All of us at Mental Health America of Central Carolinas (MHA) began 2021 with a renewed sense of urgency around the growing mental health challenges we are seeing in the communities we serve. We also began this year with a renewed sense of commitment to serve the many who are often the most vulnerable in Mecklenburg and Cabarrus Counties.

The past year has presented many challenges for area nonprofits and MHA is no different. The balance between keeping staff safe during a deadly pandemic and continuing to serve the mental health needs of our community presented its own unique challenges, but opportunities as well. For MHA we quickly pivoted to virtual empowerment and wellness groups, prevention trainings and one-on-one support.

The words ‘pivot’ and ‘unprecedented’ have been used frequently and rightly so. During the past year, MHA and the families and individuals we served have faced unprecedented demands that threaten our wellbeing and we have had to pivot to address those demands.

I am extremely proud of MHA’s staff and Board of Directors for embracing change during this time. In 2020, MHA has expanded its programming and capacity, including hiring a new Family Partner, Youth Engagement Specialist and, most recently, a Bilingual Educator.

We have added new program offerings, including a bi-weekly series called Mental Health Matters, Yoga & Meditation, increased support groups for adults living with chronic mental health issues and for youth who are experiencing their own set of challenges during this time.

In response to employees working in new and different ways, we have introduced workplace webinars. MHA has also been fortunate to receive funding to offer a free counseling program for youth and adults partnering with our professional members. In response to the growing disparities in communities of color and the impacts of racialized trauma on mental health, MHA has launched a working group on racialized trauma. In addition, MHA will soon be launching a new website which will provide more robust online tools for those seeking resources around mental health.

MHA looks forward to working with you to provide help, offer hope and promote mental wellness throughout our community.

Sincerely,

Executive Director,
Mental Health America of Central Carolinas

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**SUPPORT & REVENUE**
- 61% Contributions & Grants
- 1% United Way
- 35% Mecklenburg County
- 2% Investment Income
- 1% Other

**EXPENSES**
- 78% Program Services
- 3% Management & General
- 19% Fundraising

**Audited MHA Financials**
Year Ended June 30, 2020

**Support & Revenue**
- Contributions & Grants $525,511
- United Way $8,145*
- Mecklenburg County $299,758
- Special Events $14,489
- Program Service Fees $11,343
- Investment Income ($584)

**Total Support and Revenue**
$861,161

**Expenses**
- Program Services $662,796
- Management & General $36,271
- Fundraising $162,280

**Total Expenses**
$844,753

* United Way went to an 18-month allocation from July 1, 2019 through December 30, 2020. As a result, all of this allocation was accounted for in the previous audited financial statements. The $8,145 are designated donations received in the fiscal year ending June 30, 2020.

MHA’s Top Corporate Investors

**Janssen**
Advocacy Leaders

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**HOW MHA MADE LEMONADE OUT OF LEMONS**

Left to right MHA Board Members: Rob Jones, Logan McClay and Tiffany Morgan.
WHEN!
While turning the page on 2020 doesn’t make the challenges of the past year disappear, there is a sense of renewal that comes with a new beginning.

All of us at Mental Health America of Central Carolinas (MHA) begin 2021 with a renewed sense of urgency around the growing mental health challenges we are seeing in the communities we serve. We also begin this year with a renewed sense of commitment to serve the many who are often the most vulnerable in Mecklenburg and Cabarrus Counties.

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MHA looks forward to working with you to provide help, offer hope and promote mental wellness throughout our community.

