



THERE IS NO HEALTH  
WITHOUT MENTAL HEALTH



THE MENTAL HEALTH ASSOCIATION  
OF MONMOUTH COUNTY

*An Affiliate of*



2016 ANNUAL REPORT

# *A note from Wendy DePedro, MEd., President & CEO*



As the MHA of Monmouth County approaches its 66th year of shining a light on the mental health needs of our communities, the focus on mental health and wellness has never been more important. As I look back to prior letters written it strikes me that each year begins with a reference to the increases in deaths by suicide and addiction that are affecting our Monmouth

County family. Sadly, this year that trend continues. We are not alone. A recent study from the Center for Disease Control identified that nationwide death by suicide across the life cycle is the highest in 30 years. That is why the MHAMC along with our national affiliate Mental Health America continues to focus on our "B4Stage4" message which is a commitment to promote mental health as an overall part of wellness, including prevention for all, early identification and intervention for those at risk, easy access to services for those who need them, with recovery as a goal. We are proud to be part of a national prevention driven, non-stigmatizing strategy that focuses on the clear message that there is no health without mental health.

To that end MHAMC continues to offer free services to build resiliency in our communities and increase programs for suicide prevention across the life cycle. In 2016, thanks to donations from a private funder, the Suicide Relief Fund, we began providing a free suicide prevention training program to schools throughout Monmouth County. Lifelines is a comprehensive suicide awareness and responsiveness program for Teens that educates administrators, faculty and staff, parents, and students on the facts about suicide and their roles in suicide prevention and intervention. This effort continues in 2017 and further plans for the expansion of this program are underway.

In addition in September of 2016, we were fortunate to receive a grant from the Monmouth County Department of Mental Health and Addiction Services for further suicide prevention efforts in select towns that have seen a recent increase in traumatic losses. This has helped support our efforts to develop a Caring Competent Community Model aimed at creating a paradigm shift in the way people think about mental health through the building of strong communities. Mental Health First Aid (MHFA) is just one of the tools we are using to help build resiliency. Mental Health First Aid is an 8 hour training course that gives people the skills to help someone who is developing a mental health (or addiction) problem or experiencing a mental health crisis.

For the last few years, MHAMC has focused on the mental health of our country's military service members who battle depression, anxiety, and post-traumatic stress disorder. Recent reports from the Veteran's Administration indicate that 20 service members and/or veterans complete suicide each day. This is why MHAMC is dedicated to advocating and providing support services for active military and veterans in Monmouth County who are experiencing emotional difficulties. MHAMC successfully applied for and received an outpatient mental health license granted by the NJ Department of Human Services in early 2017. Our initial area of focus will be to provide individual, group, and family therapy with an emphasis on holistic treatment in dealing with Post Traumatic Stress (PTSD), depression, anxiety, and other mental health concerns that continue to be a reality for those who have served.

Our continued operation of the Red Bank Resource Network (RBRN) spotlights the MHAMC's commitment to building a culture of health in local communities. The integration of mental and physical health has never been more prevalent in our society and that for optimal health people must have access to critical services such as housing and medical care. In 2016, thanks to the support of multiple grants the Red Bank Resource Network continued to provide free assistance to 1444 individuals and 1902 children. RBRN, a true community center, is unique in that both licensed mental health counselors and expert Information and Referral Specialists are co-located for a comprehensive service system available to all Monmouth County residents. In addition, supportive counseling services at RBRN include free trauma sensitive counseling offered by licensed professionals to those who have been impacted by crime as well as individuals who remain affected by Superstorm Sandy. RBRN continues to work collaboratively with the Monmouth County Prosecutor's Office to identify those who would benefit from these services.

Finally, MHAMC's role in providing support to the homeless was expanded through the addition of the Housing Navigator Program for Monmouth County. This program operates as part of a new county system of care to create a single point of entry and exit to end homelessness.

We are so proud of MHAMC's leadership role in Monmouth County and throughout the state fulfilling our mission of identifying gaps in the mental health system of care and working with all of our partners to find solutions to close those gaps. Our board members and team of professionals pride themselves on working tirelessly to assure that the services offered to individuals and their families are of the highest quality, evidence based, and provided with a focus on sensitivity to the stigma that might keep anyone from seeking help.

Thank you for your generous support!

