

2020 ANNUAL REPORT

STAY SAFE. STAY WELL. STAY CONNECTED.

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WHO WE ARE

Established in 1950, the Mental Health Association of Monmouth County is an affiliate of the national nonprofit Mental Health America. Our professional staff has been on the forefront of creating a meaningful system of mental health care that strategically focuses on eliminating social barriers and mental health discrimination. With over 15 free programs and services, we create healthy communities for the future.

Our mission is accomplished through our strength-based programs, education, advocacy, community partnerships, and the shaping of public policy.

OUR WORK



MISSION

To promote mental health as a critical component of overall wellness, including prevention services for all, early identification and intervention for those at risk, integrated care and treatment for those who need it, with recovery as the goal.



VISION

To build a just, humane, and healthy society in which people are accorded dignity and the opportunity to achieve their full potential free from stigma, prejudice, and other barriers to care and recovery.



GOALS

- Encourage growth and independence through housing and financial stability.
- Expand social services, community outreach, and education.
- Improve the function and quality of life for individuals and families.
- Provide healthy opportunities for youth at risk.



STATEMENT ON RACISM

We understand racism undermines mental health. Therefore, we are committed to anti-racism in all that we do. This means we pledge to work against individual racism, interpersonal racism, and institutional racism in all their forms.

A LETTER FROM THE PRESIDENT & CEO

During a year in which physical health was in the forefront of our national consciousness, mental wellness became a significant concern for many Americans. Mental Health America, our national affiliate, reported a **200% increase in mental health screens** from 2019. Screens for anxiety and depression also overtook pre-pandemic levels, with a 234% and 185% increase respectively. While this data reveals COVID-19 undeniably affected the way we view mental health, it also shows that people are taking steps to achieve mental wellness.

At the Mental Health Association of Monmouth County, we recognize the correlation between physical and mental health. Our programs and services are grounded in the understanding that signs of **emotional distress should be responded to in the same way as physical changes in our bodies**, so we have taken steps to address the increased need for mental health services on the local level:

- We adopted telehealth into our programming for existing clients to mitigate disruption to treatment and ensure continued recovery;
- We recruited 70+ volunteer clinicians to provide up to six free emotional support sessions for Monmouth County residents negatively impacted by the pandemic;
- And we hosted multiple webinars to address critical vulnerabilities, including traumainformed approaches for educators, strategies for parents and guardians of high school students engaged in remote learning, maintaining financial wellness, and vaccination information for our community.

In such an unprecedented and challenging public health environment, your ongoing support allowed our team to provide quality programs and expand our outreach. We are extraordinarily grateful.

We have all experienced some form of trauma during this pandemic, and we remain committed to serving our community to ensure mental wellness remains our priority.

Stay safe. Stay well. Stay connected.

Warm regards,

Wendy DePedro, MSEd

President & CEO

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Names listed reflect the Mental Health Association of Monmouth County's Board of Directors as of November 2021.

DIRECT REFERRAL PROGRAMS



HOUSING & FINANCE

FINANCIAL SUCCESS CENTER

Bilingual financial services addressing budget and money management for low-to-medium income residents. Hands-on educational workshops are available.

HOUSING NAVIGATION

Prioritizes and assists homeless individuals and families in obtaining permanent housing. Clients are referred by the Central Intake Agency, homeless shelters, or MHA's PATH program.

RED BANK RESOURCE NETWORK

Bilingual walk-in community center providing comprehensive health, housing, food, social, and financial resources to individuals and families.



CASE MANAGEMENT

COMMUNITY SUPPORT SERVICES

Helps adults diagnosed with a mental illness successfully integrate into the community with a focus on achieving and sustaining independence for personal fulfillment.

FAMILY CRISIS INTERVENTION UNIT

Stabilizes youth in crisis and encourages positive development through connections to community resources, interpersonal relationships, and academic success.

PATH

Remediates homelessness (or imminent risk) for adults with mental illness who are not receiving case management and provides linkages to develop client stability.



EDUCATION

LIFELINES: A SUICIDE PREVENTION PROGRAM

Evidence-based suicide awareness and responsiveness program that addresses the climate, culture, and responsibilities of schools in responding to traumatic loss and intervening with youth at risk.

MENTAL HEALTH FIRST AID

Training designed to identify risk factors associated with mental health and substance use concerns. Participants develop pre-crisis and crisis intervention strategies.



COUNSELING

NAVIGATE WELLNESS COUNSELING

Traditional outpatient therapy for children, youth, individuals, groups, and families in a secure, confidential setting.

INTENSIVE FAMILY SUPPORT SERVICES

Consultation for families and friends of adults with mental illness, providing oneon-one support, education, resources, and topic-based support groups.

NEED TO MAKE A REFERRAL?

Call (732) 542-6422 or email mha@mentalhealthmonmouth.org.

Scan to learn more about our complete list of free programs and services.



NON-DIRECT REFERRAL PROGRAMS



ADOLESCENT PREGNANCY PREVENTION INITIATIVE

An early intervention program that focuses on healthy relationships, pregnancy prevention, skill development, and youth empowerment for Keansburg High School students.

