



2021 End of Year Report

President's Report

Mental Health Awareness of Michiana (MHAM), an affiliate of Mental Health America, began in 2018 with the idea that good mental health is a critical part of overall wellness. We promote initiatives that eliminate stigma, are collaborative, and improve access to care. We believe that early identification, accurate diagnosis, and access to effective treatment helps people at every stage of life lead more meaningful and productive lives.

We strive to bring relevant, accessible, quality, and innovative programming to Michiana that reflects our mission and values. Through education, collaboration, and improving access to care, we hope to improve the lives of those suffering from mental illness and mental health concerns in Michiana.

Accomplishments

Eliminating Stigma

The ongoing Covid-19 pandemic has been accompanied by high levels of stress, anxiety, and depression nationwide and locally, as seen in the increase and severity of mental health screenings. Programming to eliminate stigma and promote understanding of mental illness is important for the times we are living in and is foundational to our mission.

In 2021, we sponsored 21 educational classes and events reaching over 2,000 people. Our use of virtual platforms to deliver educational programming, such as Zoom, Facebook Live, the MHAM YouTube Channel, Facebook, and Instagram, allowed us to increase our reach. Our 800 participants and 1400 views of recorded events represent a 40% increase of our reach from 2020. Our classes include public education and education for the provider community.

We partnered with the Excel Center in South Bend and Elkhart and the St. Joseph County Public Library to present our free public mental health class "Understanding Mental Health". Participants in the classes learned the difference between mental wellness and mental illness and strategies to promote good mental health. We provided additional classes for parents and caregivers to help support and educate them about teen mental health, substance abuse, and how children grieve (English and Spanish).

Our use of our website, Facebook, Instagram, and YouTube to promote mental health messaging has continued in 2021 and our audience has held steady at over 7,000 followers on Facebook. Content shared on these platforms promotes mental health awareness and our initiatives.

We promote access to free, online, mental health screenings sponsored by Mental Health America that encourage early identification, education, and access to treatment. In 2021, 3,400 screenings were completed from the Michiana area, an increase of 40% from 2020 and 500% from before the pandemic. The results of these screenings are clear: **78% of the screenings are rated moderate to severe**, mostly from anxiety and depression. More than half of these online screenings are completed by young people, between the ages of 12-24 years old, half of whom

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have never accessed treatment.

We held our first Mental Health Awareness Fair in Howard Park in May. This event brought together over 30 vendors and speakers and was attended by about 150 people. Our speakers shared stories of their struggles and resilience. The fair was a wonderful display of community resources. We are especially grateful to our event sponsors: Beacon Health Foundation, Goodwill Industries of Northern Indiana, University of Notre Dame, Oaklawn Foundation, Tim and Mary Kay Hindes, Bowen Center, Gibson, Tender Love Care, Pray Hustle Slay, Mentoring Moments, First Source Bank, and Riverbend Cancer Services.

Collaboration

We could not have achieved our goals this year without bringing together many mental health and community experts from Michiana and beyond who were willing to share their knowledge and time.

Our speakers came from the private and public sector, representing community-based organizations, private practice clinicians, social workers, psychologists, educators, authors, health care providers, and activists. We are so grateful for their spirit of collaboration and their shared desire to eliminate mental health stigma. Special thanks to Imani Unidad, Mosaic, Oaklawn, Excel Centers in South Bend and Elkhart, Center for Hospice Care, the St. Joseph County Public Library, Project HEAL, Marla Godette, Alicia Wells, Amberly Nichols, Mahogany Maternity, Center for the Homeless, Margaret Jessop, and Catherine Pittman for their collaboration this year with our educational programming.

We are also grateful for our wonderful McNeill Fellows from the University of Notre Dame who have volunteered their time with MHAM in 2021. Their enthusiasm and hard work are appreciated!

Improving Access to Mental Health Care

We completed our pilot of the Pro Bono Counseling Project (PBCP) in June. The PBCP is based on successful models in Ohio and Maryland and brings short term mental health counseling to individuals, couples or families in the community who would not otherwise have access to mental health care due to being uninsured or underinsured. The model uses volunteer, licensed, and insured mental health counselors in Michiana. We presented the PBCP Pilot Summary to our Advisory Committee and were delighted to show the impact and progress made by participants. "Bad mental health days in the past month" decreased, on average, by 11 days by the end of short-term treatment. Among other successes, over 75% reported making progress toward their goals, reported their close relationships had improved, felt their culture, spirituality, and sexuality were respected by their volunteer therapist, and would recommend this project to friends and family.

This Project fully launched with the hiring of a Project Coordinator in August, 2021. Central to her role is community outreach, volunteer recruitment and on boarding, reviewing and facilitating assignment of approved applications and referrals for those applicants better served by other providers. By the end of 2021, 15 volunteer therapists had provided a total of 155 free sessions.

We are grateful to the Beacon Resource Center for collaborating with us on providing a counseling space for our PBCP volunteers to use with their clients. We have been working hard on supports and

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incentives in appreciation of our PBCP Volunteer Clinicians. All PBCP Volunteers have free access to MHAM continuing education classes. We instituted a Volunteer of the Month program to highlight our PBCP Volunteers which we publicize through our website, email distribution, and social media.

