

See Change



Mental Health Association of New York City • 2015 Annual Report



Dear Friends,

We see change all around us. From public perceptions about mental illness, to policy, to service delivery, mental health care is undergoing seismic transition.

After decades of tireless advocacy, centuries-old stigmas are beginning to erode, making space for important mental health conversations to happen.

Enormous cultural shifts are occurring. Mental health is becoming everybody's business and schools, workplaces, fitness centers, and physicians are integrating behavioral health supports with physical health care.

Even the insurance system is changing. Medicaid-funded services are transitioning to managed care and the Affordable Care Act has increased the number of people with mental health and substance abuse disorders who are able to receive the services they need to live and work in the community.

MHA-NYC is changing as well. To stay at the forefront of the dramatic transformation in our midst, we have been busy laying the groundwork that will keep our organization vital and effective over the next decade. Dedicated to promoting mental health and emotional well-being for all people, MHA-NYC has been a leader in every phase of the behavioral health revolution to date and we see very clearly the powerful role we must play in the future of mental health service and policy.

During the past year, we invested heavily in our infrastructure, including a full technology upgrade of our call center services. These investments are already improving our ability to help individuals when in crisis -- and helping us connect people to the right care before crisis occurs. Using social networks, text messaging, chat services, Internet-based treatments, and other state-of-the-art practices, we are expanding the ways individuals can get help for their illnesses, while enabling people to gain the skills and support they need to maintain their mental health.

More importantly, we have been building the organizational architecture for the MHA-NYC of the future. Our financial portfolio is as strong as it has ever been. Last year's *Working for Wellness* gala raised a record-breaking \$1.1 million, and this year's event, *The Many Faces of Mental Health*, is poised to do the same.


Our aggressive Board development campaign successfully attracted a cadre of diverse and talented professionals whose expertise will shepherd the organization through the exciting journey ahead. And, since every journey needs a good roadmap, we initiated a new strategic planning process to ensure that, even as the pace of change increases, MHA-NYC's future remains secure.

As we experience this time of unparalleled change, MHA-NYC's leadership is recognized by many -- and we're proud of it. First Lady of New York Chirlane McCray recently visited an MHA Family Resource Center, and The Honorable Patrick J. Kennedy joined us at the podium of our Annual Mental Health Advocacy Breakfast.

This is no time for any organization to sit back, satisfied. At MHA-NYC, we have taken that urgency to heart. Now more than ever we must remain steadfast in our commitment to bring mental wellness within reach of all people. With your continued support and generosity, we know we will achieve our goal.



Kevin J. Danehy
Chairman



Giselle Stolper
President and CEO

Strengthening Families

“For years I thought I was alone in finding help for my son and the emotional strain was terrible,” confides Dana. “Even today, sometimes I just go to the Family Resource Center and sit and read a book and take a minute. Out of the dozens of agencies and a slew of workers and therapies and counselors, the Resource Center is the one and only place I actually feel like I benefitted from.”

New York City First Lady Charlene McCray visited the Bronx Family Resource Center.

“When you’re the parent of a child with mental health challenges, it feels hopeless and plenty of times you just want to give up,” explains a mother, whose 13-year-old son has spent the last five years in and out of hospitals, struggling with intense depression and anxiety. *“You can’t survive it alone. You need help.”*

For hundreds of families, MHA-NYC’s **FAMILY RESOURCE CENTERS** (FRC) are literally a lifesaver. Specially trained advocates who have had first-hand experience raising a child with emotional challenges, provide an array of supports that help reduce parents’ desperation and get children the services that they need.

Dana is a single parent with a full-time job and three other children with needs of their own. At the Bronx FRC, she found parenting classes expressly geared toward parents of children with needs like her son’s, and she connected with staff members who helped her navigate the complicated systems that provide housing, financial, and mental health assistance to her family. FRC staff helped Dana advocate in court, helped her obtain transportation and gas vouchers so she could visit her son when he was hospitalized, and even got movie tickets for her other children so they could enjoy a rare outing.