Sincerely,

Executive Director,
Mental Health America of Central Carolinas

HOW MHA MADE LEMONADE OUT OF LEMONS

2020 IMPACT REPORT

SUPPORT & REVENUE
Contribution & Grants $525,511
United Way $8,145*
Mecklenburg County $299,758
Special Events $14,489
Program Services Fees $11,343
Investment Income ($584)
Total Support & Revenue $861,161

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MHA’s Top Corporate Investors

Advocacy Leaders

Making Lemonade Out of Lemons During 2020 at MHA

Left to right MHA Board Members: Rob Jones, Logan McClay and Tiffany Morgan.
Mental Health Matters
A bi-weekly 30-minute virtual series reaching 267 community members in FY 2020, featuring topics such as:
- Coping with grief during COVID-19
- Balancing remote work and school
- Helping alleviate anxiety in children

Workplace Webinars
These webinars reached 330 employees at local businesses in 2020:
- Remote work wellness strategies
- Dealing with stress and anxiety during the pandemic
- Knowing when to get help

Yoga Therapy Series
We introduced a low-cost yoga series in partnership with Registered Yoga Teacher Cindy Capwell, focused on the healing benefits of breath and meditation

Pro-Bono Counseling
Through CARES Act Funds, we are offering free counseling for 50 youth and adults who have been impacted by COVID-19

Working Group on Racialized Trauma
Designed to create a safe space for dialogue around systemic racism and the impacts on mental health

Coffee & Conversations
203 individuals attended in-person and virtual Coffee & Conversations at MHA and in the community, where MIVA Storytellers share their experiences of living with mental health concerns or supporting a loved one with challenges. 100% said the program increased their willingness to act when an idea surfaces.

Mental Health Awareness and Trainings
1,333 community members gained mental health awareness and skills to recognize and take action to help those who may be experiencing a mental health crisis.

Other Trainings and Awareness Events:
131 community members were reached through other trainings such as De-escalation and other events such as a screening of the youth suicide prevention film, "Holden On," followed by a panel discussion.

Coffee & Conversations
267 people reached
**ADVOCACY**

**Systemic, Grassroots and Self-Advocacy**

- **151** Community members and policy makers attended MHA advocacy events

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**EDUCATION**

**Mental Health Trainings and Awareness Events**

- **1,333** Community members gained mental health awareness and skills to recognize and act on signs of mental health crisis.

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**PREVENTION**

**Family and Peer Support**

- **343** Community members benefited from MHA’s Family and Peer Support programs, ParentVOICE and Compeer.

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**New Programs and Services Offered During the Pandemic**

**Mental Health Matters**

- A bi-weekly 30-minute virtual series reaching 267 community members in FY 2020. Featuring topics such as: Coping with grief during COVID-19, Balancing remote work and school, Helping alleviate anxiety in children.

**Workplace Webinars**

- These webinars reached 330 employees at local businesses in FY 2020. Remote work wellness strategies, Dealing with stress and anxiety during the pandemic, Knowing when to get help.

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**Coffee & Conversations**

- **203** individuals attended in-person and virtual Coffee & Conversations at MHA and in the community, where MHA Storytellers share their experiences of living with mental health concerns or supporting a loved one with challenges.

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**“During COVID-19, things changed greatly in terms of my son’s needs. MHA ParentVOICE was critical in helping me determine what might be helpful to my son during the pandemic. Creating a plan to support his social and behavioral needs was a must.”**

— Carla Carlisle
**Mental Health Matters**

A bi-weekly 30-minute virtual series reaching 267 community members in FY 2020, featuring topics such as:

| Coping with grief during COVID-19 | Balancing remote work and school | Helping alleviate anxiety in children |

**Workplace Webinars**

These webinars reached 330 employees at local businesses in 2020:

| Remote work wellness strategies | Dealing with stress and anxiety during the pandemic | Knowing when to get help |

**Yoga Therapy Series**

We introduced a low-cost Yoga series in partnership with Registered Yoga Teacher Cindy Capwell, focused on the healing benefits of breath and meditation.

**Pro-Bono Counseling**

Through CARES Act Funds, we are offering free counseling for S5 youth and adults who have been impacted by COVID-19.

**Working Group on Racialized Trauma**

Designed to create a safe space for dialogue around systemic racism and the impacts on mental health.

