

Advancing Care. Improving Lives.



Dear Friends,

Mental health care is experiencing a radical transformation.

Conversations about mental illness, which were once relegated to whispers, are happening openly, empowering people to reach out for help that can dramatically improve their lives.

Mental health care is now being infused into society, making it everyone's responsibility. In the places where we live, work, and play, it is easier for people to access the care and support they need. Advances in technology are providing new and immediate ways to get help, all at the touch of a button.

As importantly, the way care is paid for is advancing, moving from a health care delivery system that rewards volume to one that rewards value; leading to improved outcomes and lives.

MHA-NYC is advancing as well. We are continuing to revolutionize the system to help bring emotional wellness within reach of all people. Through groundbreaking partnerships and initiatives using social networks, telephone, text, and chat services, internet-based treatments and other state-of-the-art practices, we are paving the way to truly providing anytime, anywhere care.

During the past year, we opened new avenues to care using innovative technologies, bolstered by sophisticated analytics and evaluation tools that confirm we are making a difference. The largest of these initiatives was LifeNet's evolution into the next generation contact center, NYC Well, the City's ground-breaking call, text, and chat mental health helpline. A cornerstone of First Lady of New York City Chirlane McCray's ThriveNYC initiative, NYC Well fielded 50% more contacts from New Yorkers reaching out for help during its first six months than anyone had anticipated. And the number of contacts are still increasing.

We also advanced our educational initiatives, working with individuals, families, providers, and businesses to ensure people from all walks of life have the knowledge, skills, and tools they need to understand and manage their emotional health. We were successful in raising our already well respected advocacy voice, working relentlessly to preserve the widespread mental health supports that are imperiled by the uncertainty surrounding the Affordable Care Act.

Additionally, we were proud to be a part of advancing the conversation around mental health with the release of Def Jam artist Logic's "1-800-273-8255" song, named after the National Suicide Prevention Lifeline. A watershed moment for mental health and suicide prevention in America, this event led to a more than 25% increase in calls to the Lifeline.


Finally, thanks to careful planning by the Board and management, MHA had two successful leadership transitions this past year. As the new President & CEO and Board Chair, we are strategically positioning MHA-NYC to be at the forefront of the future of mental health care. Guided by an aggressive but achievable strategic plan, we are led by a talented, engaged, and growing staff and Board, have a new enthusiastic young leaders council, Minds Ahead, and are as strong financially as we have ever been.

Our commitment to help all people achieve emotional wellbeing is possible. With your continued support and generosity, MHA-NYC can make it a reality.

Jennifer Ashley, PhD
Chair

Kimberly Williams
President and CEO

MHA-NYC



"My future lies through the eyes of my child, which is why I'm so thankful for the support I'm getting at MHA-NYC's Circle of Security program."

—Poety Odegbami



Who We Are



MHA-NYC is a nonprofit organization with local roots and a national reach, which for nearly 50 years, has been leading the way in mental health. Every year, we reach over one million people with mental and behavioral challenges through high-quality, innovative programs.

MHA-NYC IS:

- a provider of a wide range of behavioral services and supports, promoting emotional wellbeing, assisting those in crisis, and connecting people to care.
 - an incubator of innovative solutions, including those that leverage technology to foster emotional wellness.
 - an educator, sharing critical information with the public, providers, businesses, and communities to advance behavioral health care.
 - an advocate for reform, ensuring that mental health care and the attainment of emotional wellness are fundamental elements of mainstream society.
 - a partner, joining forces with technology companies, corporations, health care providers, academic institutions, and other public and private stakeholders across the care continuum.
- Today, MHA-NYC is a leader in generating and advocating for powerful solutions that enable people to achieve emotional wellbeing.
- Together, we are building a society in which emotional wellness can be a reality for everyone.



Igniting All Kinds of Hope

Leading breakthroughs in care, MHA-NYC is giving tens of thousands of people in distress instantaneous access to help whenever, wherever, and however they want it.

Our Program Areas

MHA-NYC is Making a Difference

“Being able to touch so many lives and being able to hear and witness so many touching stories on the NYC Well line is such a rewarding experience. —Thomas Susinno-Eadicicco, Counselor

FOR ADULTS: From peer support programs that model recovery, to mobile care teams that provide home-based treatment for older adults, MHA-NYC works in communities throughout New York City, helping adults with mental health concerns obtain skills and interventions to lead healthy, productive, and independent lives.

