

MY MENTAL HEALTH MATTERS AND SO DOES YOURS.



FOOTBALL LEGEND
**STEVE
SMITH, SR.**

A MESSAGE FROM MHA'S EXECUTIVE DIRECTOR KATHY H. ROGERS

2023 represented an impactful year in the nine decades Mental Health America of Central Carolinas (MHA) has been serving the community. While we have always known there are many in our community who don't have access to mental health support or don't seek help due to the stigma that continues to surround mental health, in the past year, MHA has been able to improve access for historically marginalized populations.

In 2023, MHA **expanded its outreach in both Mecklenburg and Cabarrus Counties**. Through a major marketing campaign designed to reach Communities of Color in Mecklenburg, more than 17 million radio and billboard impressions reached our neighborhoods to combat the stigma that exists in many communities.

In January of 2023, **we celebrated a major milestone in our history**: the opening of the *MHA Counseling Center: Where Mental Health Matters*. Through partnerships with UNC Charlotte and Johnson C. Smith University, MHA provides interns with relevant and meaningful opportunities. With its first cohort of four interns, MHA was able to provide **289 free clinical sessions in the first six months** of the new counseling center being opened.

MHA also continues to **expand its outreach and service to the Latino community** with more bilingual team members and its partnership with Hola, Neighbor! in the Hidden Valley area of

Mecklenburg. Bilingual mental health educator Tatiana Leon continues to offer QPR (Question, Persuade, Refer) Suicide Prevention in Spanish, as well as Coffee & Conversation, in both Cabarrus and Mecklenburg.

With the addition of fulltime Cabarrus County Outreach Manager LaDonte' Lee, we have been able to **elevate our mission in the community**. Through the United Way Mental Health Collaborative and other partnerships, we have been able to increase the number of QPR instructors in the county and the number of residents who have received this lifesaving training.

With our focus on diversity, equity, inclusion and belonging, MHA has garnered national attention. In June, we accepted the Betty Humphries Equity Champion Award, bestowed to an individual or organization for demonstrating an ongoing commitment to fight for diversity, equity, and inclusion. It recognizes those who advance the intersectionality of mental health as it relates to discrimination, poverty, stigma, racism, and overall social and economic determinants of health.

It is humbling to receive such recognition knowing that there is still so much work to be done to **address the inequities in society and, particularly, in how we treat mental health**. "My mental health matters and so does yours," is a call to action. We must

continue to work to ensure that all individuals are treated with dignity and respect, have access to quality mental health care, and aren't afraid to seek help due to stigma.

While my time at MHA is limited as I will be retiring at the end of February 2024, **the amazing MHA Team and Board will continue to focus on this important work**. They will do this by leading in efforts around diversity and equity, advocating for the most vulnerable in the communities we serve, and educating individuals in our community so we can all be equipped with the skills to help our neighbors who are suffering.

Sincerely,



Pictured Above, L To R: Schroeder Stribling, President and CEO Mental Health America National, Courtney Lang, JD, MHA National Board of Directors, Megan Bryant, MHACC Counseling Center Clinical Director, Kathy Rogers, MHACC Executive Director, Jennifer Bright, MHA National Board Chair.

Impacts



69
unique clients served

From its January opening through June 2023, the MHA Counseling Center served **69 unique clients** from across the county representing Charlotte's diverse community.



289
clinical sessions

Clinicians provided **289 clinical sessions** in just six months.



80%
clients of color

Of clients served, **80%** identified as clients of color and **85%** indicated that they were uninsured or underinsured



19.4M
total impressions

MHA's campaign focused on communities of color garnered **2.3M social media impressions** and an astonishing **17.1M radio and billboard impressions** – raising awareness designed to end stigma and promote the new center.

Free Access to Counseling Makes a Difference

The MHA Counseling Center was designed to serve residents across Mecklenburg County who are traditionally underserved or otherwise unable to access mental and behavioral health services.

Of those served from January - June 2023, **85%** indicated that they **were uninsured or underinsured** – **exceeding our target of 62.5%**.

TARGET 62.5%

SERVED 85%

In addition, of those served 80% of clients identified as a person of color, exceeding our target of 75%.

TARGET 75%

SERVED 80%

A total of 32% of clients were also residents of target neighborhoods and census tracts, which are geographical areas and neighborhoods identified as in high need of mental and behavioral health services.

University Partnerships for Clinical Practice

Increasing the number of Clinicians of Color

A critical part of the mission of the MHA Counseling Center is to train the next generation of mental health clinicians by creating a professional pipeline that recruits candidates of color to serve in mental and behavioral health. MHA is proud to collaborate with Johnson C. Smith University and the UNC Charlotte to provide clinical internships for four Master's level students in social work, gaining

clinical experience under the supervision of the Clinical Director. After the first year, 100% of the interns who responded to the post-internship survey indicated that they intend to pursue a career that would provide mental health services in underserved communities.