**SEE HOW
OUR
PROGRAMS
ARE
CHANGING
LIVES**



Opening Doors for Youth

“It’s hard when you don’t have anyone to look up to but, at the ASC, they let me talk about my emotions. They took me on trips to visit colleges, they scoped out jobs for me and helped me apply, and they kept me focused. They never let me give up.” SANDRA (ASC STUDENT)

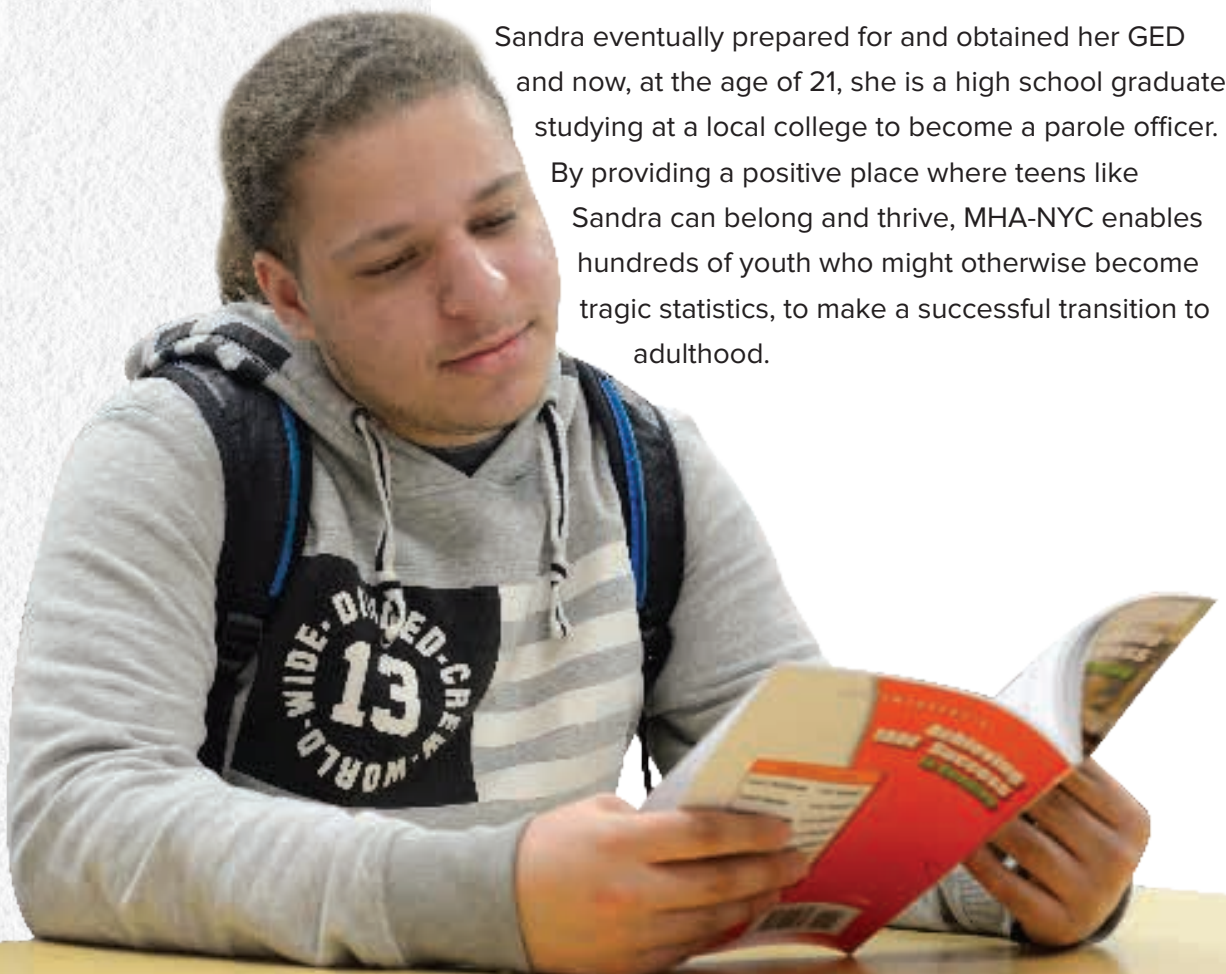
For many people with mental health concerns, adolescence is when it all begins. Many common problems such as anxiety and depression tend to develop during these years, as do more serious mental health challenges such as bipolar disorder and schizophrenia. MHA-NYC operates three **ADOLESCENT SKILLS CENTERS (ASC)** in the Bronx, Queens, and Manhattan that give teens the supports they need to manage these challenges.

