,203

Suicide Assessments

to help individuals and
family members get the
help they needed.

705

Walk-In Clients served for a total
of 891 visits. 22% reported they would
have gone to a hospital emergency room
if this service was not available.

178

Hours of Family Coaching

145

***Families Served for
Supervised Visitation and
Monitored Transfer***

108

CASA Volunteers served on
cases for 131 children, 67 in Frederick
County and 64 in Carroll County.

66

***Families with Children with
Intensive Needs*** received

help with identification of and access
to supportive resources such as
counseling, housing, financial and job
assistance, and specialized services
that best met their family's needs.



46,431

Calls answered

to provide information and referral
for everything from human service
and mental health needs to crisis
intervention, suicide prevention,
and listening support.



67

Donors gave \$92,440

during the biggest public health
crisis of our time.

\$340,621

***Amount saved because
214 Volunteers spent a
total of 15,657 hours***

helping our organization.

We envision a community where children can grow and thrive without fear, where good mental health is valued, where people of all ages know when and how to seek help for emotional or family problems without shame, and where everyone will have access to mental health services without barriers.

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