DCP&P WRAP AROUND

Facilitates intensive family case management and advocacy to families of the Division of Child Protection and Permanency.

FAMILY NAVIGATION

Free supportive services to parents and guardians of youth involved with the juvenile justice system's programs and court.

INTENSIVE IN-COMMUNITY

Provides in-home therapy for children with emotional challenges to strengthen, preserve, and provide stability for the family unit. The program seeks to prevent children from being placed in a hospital or substitute caregiving facility.

PARENT-CHILD CONFLICT RESOLUTION

In-home counseling and case management for children with behavioral difficulties, with a focus on improved academic performance and reduced conflict to prevent involvement with the juvenile justice system.

SOCIAL SERVICES

In collaboration with the Affordable Housing Alliance (AHA), the Springhouse Residential Services programs at Grandview Apartments and Pine Tree Manufactured Home Park offer a broad range of community development, social services assistance, and recreational services.

AGENCY COMMITTEES

CHILD ADVOCACY COMMITTEE

With a holistic view of children's mental health needs, the Child Advocacy Committee catalyzes change in the children's mental health system by questioning and brokering collaboration among partners.

- Establish a more effective emergency care system for Monmouth County youth.
- Reduce the number of Monmouth County youth admitted to emergency rooms.

COMMUNITY EDUCATION COMMITTEE

The Community Education Committee creates a culture of awareness and advocacy as it relates to the importance of overall mental health and wellness.

- Provide input, coordination, and oversight of all focus areas associated with the Mental Health Association of Monmouth County.
- Increase awareness of MHA programs, services, and education of mental health topics.
- Influence change and eliminate mental health stigma.

DEVELOPMENT COMMITTEE

The Development Committee focuses on fundraising and supporting the financial stability of the Mental Health Association of Monmouth County. Subcommittees include Sponsorships, Major Gifts, Grassroots, and Events.

LOOKING TO GET INVOLVED?

Call (732) 542-6422 or email mha@mentalhealthmonmouth.org to learn more.

"During what is most likely the greatest public health emergency of our time, the MHA staff and administration didn't skip a beat. They continued providing counseling and supportive services to their existing clients remotely... while serving a whole new population who was struggling tremendously with the emotions, the anxiety and stress generated by this ongoing pandemic."

SHELLI SONSTEIN, Q104.3 RADIO

IMPACT BY THE NUMBERS

COVID-19 presented the greatest public health crisis of our time. To meet this challenge, our staff worked with vulnerable populations to provide counseling, case management, housing, and education.

87 referrals and 5 admissions.

COMMUNITY SUPPORT SERVICES clients served, with 27

1101

RED BANK RESOURCE NETWORK unduplicated clients assisted. with **1,364** social links provided.

120

INTENSIVE FAMILY SUPPORT SVCS families served, with 79

referrals and 24 admissions.

2355

NAVIGATE WELLNESS COUNSELING sessions scheduled, with 88

93

FINANCIAL SUCCESS CENTER cases opened, with 72 referrals and 72 admissions.

120

PATH consumers served, with 86 outreaches and 77 admissions.

intakes and 88 admissions.

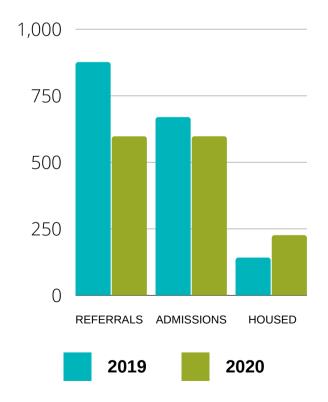
HOUSING NAVIGATION

A 10-Year Plan to End Homelessness

Our Housing Navigation Program is part of a new coordinated assessment system in Monmouth County's Continuum of Care and is funded by the Department of Housing and Urban Development (HUD).

The program assists the homeless population in obtaining permanent housing and serves as a "point of exit" from the Monmouth County homeless system.

Referral sources include the Monmouth County Division of Social Services' Central Intake Agency, homeless shelters, and our PATH program.



She is MHA.

A client's journey to mental wellness.

My name is Joe, and I am 50 years old.

Although the initial onset of my mental illness was over 20 years ago, it was more recently I began to struggle beyond any imaginable level. This was due to higher levels of stress than I could handle. By the time I started receiving help from MHA, I felt like almost everything was out of control. And then I met my case worker, Patricia.

I want to talk about her because she is MHA.

Every part of my experience in getting to a new and better normal has been aided by Patricia. Maybe some piece of advice, some settling down, or the reminder of what could and could not be changed. Mental illness can reduce you so much that you don't really think you'll be able to get back on the bike. But Patricia has been important to my health, growth, and success--she has become part of my family.

It was the kind of impact needed to turn things around.

Thank you, Patricia. Thank you, MHA.

(Patricia is a Community Support Services case manager. Client's consent obtained.)



GET INVOLVED BY SUPPORTING

MENTAL HEALTH

STAY CONNECTED

Be sure to follow us @mhamonmouth for all things mental wellness.



Need mental health support?