After growing up with her grandmother, distanced from both parents, Sandra began exhibiting behavioral problems in high school. Fighting in class and drug use escalated into expulsion and felony charges until, in the blink of an eye, her future was in serious jeopardy.

When her grandmother turned to the Bronx ASC for help, she found a place where she could get important counseling for Sandra, and the desperately-needed understanding and respect that Sandra wasn’t getting at school. Sandra began studying again, and exploring extracurricular activities like drama and art. She also began to talk with counselors about her goals.

Sandra eventually prepared for and obtained her GED and now, at the age of 21, she is a high school graduate studying at a local college to become a parole officer.

By providing a positive place where teens like Sandra can belong and thrive, MHA-NYC enables hundreds of youth who might otherwise become tragic statistics, to make a successful transition to adulthood.



Supporting Parents, Helping Children Thrive



“Family Link empowers families to access the services they need to get strong and healthy again. We go

with families to housing court to get rent assistance, we help them advocate for services for their children at school, we connect them to domestic violence counseling so they can stay safe. It’s a vital service.” ELIZABETH ROGERS



When families are grappling with serious problems like domestic violence and other destabilizing issues, the risk to children’s safety and well-being can be immense. To reduce the likelihood of abuse or neglect for these at-risk children, MHA-NYC operates **FAMILY LINK**, a preventive program that connects families to the supports they need to help their children remain safely in their homes.

Family Link partners families who are involved with, or at risk for involvement with, the Administration of Children’s Services (ACS), with social workers who help them develop individualized plans to tackle their challenges. Counselors provide parenting education; mental health and substance abuse treatment referrals; help with housing and immigration; and more.

Parents and caregivers are connected to the community resources they need to strengthen their families and keep their children out of danger.

“When families first come to us, many aren’t accessing the services they could benefit from. We are literally their first link to help. By the time they leave here, they have many tools to help themselves and keep their children safe and secure.”

ELIZABETH ROGERS

Promoting Emotional Wellness On and Off the Field

Hard work, discipline, intensity, and physical injury are part of the job description when you play a professional sport. Unfortunately, these demands can cause an enormous amount of stress, whether athletes are at the top of their game or facing the transition of retirement.

MHA-NYC has leveraged its national crisis infrastructure and community building capacity to meet the emotional needs of NFL players, former players, their families and