# 66 YEARS

Over the last 66 years MHAMC has been advocating and supporting a community system of mental health care and treatment that benefits all individuals and families in need. Our advocacy efforts include identifying the gaps in the mental health system of care and working to fill those gaps through collaborative efforts. We recognize that there is still much to be done in our efforts to **prevent** mental illness through the development of programs that focus on **early identification** and **intervention** of problems before they become unmanageable.



## IT'S ABOUT TRANSFORMATION.

The Monarch Butterfly is a majestic butterfly which has been chosen as a symbol for people diagnosed with mental illness. The transition from cocoon to the delicate monarch, rich in color, symbolizes the journey so many people travel when their lives are affected by mental illness. Just as they travel toward recovery, health and wholeness, the monarch overcomes many obstacles along its migratory journey.

### A PERSONAL STORY OF TRANSFORMATION

*You never could have told me this would have been me. I was self - sufficient my whole life. I was the one who was always the care taker for everyone else.” - GF*

In 2005, GF's world changed when she lost her job as a nurse and lost her brother. These traumatic stressors sent her into a deep depression to where she no longer felt like herself. GF reached out to her family for help and support, from which she was turned away. Her family thought nothing was wrong with her. This rejection was devastating and exacerbated GF's feelings of loneliness and sent her into isolation. Her depression intensified and she struggled with alcoholism. GF developed agoraphobia (a type of anxiety disorder in which an individual fears places or situations which may cause him or her to panic, feel trapped, helpless, or embarrassed).

This continued for ten years until one day she found the number to a mental health hotline.

GF's recovery began at that moment. She was referred and connected to mental health treatment providers and the MHA of Monmouth County. She was then able to address her depression, anxiety, and alcohol abuse. GF started to gain emotional wellness and sobriety.

MHAMC's Case Manager offered compassionate support along her path from homelessness, to temporary shelters, and finally, after months of advocating for non-transitional housing, GF moved into her new permanent home. In her own words, she shared, "Without MHAMC and my case manager, I don't know what I would have done. I've learned so much. I feel like a new person. I am finding out who I really am. It's amazing how things work out. For so long, I didn't know where I was going to end up. Now I have a home. I am so grateful."