Advocacy

Our advocacy committee completed a community survey in the Fall to gather data on perceived barriers to access to care and advocacy efforts in the community. The survey results will be used to shape our Advocacy plan, and collaborations will be explored culminating in a mental health summit this Fall.

Diversity, Equity and Inclusion

We are committed to social and racial justice and are focused on developing and providing programs that demonstrate that commitment. We offered eight classes in 2021 that were explicitly focused on understanding racial trauma and bias, and developing culturally responsive care, including with LGBTQ+ populations. We are committed as a board to diversity in our leadership and having diverse perspectives presented through our programming.

Board Governance

With sadness and gratitude we said goodbye to outgoing Board Member, Marla Godette, who stepped off the board at the end of her three-year term. Marla's contributions in our formative years will leave a lasting impact. The MHAM Board welcomed Julianna Herring, Vice President at 1st Source Bank, as a Board member in June.

In May, the Board began a planning process that culminated in the official adoption of a strategic plan for 2021-23 in December. Many thanks to Charmaine Torma, for leading us through that process.

Financial Support

Our budget grew 60% from 2020 to 2021. We are grateful to Beacon Community Impact, Glick Philanthropies, and the Community Foundation of St. Joseph County for their generous financial support of our work. Event sponsorships and small donors accounted for 30% of our income for the year. We continue to work on developing a diverse fund development strategy for the coming year (See attachment for financial summary).

Goals for 2022 We look forward to the year ahead as our programming gains momentum.

We are planning four large public events with the focus on eliminating stigma and increasing awareness of community resources.

We are planning exciting trainings that will benefit the community and highlight local resources.

We anticipate continued growth with the Pro Bono Counseling Project and in our role as facilitating access to effective mental health care.

We will continue to collaborate with local organizations and providers with all our programming. We will develop impactful communication, advocacy, and fund development strategies.

Mental Health Awareness of Michiana

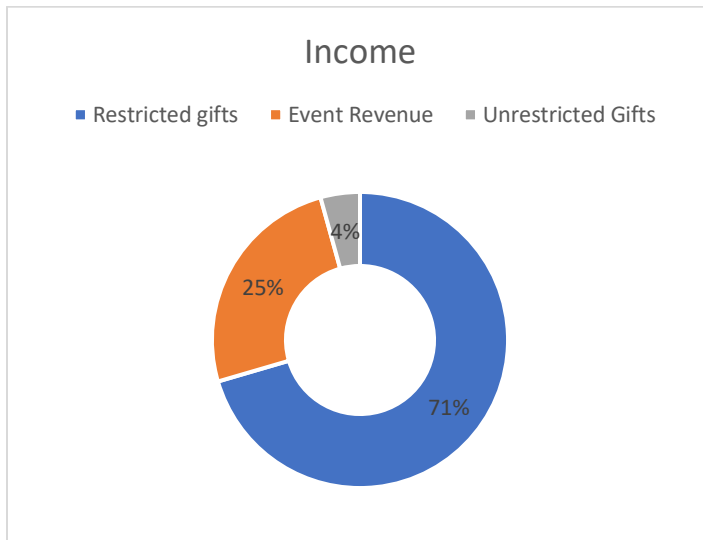
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ATTACHMENT:

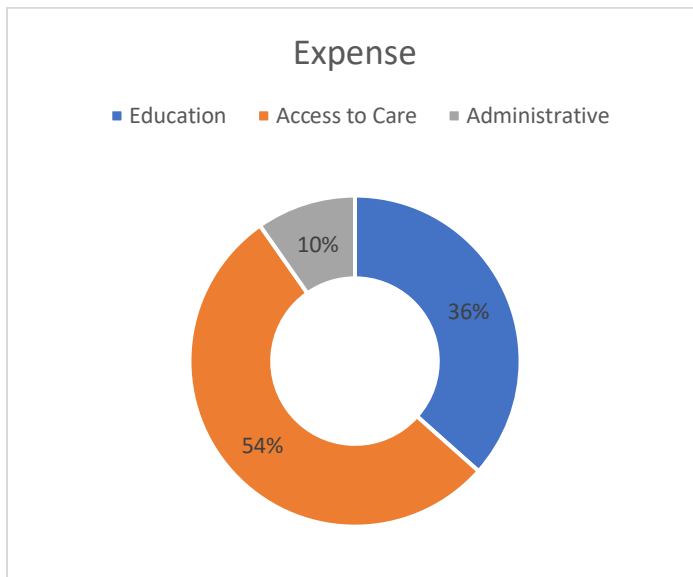
2021 Financial Report- DRAFT

Income



<u>Total Revenue for 2021: \$53,200</u>	
Restricted gifts	\$37,500
Unrestricted gifts	\$12,400
Event revenue	\$3,300

Expenses



<u>2021 Expenses: \$29,900</u>	
Pro Bono Counseling Project:	\$14,200
Educational classes and public events:	\$7,900
Administrative costs:	\$7,800