league staff. Through a unique public/

private partnership, the **NFL LIFE LINE**

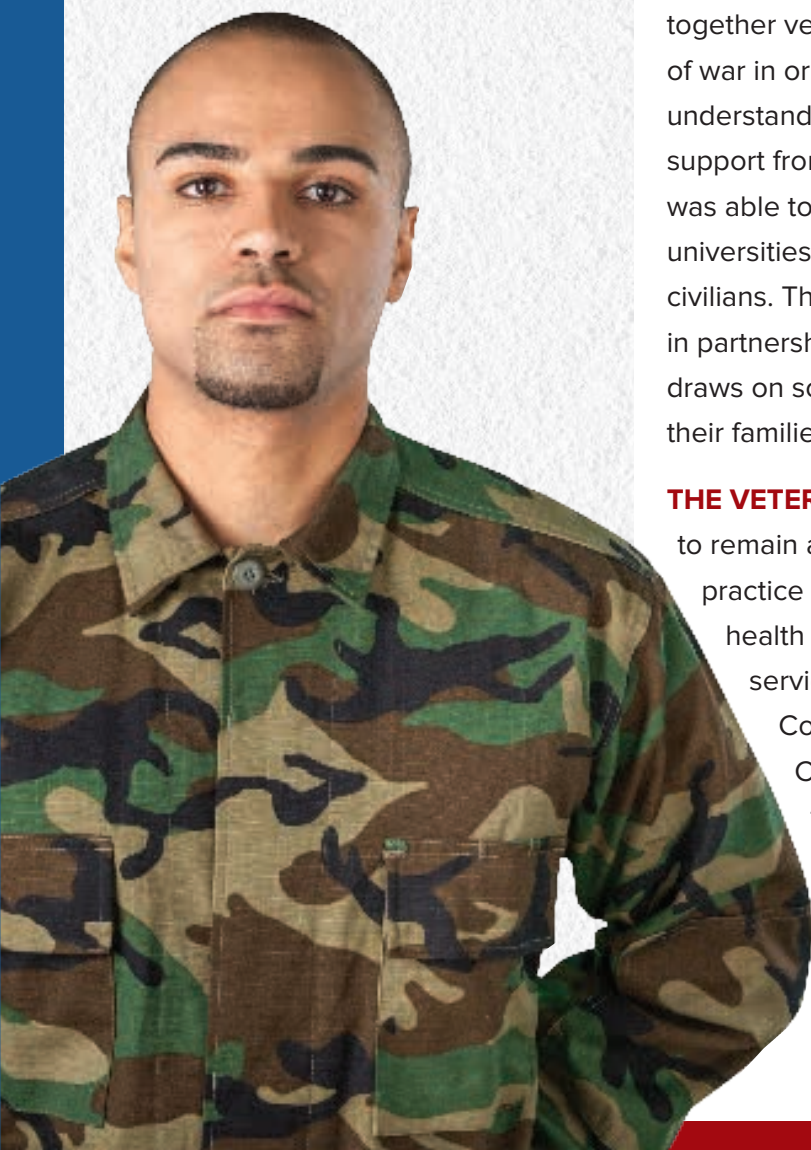
provides confidential, 24/7 phone and chat counseling to NFL community members. To complement this crisis assistance, Life Line professionals also provide an array of other mental health services to the League, including crisis response workshops for all 32 NFL teams, suicide prevention trainings, and crisis toolkits to help League staff respond in the event of an emergency.

Working closely with the NFL, the NFL Players Association (The TRUST), the Player's Wives Association, and other third parties

in the NFL community, MHA-NYC and the Life Line are ensuring that players and their loved ones will survive the hazards of the game and whatever comes after.



Helping Veterans Make a Successful Transition to Civilian Life



Veterans coming home face numerous challenges in transitioning to civilian life. Many struggle with psychological injuries that left unaddressed can lead to unemployment, homelessness, substance abuse and even suicide. Veterans need to transition home to communities that provide them with access to comprehensive, coordinated, hyperlocal resources and support. MHA-NYC is proud to serve as a leader in supporting the behavioral health needs of veterans and plays an important role in ensuring that veterans succeed in all aspects of civilian life.

The **VETERANS' CRISIS LINE** (VCL) administered by MHA-NYC's subsidiary, Link2Health Solutions, provides confidential, 24/7 crisis intervention, care, and referrals to veterans, military members, and their loved ones through hotline and chat services. In 2015, the VCL served well over half a million veterans and their families.

STORIES WE CARRY is a unique project that brings together veterans and civilians to openly discuss the impact of war in order to foster greater community support, shared understanding, and emotional well-being. In 2015, with support from The New York Community Trust, MHA-NYC was able to bring the project to nine New York colleges and universities, reaching more than 530 student veterans and civilians. The project was also expanded to six major cities in partnership with Basetrack, a theatrical performance that draws on social media exchanges between Marines and their families.