MHA Counseling Center clients report meeting at least one of their stated goals by end of care.

100%

Short-term Counseling Program

260 Cabarrus and Mecklenburg uninsured or underinsured residents received free short-term counseling from local licensed clinicians.



"Therapy played an important role in my mental health journey. . . I was told by my therapy practice about MHA and that I should apply, due to a tough financial situation. If it was not for MHA's (free counseling), I am not sure how long it would have taken me to recover (and) heal. Thank you for your support along my journey to become Mentally Shredded."

~ Christopher Weedon

Photo Right Includes (left to right):

Johnson C. Smith Intern
Karrisa Clinkscales

Clinical Director
Megan Bryant

Youth Outreach and Education Specialist
Rebekah Bagley

Johnson C. Smith Intern
Khamik Cardwell





Compeer matches adults living with a mental health diagnosis with compassionate community volunteers who provide one-to-one supportive friendship. **Changed 147 lives through friendship.**

Compeer participants report feeling good about themselves more often.

90%



MHA Workplace Culture Committee Member Ashley Nolan was matched with Tracey through the Compeer program in 2008. Fifteen years later, they are still friends. Ashley said,

"Tracey has shown me how to not let difficult circumstances prevent you from being happy and living your best life!!!"

Read more about their friendship and the Compeer program at www.mhaofcc.org/program/compeer.

Education

MHA reached 1,047 individuals with life-saving skills through Mental Health First Aid (247) and QPR Suicide Prevention training (800)



Community members completing QPR training report increased willingness to act to prevent suicide.

98%

MHA reached an additional 1,074 community members through other mental health education such as stress reduction, self-care, workplace wellness and de-escalation workshops.



Offers support to parents and caregivers of youth with emotional, behavioral and/or mental health concerns. MHA's Family Partners help families navigate the mental health, education, juvenile justice and other child-serving systems. Family Partners also deliver Triple P – Positive Parenting Program. **Supported 244 parents and family members.**

Parents receiving ParentVOICE support show increased knowledge and skills to improve families' health

76%



Photo Above: Maria adopted her grandson Christian when he was a toddler and he struggled academically and socially from Pre-K through middle school. After receiving support from a ParentVOICE Family Partner Maria said,

"I'm feeling much more hopeful about Christian's future, thanks to all I learned through ParentVOICE and (my Family Partner's) encouragement to persevere."

Read more of their story at www.mhaofcc.org/program/parentvoice.

Cabarrus Outreach

282 people were reached with lifesaving and stigma-reducing trainings, counseling for youth and adults, and family support.



Community collaboration is a powerful tool for improvement and impact. MHA's Cabarrus Outreach Manager LaDonte' Lee joined forces with Rowan Health's Courtney Meece, S.T.U.D.I.O's (Simple Things You Do Inspire Others) Tecola Patterson, and Amy Smith, Rowan County Public Health to raise awareness and prevent suicide in the region (Source: LaDonte' Lee LinkedIn page). MHA and S.T.U.D.I.O are part of the United Way of Greater Charlotte's Mental Health Collaborative, which also include Cabarrus Partners: Big Brothers/Big Sisters, Girl Scouts, Firm Foundations, and El Puente.



115 Mental Health Advocates attended the Annual Legislative Breakfast, focused on youth mental health.





MHA marked 90 years of service to the community in 2023.



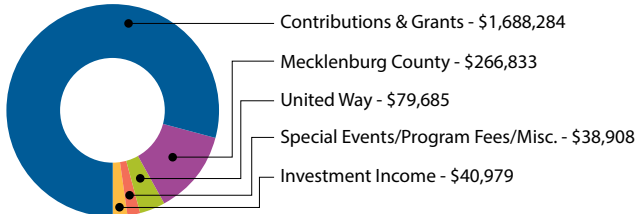
PASTOR
DUANE BUTLER



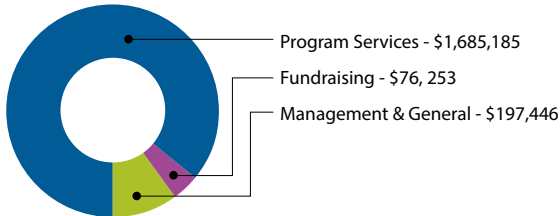
CONGRESSWOMAN
ALMA S. ADAMS, PhD

2022-2023 Audited Financials

Revenue \$2,114,689



Expenses \$1,958,884



MISS CHARLOTTE USA 2023
JARIN SIMMONS



ROGER SUCLUPE
MSW, LCSW,
UNC CHARLOTTE

MY MENTAL HEALTH MATTERS
AND SO DOES YOURS.

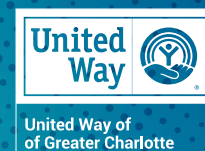


SPECIAL THANKS TO ALL OF MHA'S GENEROUS DONORS

Top Corporate Donors



Major Funders



Top Foundation Grants

