



# Promoting a Culture of Independence, Acceptance and Dignity

## 2017 Annual Report

Leaders in Mental Health Advocacy,  
Education and Community Support

[www.mhah.org](http://www.mhah.org)

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**From the Board Chair**



“Resilience” is defined as “the capacity to recover quickly from difficulties, or toughness,” or the ability to ‘spring back into shape, elasticity’. Resilience is a central characteristic of mental health, and defined the agency in 2017.

We were fortunate to have advance notice of changes in strategic direction from a key funder, and their continued support, yet we still experienced a significant loss of revenue mid- year. As always staff demonstrated their toughness, commitment and resolve, rallied and pulled together and tightened their own belts so services were not impacted.

We remained a key policy leader in both states, coordinating Advocacy Days and Policy Conferences and battling threats to access to medication.

We continued Offering Roads to Recovery in our 46 permanent supportive housing apartments (one of which hosted a visit from the American Legion Ladies Auxiliary National President).

We continued Connecting and Supporting Those in Need through our Warm Line (which turned 18 years old this year).

And as always, we Promoted the Mental Health of the Community, through our suicide prevention programming, and dozens of professional and community workshops, including one with Lady Gaga’s Born this Way Foundation.

So—we sprang back— 2018 promises greater stability and new opportunities including training nursing home staff across the state of Kansas.

I am so proud of the staff and their dedication - and so appreciative of the support of the community and people like you. Your partnership, your technical advice, and your monetary support were essential in enabling our quick recovery, and underpin our toughness and resolve to meet our mission.

So thank you, kudos to the staff, and here’s to a better 2018!

**Statistical Snapshot**

<b>People Served</b>	<b>27,885</b>
Persons Housed	48
Compassionate Ear calls answered	2,217
Youth receiving suicide prevention programs	4,809
Educational Events	110
<b>Budget</b>	<b>\$871,341</b>
<b>Staff</b>	<b>25</b>

**Mission: Mental Health America of the Heartland is dedicated to promoting the mental health of the community, and improving the quality of life of persons with mental illness, through advocacy, education, and support.**

## 2017 Program Descriptions & Highlights

Our **Advocacy & Recovery Support** program promotes the recovery and integration of individuals with mental illness into the community by providing peer and/or professional support services, advocacy (Individual, Systemic, and/or Legislative), linkage, and intervention to ensure full receipt of and benefit from traditional psychiatric and social services.

- **WASA (Wellness and Support Advocates)** is an award-winning and successful initiative that places mental health consumers in positions of trust and responsibility within the social services industry. WASAs are placed at MHAH housing properties and at partner social service agencies which have included: supportive housing programs, homeless shelters, mental health agencies, domestic violence centers, and safety net health clinics.

***Over 95% of clients reported satisfaction with WASAs assistance in helping them reach their goals, meet their needs, and manage their illness.***

- **The Compassionate Ear Warmline** is a consumer-run listening service which operates from 4pm to 10pm daily, including holidays. The Warmline offers non-crisis supportive listening, coping strategies, information, and a reprieve from loneliness or isolation. This program also provides human service training and esteem-building employment opportunities for persons with mental illness.

***80% of callers successfully resolved their presenting issues on the call.***

The **Heartland Housing Initiative** increases access to permanent safe, decent, and affordable supportive housing for individuals with mental illness in the bi-state region. The Initiative's programs are based on successful, national recognized supportive housing models and include both agency-owned properties and leased units provided by partnered landlords.

***98% of clients at our housing sites maintained their housing in 2017.***

Our **Mental Health Promotion** provides information about mental illness and its treatment to eradicate stigma, encourage screening, and translate knowledge into clinical practice to improve treatment and support services. This is done through educational events presented throughout the Kansas City area and includes workshops, conferences, speaker's bureau, and health fairs. This program works in collaboration with persons with mental illness, their family members, and professionals and social service providers to develop and tailor educational programs to meet the needs and interests of the audience.

***97% of individuals gained new knowledge and skills that they could use at work, parenting, or in personal recovery from mental illness.***

***98% of individuals attending educational events increased their knowledge.***

The **Child and Youth Mental Health Initiative** provides community education programs to increase the capacity of youth to better achieve mental health and wellness through awareness, prevention, and reducing the stigma around mental illness.

- **ANSWER (Adolescents Never Suicide When Everyone Responds)** provides suicide prevention information on warning signs and intervention, education, resources, and consultation to adolescents, parents, and educators.

***After attending MHAH's suicide prevention program, over 93% of students were very willing to seek help for themselves (86%) or friends (95%) if they were feeling suicidal; a 20% increase from prior to the session.***

**Audited Financials January 1 – December 31, 2017**

<b>REVENUES</b>	
Contributions & grants	\$575,255
Program service fees	\$32,370
Rental income	\$119,188
Other income	\$8,556
<b>TOTAL REVENUES</b>	<b>\$735,369</b>
<b>EXPENSES</b>	
Program services	\$585,480
Management and general	\$175,011
Fundraising	\$50,437
<b>TOTAL EXPENSES</b>	<b>\$810,928</b>
<b>NET ASSETS</b>	
Beginning of year	\$933,077
Change in net assets	(\$75,559)
<b>END OF YEAR</b>	<b>\$857,518</b>



**A complete audit report prepared by an independent auditor is available for review upon request.**

**The Mental Health Bell**

Witnessing the deplorable and inhumane treatment of patients with mental illnesses who were chained by their wrists and ankles to hospital walls inspired future leaders of the National Mental Health Association to devote their time to improving the lives of all those who suffer from mental illnesses, and changing the way America thinks about persons with mental illnesses. They believed with better understanding and treatments, the cruel practice of using shackles and chains to restrain people with mental illness would eventually stop—and, eventually, it did.

In 1952, a call was issued to asylums across the country for their discarded chains and shackles. Volunteers at the Mental Health Association’s National Headquarters collected the metal restraints from hundreds of mental hospitals across the country which were then shipped to a bell foundry and cast into a 300-pound bell. Nothing could proclaim hope for those who have mental illness more dramatically than a bell cast from the actual chains and shackles used as restraints for persons with mental illnesses.



To many, a bell symbolizes freedom and liberty. For the 40 million Americans affected by mental illnesses, the bell serves as a powerful reminder that the invisible chains of misunderstanding and discrimination continue to bind people with mental illnesses.

**THANK YOU to all of our donors and supporters!  
You make a difference in the lives of people with mental illness.**