THE VETERANS MENTAL HEALTH COALITION continues to remain a strong voice in promoting needed policy and practice change to ensure access to quality mental health care and supportive services for veterans, service members, and their families. In 2015, the Coalition was awarded funding from the New York City Council to enhance educational offerings for civilian-based providers so they are better equipped to identify and adequately respond to the unique issues facing veterans with mental health challenges and to expand outreach efforts to veterans and their family members.

Changing the Culture Around Mental Health

“You don’t have to be a cardiologist to give someone CPR, and you don’t have to be a psychiatrist to administer Mental Health First Aid. With a few basic tools, anyone can save a life.” LISA FURST



“At one time or another, all of us have felt that someone we knew might not be okay, but we weren’t sure whether we were right or what to do about it,” shares Lisa Furst, MHA-NYC Assistant Vice President for Quality Improvement. “That’s why **MENTAL HEALTH FIRST AID** is such an important breakthrough. If more of us learn what to look for and how to act, each of us can make a difference and maybe save a life.”



Mental Health First Aid is an eight-hour hands-on training course that gives ordinary people tools they can use to help when they encounter someone in emotional distress. Taking a practical, how-to approach, the training — which MHA-NYC provides to hundreds of EMTs, police officers, educators, students, and more each year — covers topics like spotting crisis warning signs, recognizing an emergency, and non-judgmental communication techniques.

“Mental Health First Aid reduces uncertainty and fear, and empowers people to determine what’s happening and to get in there and help each other,” Ms. Furst adds.

By giving regular citizens the skills to identify a crisis and to connect and find help, Mental Health First Aid is saving lives and transforming New York into a community of people who can offer care and hope to one another.

Hilda Marie's worst nightmare was unfolding right before her eyes. Teetering at the edge of the platform a woman was poised to jump in front of an oncoming train.

WHAT WOULD YOU DO?



For Hilda, there was no question. She turned to the skills she learned in the eight-hour Mental Health First Aid class she completed. She contacted the station manager to secure help and calmly talked and reassured the woman until help arrived. Her actions saved a life.

“Mental Health First Aid doesn’t teach you to be a therapist. It equips you to recognize signs of distress and guide a person toward appropriate treatments and other supportive health care. It teaches you how to help someone who is in crisis and how to be a support to someone struggling with mental health or substance use disorders.”

LISA FURST



Connecting People to Help

“As a result of MHA-NYC’s work, the limitations of office-based mental health services are a thing of the past,” says Giselle Stolper, MHA-NYC President and CEO. “Millions of people each year are receiving help through MHA-NYC when they need it, where they need it, and how they need it. We are expanding access to care, promoting public safety, and creating healthier and more resilient communities.”

Technology is dramatically changing when, how and where people can access mental health services. With the help of technology, MHA-NYC’s Here2 Help Connect (H2H) is linking people everywhere to best-in-class crisis services, referrals and support.

LIFENET, MHA-NYC’s flagship crisis and information and referral service, was created by MHA-NYC in 1995 to meet the need for one citywide number where people could call for mental health referrals. In 1996, MHA-NYC partnered with the New York City Department of Health and Mental Hygiene to expand LifeNet’s services and we have been expanding ever since. Today, LifeNet counselors respond to more than 150,000 calls, texts and chats every year in English, Spanish and Chinese.

With the success of LifeNet, the way was paved for MHA-NYC’s H2H Connect Center to launch over 15 additional local, state and national call, text, and chat services, including the The New York State Office of Alcoholism and Substance Abuse Services HOPEline, the United Federation of Teacher’s anti-bullying Braveline, the Disaster Distress Helpline and after-hours crisis services for providers and insurers.

These services bring help from MHA-NYC directly into homes, schools, and workplaces of thousands of people on a daily basis. On an even broader scale, MHA-NYC is setting benchmarks and developing national standards for using social media, chat, text, telephone, and online therapies in the mental health arena.