FOR PARENTS AND CAREGIVERS: Committed to working collaboratively with parents and caregivers to strengthen their ability to help their children thrive, MHA-NYC runs Family Link programs to connect high-risk New York City families with critical mental health and other services, as well as Family Resource Centers and a Parent Coaching Program that provide parents with critical skills and support to help raise healthier children.

FOR YOUTH AND YOUNG ADULTS: MHA-NYC manages three Adolescent Skills Centers to support teens dealing with emotional and behavioral difficulties. Case managers, counselors, employment specialists, and youth advocates provide important resources and offer a positive environment for struggling teens to grow into happier adults.

FOR VETERANS: MHA-NYC has long been committed to helping service men and women who are battling the psychological injuries of war. From customized crisis services by administering the Veterans Crisis Line to community education and advocacy through leading the Veterans' Mental Health Coalition of New York City, MHA-NYC is a prominent force, protecting those who protect our country.

FOR BUSINESSES: Employers and corporations are recognizing the importance of mental wellness. MHA-NYC has developed an array of customizable behavioral health solutions for companies, including digital community resources, behavioral health screenings, online therapy opportunities, and targeted crisis line services, to help organizations support their employees' and community members' wellbeing.

FOR THOSE IN CRISIS: Whether depressed, thinking of suicide, feeling anxious after a disaster, or in need of emotional support for any other reason, help is available anytime, anywhere thanks to MHA-NYC. Through more than 20 national and local call, text, and chat hotlines—including the National Suicide Prevention Lifeline, Disaster Distress Helpline and NYC Well—we make life-saving crisis support easily available to anyone in emotional distress.

FOR THE FUTURE: MHA-NYC's Center for Policy, Advocacy and Education is a pioneer in advancing mental health understanding and reforms. Identifying areas of unmet need and uniting stakeholders toward common goals, we systematically work to improve mental health care in New York City and beyond.



Imagining New Kinds of Help

Although one in five people has a diagnosable mental health or substance use disorder, tragically, most go untreated. MHA-NYC is leading the way in using technologies to provide more people with better mental health resources, critical support, and high-quality care.

Internet-based therapies. Social media crisis intervention. State-of-the-art call centers. MHA-NYC is revolutionizing the traditional brick and mortar model of mental health care, helping people with every type of mental health challenge manage their emotional health more easily to live happier, healthier lives.

FIGHTING SUICIDE WITH FACEBOOK

Suicide is the tenth leading cause of death in this country, and MHA-NYC is putting the power of online and artificial intelligence technologies to work to change this. Not only have we collaborated with both Google and Apple to ensure our SAMHSA-supported National Suicide Prevention Lifeline is the top search result for any query about suicide or depression, we have also partnered with Facebook to put the 21st century's largest community to work saving lives.

"For over ten years, we've been proud to partner with the National Suicide Prevention Lifeline, bringing suicide prevention resources and support to people using Facebook in the moment they need it."

— Antigone Davis, Head of Global Safety at Facebook

Last year, we took things a step further to create a pilot program that utilizes advancements introduced for businesses on Facebook Messenger to immediately connect users in emotional crisis with trained counselors, without leaving Facebook. In addition to this immediate support, this pilot program with Facebook will allow us to establish best practices for applying Messenger to help Facebook users in crisis globally.

NYC WELL—AN EXPRESS LINE TO WELLNESS

When First Lady of New York City Chirlane McCray made it her mission to get all New Yorkers the mental health care they need, she turned to MHA-NYC for the technical and clinical expertise she needed to make her vision a reality.

The result: Last year, the City and MHA-NYC launched NYC Well, the largest and most comprehensive urban helpline in the country, which allows any New Yorker in need of mental health care and supports to reach out for help around the clock. With over 250,000 contacts in its first year, NYC Well is truly a 21st century innovation, far surpassing older generations of crisis lines. New Yorkers have multilingual, 24-hour phone, text, and chat access to crisis services, peer support, short-term counseling, and even follow-up supports. Thanks to Ms. McCray, New Yorkers are able to access better, more targeted help, faster and easier than ever before.

“NYC Well has made an enormous impact in the lives of thousands of New Yorkers—by helping people from all walks of life, whether in crisis or in need of general support. I applaud the dedicated counseling staff at MHA-NYC who are helping us normalize conversations around mental health, and connecting people to the treatment they need,” said First Lady of New York City Chirlane McCray, who leads the City’s mental health and substance misuse efforts.

