

# Mental Health America of Colorado

# 2011 ANNUAL REPORT





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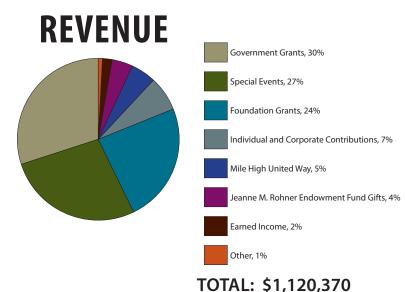
#### MISSION

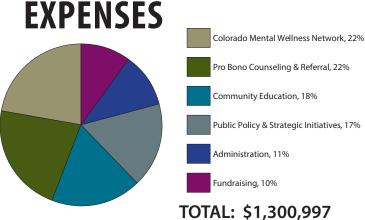
Mental Health America of Colorado is the recognized leader, collaborating to promote mental health, expand access to services and transform systems of healthcare.

#### **VISION**

We envision a healthy Colorado free of stigma and discrimination where every person has full access to high quality services for all mental health and substance abuse conditions.

## **2011 FINANCIALS**





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MHAC's 2011 Annual Report is dedicated in memory of Lori Crouch, our beloved **Senior Administrative** Assistant who recently passed away. Lori touched the lives of hundreds of people in our community and it is an honor to have known her as a colleague and a friend. We carry fond memories of Lori and she is greatly missed.

#### STAFF as of printing

Don Mares, President & CEO Amanda Chaney, Intake & Referral Coordinator

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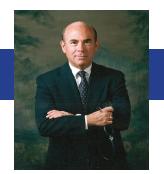
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# Dear friends,

2011 was both a year of excitement and transition at Mental Health America of Colorado (MHAC). After 12 years of service, Jeanne Rohner retired from her role as President and CEO of our organization. In honor of her leadership, MHAC established the Jeanne M. Rohner Endowment Fund that will help support the future of the organization. We are thankful for her passion, innovation and dedication and fondly remember the incredible impact she made at MHAC and in Colorado. With big shoes to fill, Don hit the ground running in his first year as President & CEO. We had a great year fulfilling Colorado's mental health needs, promoting MHAC in the community, and serving more people than ever.

In 2011, MHAC expanded the Pro Bono Counseling & Referral Program to Pueblo and Glenwood Springs. In response to the lack of mental health services in rural Colorado, we matched 47 individuals with mental health clinicians to receive free counseling. We look forward to having a larger statewide presence in 2012. Check Your Head, Mental Health First Aid, and Speakers Bureau are strong and growing. Learn more in the 2011 Accomplishments section of this report.

Our Public Policy & Strategic Initiatives team had quite a year! We are especially proud of our Families in Action for Mental Health collaboration. MHAC brought together Colorado Mental Wellness Network (formerly WE CAN!), the Federation of Families for Children's Mental Health— Colorado Chapter, and the National Alliance for Mental Illness (NAMI) Colorado to advocate for and pass Senate Bill 102, allowing for people to donate through an income tax checkoff. This collaboration exceeded our expectations, raising over \$42,000 in its inaugural year. The tremendous response tells us that Colorado citizens are prioritizing mental wellness. As it is an easy way to contribute to MHAC, be sure to keep your eye out for Families in Action for Mental Health when filing your 2012 taxes.

In September, MHAC hosted the annual Tribute event, honoring Gwen and Moses Brewer. The Brewers have been longtime champions and advocates for mental health and have a passion for mental health prevention and education among children and teens. MHAC is thankful for the Brewers' partnership as we team together to make an impact in Colorado.

We would also like to extend appreciation to the many people that make our organization thrive. MHAC owes its success in 2011 to our Board of Directors, Honorary Board of Directors, staff, supporters, interns, donors, agency partners and tremendous office and program volunteers. Thank you for your support and service as we continue our exciting work in 2012.