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Placing Therapy at Your Fingertips

“MHA-NYC is proud to be the first organization in the country to offer Internet-based cognitive behavioral therapy with live telephonic, text and chat supports, but our plan is that someday it will be commonplace,” says Kathryn Salisbury, Executive Vice President of Strategy and Business Development at MHA-NYC. “By giving people the skills they need to effectively deal with the most common behavioral issues, we can improve the lives of many more people and usher in a new era of personal wellness.”

High costs, inconvenient hours, stigma, and wait lists are just some of the obstacles that stand in the way of people getting mental health assistance when they need it. But MHA-NYC is working to change that, with **COMPREHENSIVE INTERNET-BASED COGNITIVE BEHAVIORAL THERAPY (ciCBT)** proven to be as effective as face-to-face therapy for some disorders.

MHA-NYC, in partnership with Magellan Health, offers a suite of targeted ciCBT programs, complemented by live phone chat and text support, that can be made available to individuals anytime and anywhere there is Internet access. ciCBT can be easily integrated into physician practices, and offered through employee wellness programs, social service programs or to callers on crisis lines. The online programs address common behavioral health problems such as depression, substance abuse, insomnia, and anxiety. For corporations trying to keep employees happy, healthy, and productive, ciCBT offers improved productivity, lower costs, increased employee satisfaction, and better mental health. This past year, over 4,000 New Yorkers who were still experiencing emotional distress following Superstorm Sandy accessed our programs through iHelp New York. For these individuals in need of assistance with mental health challenges, ciCBT offered both hope and help.

ONLINE PROGRAM STATS

MOODCALMER has been proven to help reduce depression severity by **41%**.

FEARFIGHTER is shown to reduce panic and phobias by **63%**.

RESTORE was shown to increase sleep by **50** minutes a night.

SHADE reduced hazardous drug and alcohol use by **72%** after 12 months. *The list goes on...*

“ciCBT is change in action. It is a new way to help people who wouldn’t otherwise have access to mental health services, and the response has been overwhelming. At one company, over 300 people signed up for ciCBT offerings within 24 hours of the launch.” KATHRYN SALISBURY

Making Help Mobile

“No hurdles. No hoops. Just a quick text and help is at hand. MHA-NYC is placing a new open door where people are most likely to walk through it.”

LYNN KAPLAN

Because young people increasingly use their mobile phones to share their most candid and intimate thoughts, MHA-NYC responded with **NYC TEEN TEXT** and **NYS HOPELINE TEXT**, confidential text-based information and support services geared expressly toward youth and people with substance abuse issues.

The immediacy, anonymity, and privacy associated with texting have made the new services very attractive, especially to youth, a group that is notoriously difficult to connect to mental health services.

STATS

NYCTEEN TEXT is on track to expand from **10** pilot schools into **30** more schools in all five boroughs.



At the launch of the New York State HOPEline texting service, (left to right) addictions counselor Tatiana Green, New York Assemblymember Linda B. Rosenthal, OASAS Commissioner Arlene González-Sánchez and MHA-NYC President and CEO Giselle Stolper.

“We know it is nearly impossible to separate youth from their cell phones these days,” explains Lynn Kaplan, LifeNet Project Director at Mental Health Association of NYC. “Instead of fighting that, we are building on it. We are taking something young people love and are comfortable with and we are putting it to work to bring them help they at any moment they feel ready. By enabling youth to get assistance and resources in their own time, on their own terms, in an environment where they feel a sense of control, we are making help a new possibility for thousands of New Yorkers in distress.”



Seeking help for substance abuse is no exception. When Governor Cuomo and The New York State Office of Alcoholism and Substance Abuse Services (OASAS) realized they needed help reaching youth in their fight against heroin and opioid use, they turned to MHA-NYC and our multi-channel contact and support center to launch the New York State HOPEline texting service.