We're here to help!

Our outpatient services program provides treatment to children, youth, and adults in a confidential, secure setting.

We've even introduced telehealth, so you can pursue counseling from the comfort of your home using a mobile device.

Call us at (732) 542-6422 Monday-Friday to schedule an appointment.

And remember: it's okay not to be okay. We'll help you get there.











100 NEW PAGE LIKES



48K POST REACH



\$9.2K FACEBOOK **DONATIONS**

MAKE MENTAL WELLNESS HAPPEN

BY PHONE

Text MHAMC to 41444 or call (732) 542-6422.

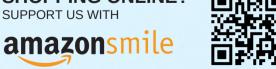
ONLINE 2 Visit our website at www.mentalhealthmonmouth.org/donate

BY CHECK 3

106 Apple Street, Suite 110 Tinton Falls, NJ 07724

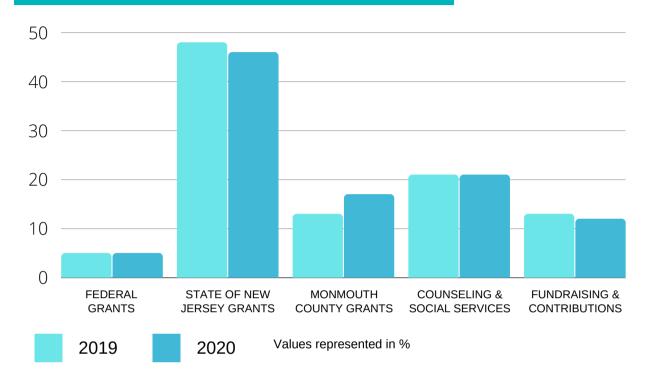
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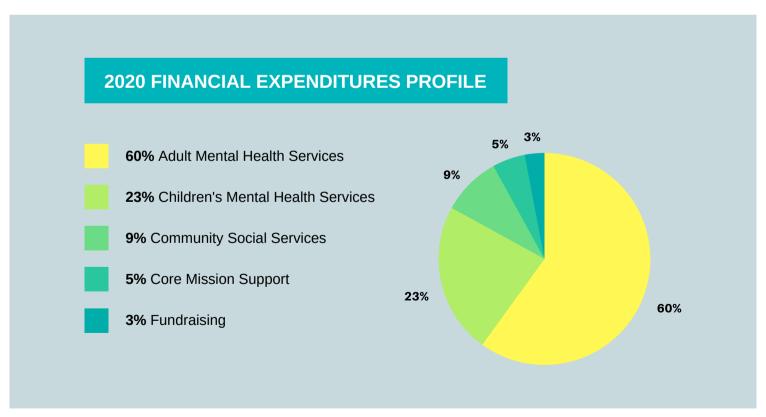
SHOPPING ONLINE?





2020 REVENUE BY SOURCE PROFILE





MEETING A GLOBAL CRISIS:

Our Response to COVID-19

By March 2020, Monmouth County's seven-day average for new COVID-19 cases increased daily. The unprecedented circumstances compelled our staff and clients to adapt with minimal preparation. And as the number of mental health challenges outpaced the spread of the virus, we responded, with mental wellness as our top priority.

We trained our staff and transitioned all programs to remote status with limited in-person contact. Our outpatient program implemented telehealth, and we partnered with JBJ Soul Kitchen (Red Bank) to provide counseling and other resources to Monmouth County's homeless population. Our Social Services team, in coordination with the Monmouth County Division of Behavioral Health Services, made 60+ pages of federal, state, and local COVID-19 resources available to residents on food pantries, benefits, and more.

We solicited the aid of community partners, including the Monmouth County Board of Commissioners and Monmouth ACTS to develop a team of 70+ volunteer licensed counselors to provide free emotional support sessions to residents impacted by the pandemic. This service assisted **over 80 youth and adults**.

To show our support for first responders, our team created and delivered 300+ face masks to local hospitals, nursing homes, police officers, and others who provided essential frontline services.

Through the generous support of community partners and grants, we launched multiple webinars to address the most critical challenges of COVID-19, from mental health, to education, finances, and caregiver support.

If we continue to stay safe, stay well, and stay connected, we can deliver the promise of a new day. Thank you for helping us make mental wellness happen.









Grammy Award-winning band Train performs at the Mental Health Association of Monmouth County's Promise of a New Day virtual concert.



MHA Board Members at our Annual Dinner (2021).



Guild of Ocean Medical Center president, Sharon Dymnioski, presents MHA with \$22k pledge to support the agency's Lifelines Suicide Prevention program.





Rodney Salomon (KYDS) (left) and Pastor Porter (Pilgrim Baptist Church) (right) accept awards for their collaboration with MHA.

THANK YOU TO OUR **2020 SPONSORS**

We promote mental health as a critical component of overall wellness because we believe there is no health without mental health. To that end, we are honored to collaborate with our sponsors:

Joseph P. Silvestri & Associates

David & Nancy Pearson









With gratitude,

Our free programs and services are made possible by the generous support of our donors.

\$10,000+

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\$5,000 - \$9,999

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