Best,

Donald Mares

Stuart Kassan Chair, Board of Directors

President & CEO good work.

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# 2011 **ACCOMPLISHMENTS**



"Every day presents challenges and without this program and the services, I would not know how to cope with them in an effective manner."

-Pro Bono Counseling Participant

#### PROMOTING MENTAL HEALTH

Colorado Mental Wellness Network (CMWN), formerly WE CAN!, graduated 28 people from the Colorado Leadership Academy in 2011. This week-long workshop covered advocacy, empowerment, leadership, communication, diversity, wellness, and recovery. Graduates are equipped to be self-advocates and leaders within the community, promoting mental wellness and personal success.

Through the **Speakers Bureau**, 702 people received mental health education provided by volunteer speakers. This serves to educate the community on mental health and decrease its stigma.

The **Check Your Head** (CYH) six-week program reached nearly 250 students in three Denver charter schools. Through expressive arts, students enhanced their leadership and creativity while learning about mental health. CYH was accepted into the Substance Abuse and Mental **Health Services Administration**'s (SAMHSA) **Service to Science Initiative**, offering technical and educational support to the program to enhance the rigor of evaluation.

#### TRANSFORMING SYSTEMS OF **HEALTHCARE**

The **Public Policy & Strategic Initiatives** department hosted 11 grassroots trainings throughout the state, reaching 167 attendees. Nine of these individuals visited with US Senators and Representatives including Michael Bennet and Mark Udall to share their personal stories and emphasize the importance of funding mental health initiatives. Several others used their training experience to testify before Colorado State House and Senate Committee hearings, supporting MHAC's legislative agenda. This resulted in a 92% success rate for bills on which MHAC took an active position.

MHAC hosted another successful Legislative **Education and Advocacy Day** (LEAD), educating 234 individuals including state legislators, persons in recovery, colleague organizations, and corporate partners on how to be self-advocates for public policy change in mental health.

Over 200 behavioral healthcare providers, higher education faculty, advocates, and peers gathered at the Mental Health and Substance Abuse Workforce Summit facilitated by MHAC. A statewide plan was created to meet the goals outlined in the 2010 Behavioral Healthcare Workforce in Colorado Status Report.



Governor John Hickenlooper signing SB 102

#### **EXPANDING ACCESS TO SERVICES**

The Pro Bono Counseling & Referral Program expanded into two new communities: Pueblo and **Glenwood Springs**, increasing access to mental health services in rural Colorado. In total, the Pro Bono Counseling & Referral Program served 2,503 people, creating a healthier community with more productive citizens.

Mental Health First Aid (MHFA) training reached 120 people, equipping them to identify early signs of mental illness and to refer people to appropriate care. MHAC launched a college MHFA initiative to create healthier and safer college campuses.

Program Volunteer Hours

Trainings 2,503 Pro Bono Counseling Participants 120 People Certified in Mental Health First Aid

## THANK YOU Supporters & Volunteers!

Because of you, Mental Health America of Colorado made a greater impact in Colorado. Thank you for your generosity!

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-Matthew, age 12, Check Your Head Participant

Denise Zonker

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MHAC thrives because of donors and volunteers. There are many ways to get involved:

#### **VOLUNTEER**

Please contact our office to find out more about volunteer opportunities. We welcome volunteers in the office, on our committees, and in our programs.

#### **DONATE**



MHAC gladly accepts donations of money, stock, vehicles, and legacy gifts. Visit www.givingfirst.org to

give online or call 720.208.2237 to learn more. Consider donating to our programs, general operating, the Jeanne M. Rohner Endowment Fund or sponsoring an event.

Look for the Families in Action for Mental Health income tax checkoff on your 2012 taxes. This funding will increase access



to mental health services, which will strengthen and enhance Colorado's mental health safety net system.



Give through your employer: MHAC is represented by United Way in workplace giving campaigns.

Attend 2012 Tribute to Leadership on October 11, 2012. Consider making a donation to the silent auction.

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