



Mental Health Awareness of Michiana

2019 End of Year Report

Mental Health Awareness of Michiana was founded on the principle that collaboration leads to innovation that can powerfully and positively impact the community. MHAM was founded in 2018 by Lisa B Kelly, LCSW and Heather Holleman, PhD, HSP with the idea that MHAM would be an organization that promoted mental health education, provider collaboration and developed initiatives that addressed barriers to care. Throughout the first year, the MHAM board grew and gained clarity about next steps. 2019 was a year of first steps toward implementing our mission, building community partnerships, and planning classes and events directly serving the community.

Board and Mission Development

Now that the Board of Directors has marked its first full year of governance by developing a strategic plan for the organization, the Directors will seek to develop their capacity to further that plan even as they continue to deepen their understanding of their governance responsibilities. To understand Board governance, the Directors will set aside time to review and discuss materials on the legal responsibilities of Directors to set policy, including the creation of MHAM's budget and engage in oversight of program activities. All Directors will also learn the roles of the corporate officers in administering Board governance and how they differ from, what will be, the roles of the Executive Director and other top management staff. Completing the near-term goals on learning about governance, the Board will discuss and review the roles of committees in MHAM's governance.

Because MHAM currently lacks the financial resources to hire a fully trained staff to develop and implement its program goals, a major area of investment in 2020 will be the development of current and new Directors' ability to refine and advance the elements of the MHAM's strategic plan. Specifically, the MHAM's co-founders, Lisa Kelly and Heather Holleman, as co-chairs of the Program Committee will organize and lead various subcommittees that will serve as the volunteer management structure for MHAM during its transition to employee staffing. A second principal area of capacity building will focus on the Board's engagement with social justice issues implicated by various community mental health issues. Towards this end, the Board will also set aside time and, as needed, secure training resources to facilitate Directors' ability to work across differences and engage with marginalized local communities. Finally, all Directors, but particularly those most involved in MHAM's development activities, will learn more about effective fundraising. In this next year, there will be a particular emphasis on articulating the elements of the strategic plan to identify charitable and public foundation resources and expressing the objectives of MHAM programs in measurable outcomes that can be highlighted in grant applications.



Current MHAM Board Members
(Left to right): James Kelly,
Heather Holleman, Lisa Kelly,
Marla Godette, Nancy Bean,
Yessica Gonzalez

Community Engagement

The first Community Conversation was held on March 20, 2019. Lisa Smith, Executive Director of Mental Health American of Northeast Indiana collaborated with MHAM as the conversation guide. There were 100 attendees from a variety of helping professions and organizations in the community. The goal of this conversation was to bring together mental health supporters and identify the mental health needs of our community. Numerous needs were identified, including improving trauma-informed care in our schools and police departments, increasing collaboration and access to care, and offering more training to the community (e.g., schools, churches, medical doctors).

A second Community Conversation was held on May 15, 2019. This event was smaller and more focused, gathering of 50 attendees, most of whom had participated in the first community conversation. This conversation was largely dedicated to building community awareness and developing action-based plans and strategies to improve mental health in our community. Topics focused on collaboration, training, organizing information about current resources, building capacity, and advocacy.

A third community event, held on September 13, 2019, featured panel speakers addressing topic of juvenile justice and the school to prison pipeline. In attendance were 100 community members from a variety of professional backgrounds. The panel discussions explored school discipline, access and barriers to care, and restorative justice. The focus again came back to creating a trauma-informed community, improving access to training, and becoming more culturally aware. Finally, this conversation also explored how we can include faith-based ministries to improve access to mental health care.

MHAM: School to Prison Pipeline speakers (from left to right): Kathy Street, Regina Williams-Preston, Jeff Haupt, Marla Godette.



Understanding Mental Health and Stigma Classes

In 2019 MHAM partnered with several organizations and businesses in the Michiana region to provide mental health awareness training. These organizations included Goodwill Industries of Michiana, Covenant Christian School, and Hannah's House of Mishawaka, The Excel Center of South Bend. Included in these trainings was also Stay Metrics of South Bend, IN. Stay Metrics is a corporation that has added the promotion of mental health awareness and safety for truck drivers as a part of driver retention efforts.

The facilitators of these trainings were surveyed at the end of each session. The surveys in general showed participant engagement and advancement of knowledge of subject to be high (4/5 on average). The participants noted that the facilitators were knowledgeable of the subjects taught and also were enjoyable to have as facilitators (4/5 on average). Overall the trainings offered enhanced the community awareness of mental health and mental illness and provided education to areas where there presented a gap in information such as understanding that schizophrenia is not having "multiple personalities" and bipolar disorder is not that same as having major depression disorder.

The positive impact of offering these trainings is being noted in the community. The year 2020 has already begun with trainings being conducted in various venues and surveys returning with positive feedback. MHAM will continue to offer these trainings with the hope of having more facilitators to offer the trainers more often through the year.

Social Media

Mental Health Awareness of Michiana (MHAM) has grown its social media presence within the last year.

- There was a 200% increase in persons registered on the MHAM website <https://www.mhamichiana.org/> from 7 registered in 3/4/19 to 21 on 1/19/2020.
- There was a 1669% increase in page likes on Facebook from 407 page likes on 3/4/19 to 7,201 on 1/19/2020. Our posts have reached over 315.4K individuals on Facebook.
- There was a 7% increase in Instagram followers from 432 to 463.