“NYC Well has made an enormous impact in the lives of thousands of New Yorkers.”

—First Lady of New York City Chirlane McCray

MHA-NYC, in collaboration with Magellan Health, is the first organization in the country to offer internet-based cognitive behavioral therapy (iCBT) with live telephone, text, and chat support to improve access for those with mental health care needs. People are able to obtain proven therapy tools anytime and anywhere they have an internet connection. Through these online offerings, MHA-NYC has reached diverse audiences, including over 4,000 individuals affected by Superstorm Sandy who otherwise would not have had access to behavioral health services. Sandy survivors who were struggling with common mental health disorders like depression, substance abuse, insomnia, and anxiety were able to talk, text, or chat with live counselors to augment therapy anytime from their mobile devices in order to receive help quickly and easily, without needing to leave home.

Additional implementations are endless for this groundbreaking iCBT and support service. It is already being used by physician practices, employee wellness programs, and more to help individuals more easily manage their behavioral issues. By developing innovative ways to bridge service gaps, MHA-NYC is helping scores of new populations become and stay emotionally healthy.

Through our groundbreaking work with Facebook and their Messenger application, we are helping to ensure that innovations promoting access to care for people in crisis are ultimately effective in saving lives.

ICBT TO THE RESCUE

Too often, people with mental health concerns know they need help, but factors like high costs, inconvenient hours, or a lack of providers discourage them from getting care. Determined to remove these roadblocks to care, MHA-NYC developed a service so impressive, we won an award for it!

In June, MHA-NYC was awarded Mental Health America’s Innovation in Programming Award in recognition of our groundbreaking use of evidence based online cognitive behavioral therapy (CBT) with live supports.

Advancing Life Saving Support

We know that every day, people are helping themselves and others get through their darkest moments. For every one person who tragically dies by suicide in the United States, there are approximately 278 people who have experienced serious thoughts about killing themselves, the overwhelming majority of whom will go on to live out their lives.

These untold stories of hope and recovery are the stories of suicide prevention, stories that inform the National Suicide Prevention Lifeline's efforts to prevent more suicides every day. The Lifeline, administered by MHA-NYC, is committed to advancing suicide prevention and setting a high bar for crisis care by linking people everywhere to immediate crisis services, referrals, and support, while setting the national standards for best practices, empowering individuals to help others, and building community engagement.

Raising awareness of suicide prevention and the message that help, hope and healing are happening are top priorities. In April, a song made all the difference in spreading this message, becoming a milestone for suicide prevention. Def Jam artist Logic released his single "1-800-273-8255" a tribute to the Lifeline and a source of hope for anyone in despair who hears the song when they need it most. On the day of its release, the Lifeline received the second highest daily call volume in its history.

When Logic visited MHA-NYC's office last spring, he talked about writing the song, taking on the personal challenge of stepping into the shoes of a suicidal caller. Logic's song tells an untold, often-true story that people need to hear: that most Lifeline callers in crisis feel better after their call. Thanks to Logic's song, more people in need have reached out to the Lifeline, with an over 25% growth in call volume. Some distressed callers have even mentioned his song. On the day of the song's release, the Lifeline's Facebook page saw 3 times its usual traffic and Lifeline's Twitter account had over 1 million impressions in the 5-day period after the song's release.

Logic has powerfully used his creative voice to take on suicide prevention as a societal responsibility, underscoring that everyone can take action to prevent suicide.

1.8m
The National
Suicide
Prevention
Lifeline
answered over
1.8 million calls
last year.



“I wrote this song for anyone in a dark place and who can’t seem to find the light. The Lifeline is often that light for people in crisis.”

—Logic, Def Jam Artist

Developing Better Informed Communities

With an estimated 54 million Americans living with a mental disorder in any given year, we all need to be able to recognize the signs of emotional distress, and understand when and how to get help for ourselves and our loved ones.

Workshops, presentations, and trainings are just some of the ways MHA-NYC educates individuals, families, service providers, workplaces, and communities about common mental health challenges, how to support someone, and ways to find assistance. We are building towards a world where we all understand as much about our mental health as we do about our physical health.

EDUCATING CAREGIVERS, HELPING CHILDREN THRIVE

Good mental health begins in childhood, so it is critical for parents and caregivers to lay a solid emotional foundation for the children in their lives. MHA-NYC's **Circle of Security** parent coaching program helps adults do exactly that.