**Coffee & Conversations**

203 individuals attended in-person and virtual Coffee & Conversations at MHA and in the community, where MHA Storytellers share their experiences of living with mental health concerns or supporting a loved one with challenges.

100% said the program increased their willingness to act to correct misconceptions others have about mental health issues.

"During COVID-19, things changed greatly in terms of my son’s needs. MHA ParentVOICE was critical in helping me determine what might be helpful to my son during 2020. Creating a plan to support his social and behavioral needs was a must. The expertise, resources, and just plain support I received from my Family Partner was essential to developing a revised Remote IEP for my son. I feel empowered and love my team from MHA.”

— Carla Carlisle

**MHA’s Family Partners helped 222 individuals navigate the mental health, education, justice and social services systems in FY 2020.**

**ATTEND MHA'S VIRTUAL EVENT SERIES:**

- **Mental Health Matters:** Thursdays, 4-5 p.m., free, public, webinars on mental health and wellness.
- **Mental Health Trainings:** Thursdays, 4-5 p.m., free, public, webinars on mental health and wellness.
- **Compeer:** First Tuesday of every month, 3 p.m., public, webinars on mental health and wellness.

**Get involved with ParentVOICE at:** www.mhacentralcarolinas.org

83% Parents report better understanding of child’s mental health challenges; and increased connectedness & access to resources.

85% Parents demonstrate increased attendance and decision-making in meetings with schools and providers.

**Learn About Compeer:**

Meet Marilyn Rose-Anne and Ray by clicking the play button above.

**MHA’s Compeer program matches volunteers with adults living with chronic mental health concerns. Compeer is an international evidence-based program, Impacting 121 local individuals in FY 2020.**

87% participants reported, “I have the support I need since being matched with a Compeer volunteer.”

MHA’s Family Members benefited from MHA’s Family and Peer Support programs, ParentVOICE and Compeer.

343 Community members benefited from MHA’s Family and Peer Support programs, ParentVOICE and Compeer.

For more information contact us at: 704-365-3454 or mha@mhacentralcarolinas.org
**LETTER FROM KATHY ROGERS EXECUTIVE DIRECTOR**

I am extremely proud of MHA’s staff and Board of Directors for embracing the challenges that came with a sense of renewal and change.

As we begin this fiscal year, we have added new programs called Mental Health, Matters, Yoga & Mindfulness, and an increased focus on support groups for adults living with chronic mental health challenges.

In response to employees working in new locations and different work, we have introduced a new website which will provide access to virtual employment and wellness programs.

MHA looks forward to working with you to provide care, link those in need, and build our community.

Sincerely,

Kathy Rogers
Executive Director

**SUPPORT & REVENUE**

- **Contributions & Grants**: $525,511
- **United Way**: $8,145*
- **Mecklenburg County**: $299,758
- **Special Events**: $14,489
- **Program Service Fees**: $11,343
- **Investment Income**: ($584)

**TOTAL SUPPORT & REVENUE**: $861,161

*United Way went to an 18-month allocation from July 1, 2019 through December 30, 2020. As a result, all of this allocation was accounted for in the previous audited financial statements. The $8,145 are designated donations received in the fiscal year ending June 30, 2020.

**EXPENSES**

- **Program Services**: $662,796
- **Management & General**: $36,271
- **Fundraising**: $162,280

**TOTAL EXPENSES**: $844,753

**SUPPORT & REVENUE**

- **United Way**: $3,145
- **Mecklenburg County**: $500,758
- **Funding**: $14,289

**TOTAL SUPPORT & REVENUE**: $861,161

**EXPENSES**

- **Program Services**: $662,796
- **Management & General**: $36,271
- **Fundraising**: $162,280

**TOTAL EXPENSES**: $844,753

**2020 IMPACT REPORT**

**HOW MHA MADE LEMONADE OUT OF LEMONS**

2020 Audited MHA Financials

New Fiscal Year: June 30, 2020

**IMPACT REPORT 2020**