For the year 2020 we hope to develop our website more and promote it on all our social media platforms. We will also look to increase our following on Instagram. We hope to use our platform to spread psychosocial education and resources to help our community.

Online mental health screening

Thru the Mental Health American National office, MHAM has been able to gather data on the completion of anonymous on line mental health screenings for people living in the Michiana vicinity (www.screening.mhanational.org).

MHAM has promoted the use of the free, bilingual MHA on line screening and resources thru the MHAM web page and social media. In 2019, 529 on line screenings were completed. This is a slight increase from 2018 (525 screenings). Screenings for depression, anxiety and bipolar illness are the most frequently used. Close to half of the people completing the screenings are students, with a significant number of people identifying as trauma survivors or from the LGBTQ community.

The screenshot shows the Mental Health America website interface. At the top left is the MHA logo. To the right are links for 'SIGN UP/LOGIN', 'DONATE', and 'TAKE A SCREEN'. Below these are navigation links: 'DEPRESSION', 'ANXIETY', 'BIPOLAR', 'PSYCHOSIS', 'DIY TOOLS', 'TREATMENT', 'CONNECT', and 'OTHER TOPICS'. The main heading is 'TAKE A MENTAL HEALTH TEST'. Below this is a paragraph: 'Online screening is one of the quickest and easiest ways to determine whether you are experiencing symptoms of a mental health condition. Mental health conditions, such as depression or anxiety, are real, common and treatable. And recovery is possible.' Below the paragraph is a grid of teal buttons for various tests: 'DEPRESSION TEST', 'ANXIETY TEST', 'PSYCHOSIS TEST', 'BIPOLAR TEST', 'EATING DISORDER TEST', 'PTSD TEST', 'PARENT TEST', 'YOUTH TEST', 'ADDICTION TEST', 'PRUEBA DE DEPRESIÓN (DEPRESSION TEST - SPANISH)', 'PRUEBA DE ANSIEDAD (ANXIETY TEST - SPANISH)', 'WORK HEALTH SURVEY', and 'CAREGIVER SURVEY'.

Financial Report

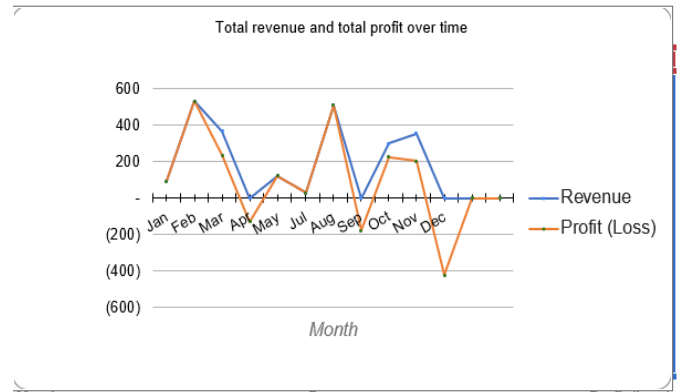
Profit/ Loss Summary

In our first full year as a non-profit organization, MHAM began to think strategically about programming and fund raising. We were able to raise \$2300 in 2019 through a combination of sources while keeping expenses low (\$1200).

MHAM has been supported through hundreds of volunteer hours from the MHAM Board and collaborators in the community.

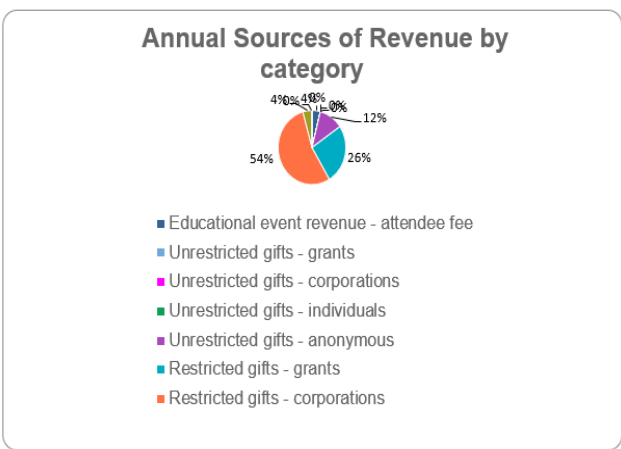
Revenue YTD 2,305.60

Total Profit (Loss) YTD 1,219.24



Sources of Revenue

MHAM's biggest source of revenue this year was thru restricted corporate gifts (\$1250). These were in the form of sponsorships for community events held in 2019. A one-time grant for public education classes accounted for the second biggest source of revenue (\$600) followed by unrestricted gifts (\$263).



Expenses

MHAM had no overhead or fixed costs other than the annual web page fee. Marketing and website costs account for almost half of expenses in 2019. Expenses support organizational goals and mission by

- Giving MHAM an avenue to promote mental health awareness and screening,
- Making information about MHAM and events readily available, both on line and with print materials.
- Establishing a social media following and a format to fundraise.

Professional speaker fees for educational classes are the next biggest expense followed by service fees to video record events.