Turning Tragedy into Hope

“It is clearer than ever: the more we talk about suicide prevention and the difference it can make, more people are likely to get and receive help. We have to shift the focus from suicide itself, to suicide prevention.” JOHN DRAPER

When Robin Williams’ suicide stunned the nation last August, it was a turning point for suicide prevention. The magnitude of the public loss combined with an unparalleled media response that educated people about how to find assistance with suicide-related problems, resulted in unprecedented numbers of people reaching out for help.

“When the media reports a suicide and mentions the Lifeline number, we see a sudden spike in calls,” says John Draper, Director of the National Suicide Prevention Lifeline (NSPL). “Usually, this surge in calls only lasts a day or so. With media mentions of Lifeline following Robin Williams’ suicide, call volume went up and remained higher than ever before.”

“William’s death opened new doors of public awareness,” says Draper. “It also created awareness of our online outreach – our website, our social media outlets. Because of the way in which the media responded to this event, many thousands more people are connecting to Lifeline every month who we would not have otherwise been able to help.”

STATS

On August 12, the day after Williams’s death, calls to the Lifeline **MORE THAN DOUBLED** from a typical 3,500 a day to about **7,400**.

The remainder of August saw **700-800 MORE CALLS PER DAY THAN NORMAL**. Today, the Lifeline is still receiving 300 more calls a day than was typical before Williams’ suicide.

ROBIN WILLIAMS

1951 - 2014



Getting Social About Mental Health

“We need to help people see that it’s okay to reach out for help and we need to put the story of hope out there. Social media is helping us to do that and it’s saving lives.”