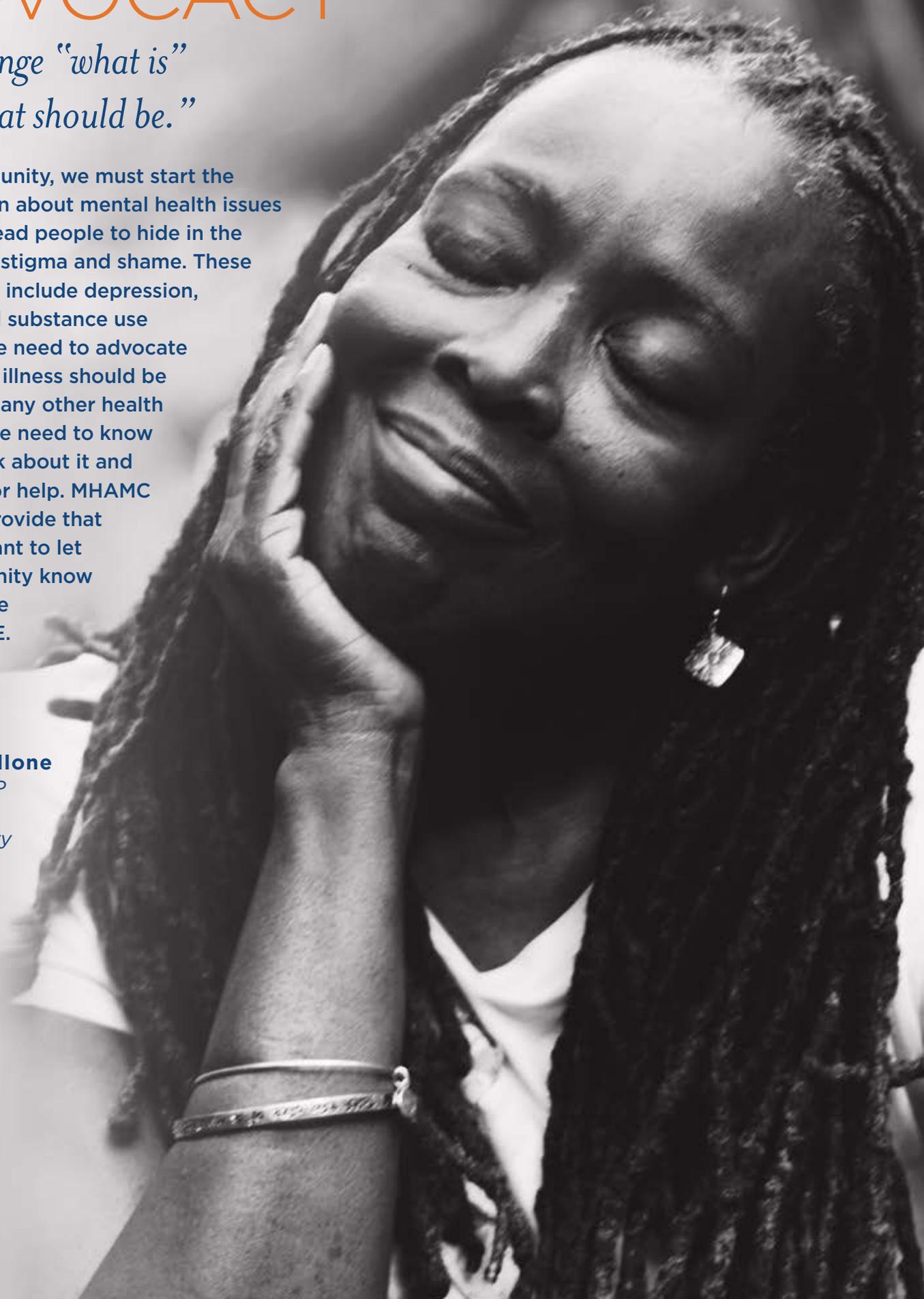
# ADVOCACY

– to change “what is”  
into “what should be.”

“As a community, we must start the conversation about mental health issues that often lead people to hide in the shadows of stigma and shame. These issues often include depression, anxiety, and substance use disorder. We need to advocate that mental illness should be treated like any other health issue. People need to know its ok to talk about it and reach out for help. MHAMC is here to provide that help. We want to let our community know that they are **NOT ALONE.** The time to talk is now.”

**- Susan Tellone**

*MHAMC's VP  
of Programs  
& Community  
Education*





# IMPACT

- ....helping individuals, children, and families
- ....closing the gap in the mental health system of care
- ....educating our communities
- ....providing trauma focused counseling
- ....advocating for care that focuses on prevention and wellness

## COMMUNITY SUPPORT SERVICES

- Community Support Services
- Information and Referral Services
- Intensive Family Support Services (IFSS)
- Projects for Assistance in Transition from Homelessness (PATH)

## SOCIAL SERVICES

- Grandview Social Services Program
- Red Bank Resource Network (RBRN)

## FAMILY & CHILDREN SERVICES

- Division of Child Protection and Permanency Wrap Around Program (DCC&P)
- Family Crisis Intervention Unit (FCIU) & Wrap Around Services
- Intensive In Community Program (IIC)
- Time to Grow: In School Prevention

## COUNSELING

- Trauma Counseling Program (TCP)

## PREVENTION EDUCATION

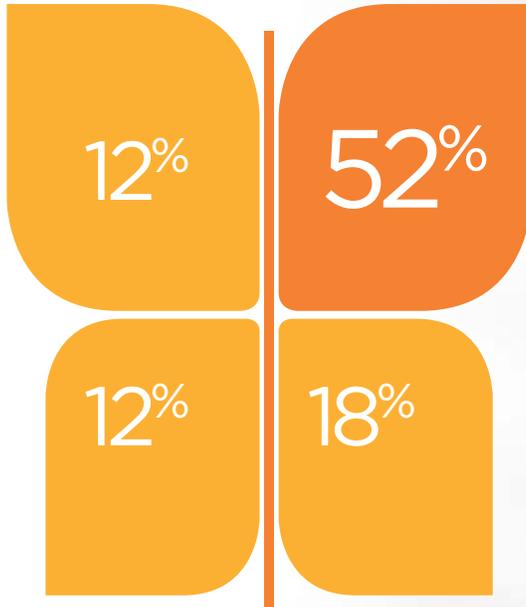
- Caring Competent Communities
- Lifelines: Comprehensive Suicide Awareness & Responsiveness Program for Teens
- Mental Health First Aid