Through a series of scientifically grounded, interactive workshops, parents and caregivers are taught how to read their children's behavioral signals and how to supportively respond to their children's emotional needs. Classes are offered in English and Spanish, free of charge, to at-risk families at Early Head Start programs, Community Centers, WIC Centers, and more. By teaching parents how to provide supportive environments where their children can learn and thrive, MHA-NYC is giving children the best chance possible to grow into healthy, well-adjusted adults.

According to Angela Mora-Vargas, Assistant Vice President of Programs, "Being a parent isn't easy but through Circle of Security, parents don't have to do it alone. We provide parents with the tools to understand their children's needs, creating lasting security for the child and greater satisfaction and confidence for the parent."

BRINGING SUCCESS TO YOUTH

When The JPMorgan Chase Foundation created **The Fellowship Initiative (TFI)**, a college readiness program for young men of color in four cities across the U.S., they knew their students, known as The Fellows, would need emotional as well as academic support in order to succeed. So, they turned to the experts: MHA-NYC.

MHA-NYC engaged with JPMorgan Chase's program to create customized assessments to identify unmet needs and curricula to educate the TFI scholars. As part of the program, we developed tailored training seminars to help the mentors support The Fellows, identified targeted mental health resources, and worked with them individually and in groups to enhance coping skills to manage academic and other life challenges. By teaching The Fellows and mentors to identify mental health issues and to understand when and

1,400
MHA's Circle of Security (COS) Parent Coaching Program is the largest scale implementation of COS in the country, educating over 1,400 parents and caregivers every year.



Building New Community Understanding

By showing people that behavioral health issues can be overcome and, in some cases, are preventable, we are helping more and more people live healthier, happier lives.



how to get help, MHA-NYC helps put success within reach of every one of the TFI scholars.

Linda M. Rodríguez, Head of The Fellowship Initiative and Program Officer for Youth Employment said, “JPMorgan Chase prepares young men of color for college and career success through The Fellowship Initiative (TFI). TFI engages high school students in intensive programming to support their academic growth, and social and emotional development, with a focus on wellness and resiliency through MHA-NYC’s social and life-skills curriculum. MHA-NYC’s ability to provide assessments, training, and access to mental health services enables The Fellows to focus on their academics and excel in other areas of life.”

The TFI program has a 100% success rate of students graduating high school and moving on to college.

MHA-NYC’s ability to provide assessments, training, and access to mental health services enables Fellows to focus on their academics and excel in other areas of life.

—Linda M. Rodríguez, Head of The Fellowship Initiative and Program Officer for Youth Employment

Driving Change Every Day

MHA-NYC takes its job of advocating for policy and practice improvements seriously. Never resting until mental wellness is attainable for everyone, we track changing trends and advance reforms that focus on the most pressing unmet mental health needs.



“The Veterans Mental Health Coalition continually exceeds expectations in terms of service to veterans, their families, and the providers who support them.”

—Loree Sutton, MD, Commissioner of the New York City Department of Veterans' Services

STRIVING FOR BETTER CARE

The mission of MHA-NYC's Center for Policy, Advocacy and Education is to identify underserved areas of mental health needs and to bring collaborators together to meet those needs.

This year, we advocated safeguarding the behavioral health gains provided by the Affordable Care Act, which has hovered on the edge of dissolution for several months, putting at risk critical services for people facing mental health challenges. At the same time, we have put our energies into building strategic partnerships to better meet the mental wellbeing of veterans, service members and their families.

Together with The New York State Health Foundation, the Veterans Mental Health Coalition of NYC, a 1,000-member association MHA-NYC co-founded in 2009, hosted a series of public events to highlight successful public-private partnerships between the VA and community providers and provide recommendations for replication in order to spur future collaborations.

Loree Sutton, MD, Commissioner of the New York City Department of Veterans' Services said, “We applaud the Veterans Mental Health Coalition (VMHC) for their tireless dedication to the veterans' community. From

convening partners to providing training, VMHC continually exceeds expectations in terms of service to veterans, their families, and the providers who support them. We are thrilled to call VMHC a partner in our work to serve this community.”

The Center for Policy, Advocacy and Education raises the volume of the mental health conversation in this country and improves services for all who need them by building communication, convening resources, fostering partnerships, conducting policy analyses, and educating policymakers.



Changing Every Day Lives.

MHA-NYC regularly asserts the importance of mental wellness to policymakers, building on a nearly half-century history of striving for better mental health care access and equity.