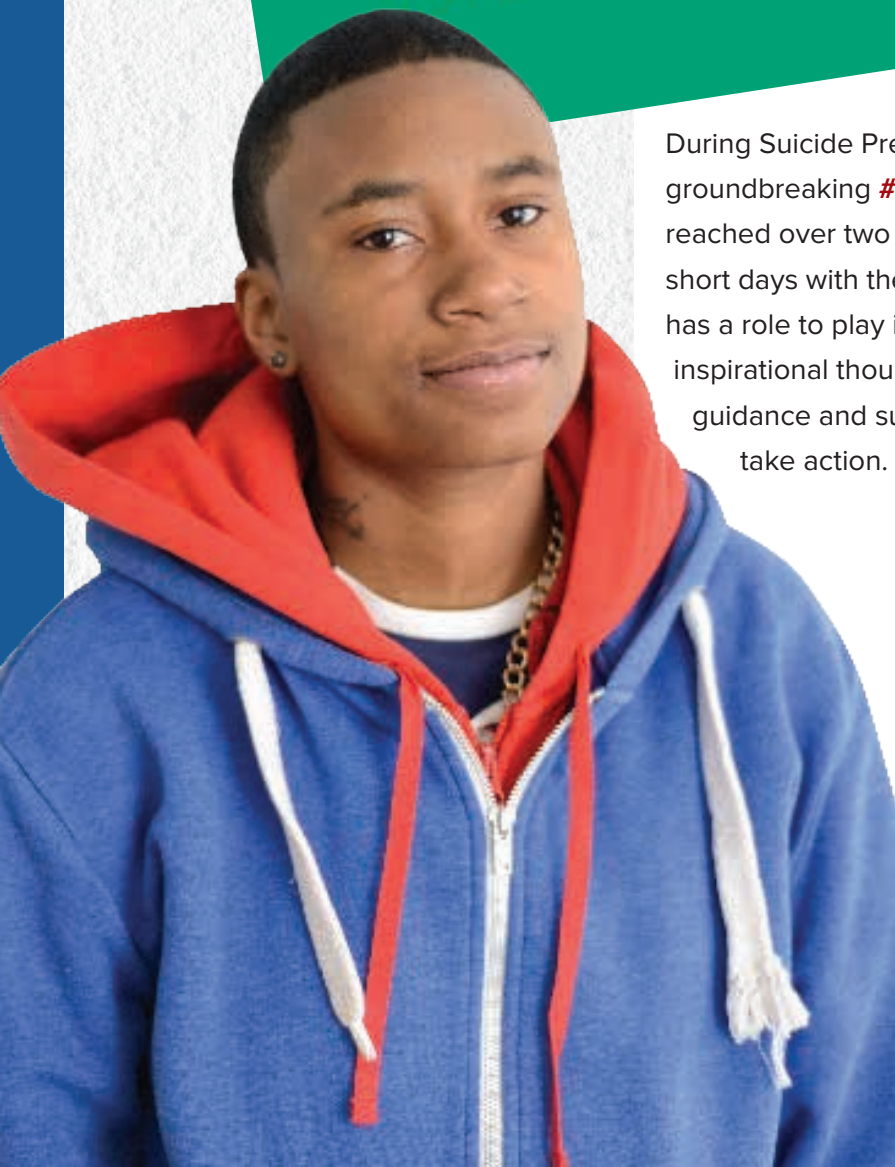
JOHN DRAPER

There is no faster way to spread a message these days than to turn to social media. That’s why, through innovative partnerships with Facebook and other companies, MHA-NYC is channeling the power of social media in service of suicide prevention.

Over 250,000 people follow the National Suicide Prevention Line’s Facebook page already. Today, using new advanced protocols, we can connect other Facebook users in crisis to critical services faster than ever before.



During Suicide Prevention Month, we launched a groundbreaking **#BeThe1To...** social media campaign that reached over two million people across the country in 30 short days with the life-saving message that everyone has a role to play in suicide prevention. Posts provided inspirational thoughts and shareable graphics, as well as guidance and suggestions to empower individuals to take action.



Working for Wellness and Beyond

Last year, MHA-NYC's Gala brought more than 500 people together in the ballroom at the Mandarin Oriental Hotel in New York City to pay tribute to the men and women of our armed forces and to the companies that are leading the effort to employ and support them upon their return.

It was our special privilege to honor Army Staff Sgt. Salvatore A. Giunta, the first living person since the Vietnam War to receive the Congressional Medal of Honor, our country's highest award for valor in action. And, we were also proud to honor Gregory Fleming, President of Wealth Management and Investment Management at Morgan Stanley for the outstanding leadership and commitment that he and Morgan Stanley have made in hiring and mentoring veterans.

Incredible supporters like Gregory Fleming, ABC News correspondent Bob Woodruff, and Duncan Niederauer, former CEO of the New York Stock Exchange, helped MHA-NYC reach a fundraising record of \$1.1 million for the evening.

Our 2016 Gala, **THE MANY FACES OF MENTAL HEALTH**, will build upon last year's success, calling attention to the diversity of people who face mental health challenges and celebrating the innovative leaders, programs, and technologies that are paving the road to emotional wellness.

**SEE WHO
IS HELPING
MHA-NYC
CHANGE
LIVES**



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	2015	2014	2013
Revenues			
Government Contracts	25,078	23,007	21,410
Foundations, Corporate, Individual Contributions and Other	2,492	1,796	1,168
Total Revenues	27,570	24,803	22,578
Expenses - Program Services			
H2H/Crisis Services	5,450	4,022	3,422
Public Education & Advocacy	1,781	1,254	496
Children & Family Services	5,002	5,015	5,138
Adult Services	3,977	3,557	3,343
Link2Health Solutions, Inc.	7,862	7,351	6,910
Total Program Services	24,072	21,200	19,309
Management	3,249	3,299	2,870
Fundraising	-	1	250
Total Expenses	27,321	24,500	22,429
Excess Revenues over Expenses	249	303	149
Net Assets	700	452	149

*Amount in thousands of dollars.

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800lifenet.org

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Mhaofnyc.org

Mha-nyc.cequick.com

NFLlifeline.org

Suicidepreventionlifeline.org

Veteranscrisisline.net

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