To learn more about MHAMC's programs and services visit [mentalhealthmonmouth.org](http://mentalhealthmonmouth.org) or call 732.542.6422

# Financial Profiles

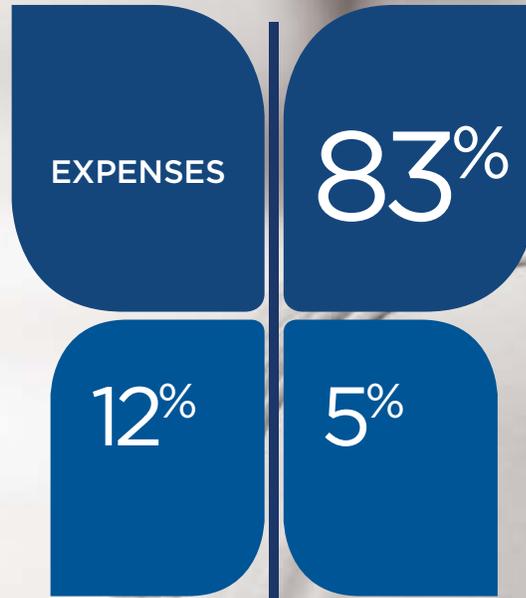
## 2016 Financial Profile Revenue by Source

State of NJ Grants 52%  
Monmouth County Grants 12%  
Grandview Social Services 3%  
In Community Services 18%  
Contributions and Other Grants 12%  
Fundraising Events 3%



## 2016 Expense Profile

2016 Total Annual Operating Expenditures \$2,768,740  
Program Services 83%  
Core Mission Support 12%  
Fundraising 5%



Medicaid NJ DCBHS

## SOCIAL SERVICES

Red Bank Resource Network (RBRN)/  
Grandview Social Services Program (Keansburg)

**1444** individuals served (RBRN)  
**1902** youth/teen served (RBRN)  
**5,308** social services referrals and linkages (RBRN)  
**154** families served (Grandview)

## HOUSING

Community Support Services (CSS, formerly Supportive Housing) & Projects for Assistance in Transition from Homelessness (PATH)  
**Provided 193 individuals** diagnosed with serious mental illness support for independent living and affordable housing

## FAMILY SERVICES

Family Crisis Intervention Unit (FCIU) & Wrap Around Program  
**248** families served  
**534** at risk youth provided services



*“A diagnosis is burden  
enough without being  
burdened by secrecy  
and shame.”*

- Jane Pauley

THERE IS  
**HOPE**

The Mental Health  
Association of Monmouth  
County envisions a just,  
humane society in which  
all people are accorded  
respect, dignity, and the  
opportunity to achieve  
their full potential free from  
stigma and prejudice

**#endthestigma**

CHOOSE TO  
**GIVE**

Make a Difference  
See the Change

Text **CHANGES**  
to 91999 today  
and help MHAMC  
bring hope to  
families across  
Monmouth County

*“Everyone has a role to play and an interest in the well-being of each of our neighbors”*

*The Mental Health Association of Monmouth County's advocacy efforts continue as we collaborate with community and government partners to fight the stigma and bias that still keeps people from seeking early intervention and treatment. MHAMC's free programs and services are available to all families, adults, and children in Monmouth County. Each day our professional staff helps those in need with services, such as in-home family therapy, family crisis counseling, supportive housing, homeless outreach, and support for family members of a loved one with a severe and persistent mental illness.*

TOGETHER WE CAN MAKE A DIFFERENCE

# WAYS TO GIVE

**DONATE ONLINE:** [mentalhealthmonmouth.org](http://mentalhealthmonmouth.org)

**DONATE BY PHONE:** 732.542.6422 ext 107

**DONATE BY CHECK:** Payable to the Mental Health Association of Monmouth County and Mail to 119 Avenue at the Common, Suite 5, Shrewsbury, New Jersey 07702

Please consider doubling your impact by using your employer's donation matching program or supporting with a planned gift.

*The Mental Health Association of Monmouth County (MHAMC) is a 501c3 non-profit organization, federal tax id 21-0665639. MHAMC is an affiliate of the Mental Health Association in New Jersey and is affiliated nationally with Mental Health America.*

*Mental Health Association of Monmouth County  
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