Good Stewards



Our 25th Annual Gala: Just Talk About It

Last year, MHA-NYC's 25th Annual Gala, *Just Talk About It: Stories of Recovery and Success*, brought hundreds of business, policy, and mental health leaders to Gotham Hall in Manhattan, focused on the power of “just talking about” mental health, and celebrated several mental health champions whose inspiring words and deeds have helped others find hope and care.

IT WAS OUR PRIVILEGE TO HONOR FIRST LADY OF NEW YORK CITY **CHIRLANE MCCRAY** for her extraordinary vision and commitment to mental health with the launch of ThriveNYC, including its signature program, NYC Well. New York Giants Wide-Receiver **BRANDON MARSHALL** and his wife **MICHI MARSHALL** were recognized for their passionate mental health advocacy, changing the lives of thousands of young people and their families who do not know where to turn for help. **THE ZIRINSKY FAMILY—INCLUDING CYNTHIA ZIRINSKY, SUSAN ZIRINSKY, JOE PEYRONNIN, AND CYNTHIA ECKES**—was honored for their unmatched support of MHA-NYC and incredible mental health philanthropy for over three generations and five decades.

AND, FORMER PRESIDENT AND CEO OF MHA-NYC GISELLE STOLPER was recognized for her singular commitment to making MHA-NYC the organization it is today.

DINNER CHAIRS JENNIFER ASHLEY OF CBRE; KEVIN DANEHY OF BROOKFIELD; AND CHARLES P. FITZGERALD OF V3 CAPITAL MANAGEMENT helped make the evening an incredible success, and raised over \$500,000 to fund MHA-NYC's life saving programs. In addition to exceeding its fundraising goal, the event brought the conversation about mental health issues out into the open and demonstrated how simply talking can lead others to take action and achieve wellness.

Our Donors

\$100,000+

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Financial Statements

Fiscal Year Ended June 30 (000's omitted)

	2017	2016	2015
Revenues			
Government Contracts	29,762	24,699	25,078
Foundations, Corporate, Individual Contributions and Other	2,848	2,400	2,492
Total Revenues	32,610	27,099	27,570
Expenses-Program Services			
Lifenet and Crisis Services	9,352	6,510	5,450
Public Education and Advocacy	1,411	1,643	1,781
Children and Family Services	5,901	4,788	5,002
Adult Housing and Rehabilitation	3,289	4,035	3,833
Suicide Prevention and Disaster Services	7,156	6,641	7,862
Total Program Services	27,109	23,617	23,928
Management and General	3,544	3,142	3,394
Total Expenses	30,653	26,759	27,322
Excess Revenue over Expenses	1,957	340	248
Net Assets at June 30	7,516	5,559	5,219

Making Change Happen

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**Jane Gutshall-Walsh,
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*Director of
Human Resources*



Our commitment to help all people achieve emotional wellbeing is possible. With your continued support and generosity, MHA-NYC can make it a reality.

Program Areas



ADULT SERVICES

- Another Way Peer Program
- Harlem Bay Network
Personalized Recovery
Oriented Services (PROS)
- Older Adult Assertive
Community Treatment
(ACT) Team

PARENT & CAREGIVER SERVICES

- Family Resource Centers (FRCs)
- Family Link and Family Link
Plus Preventive Programs
- Circle of Security Parent
Coaching Program

YOUTH SERVICES

- Adolescent Skills Centers
- JPMorgan Chase The
Fellowship Initiative
- NYC Department of Youth
and Community Development
Capacity Building Programs

CRISIS AND BEHAVIORAL HEALTH TECHNOLOGY

Network Administration Services

- National Suicide
Prevention Lifeline
- Disaster Distress Helpline
- Veterans Crisis Line
- NFL Lifeline

Contact Center Services

- NYC Well
- HOPEline
- BRAVELine
- Fidelis Care
- Health First
- Lyra Health
- CBRE
- Floating Hospital
- Gouverneur Hospital
- Help/PSI-Brightpoint Health
- Housing Works

ADVOCACY AND EDUCATION COALITIONS

- Coordinated Children's
Services Initiative (CCSI)
- Geriatric Mental Health
Alliance of New York
- Veterans Mental Health
Coalition of New York City



“Thanks to our funders and donors, we’ve been able to expand the reach of our life-saving programs to serve over 1 million people each year. —Kimberly Williams, President and CEO, MHA-NYC



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youmatter.suicidepreventionlifeline.org

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