

# **Creating New Nonprofit Business Models Amid COVID-19**

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**Wednesday, April 15, 2020**

**2:15 pm ET / 11:15 am PT**

With the new reality of COVID-19, nonprofits cannot afford to be "shut down" or lose market presence and community/statewide relevance. While keeping staff, volunteers and those we serve safe, nonprofits must find new and different ways to provide services. What does that process look like? How do we create new business models which may be as effective, or in some cases even more effective, as we continue to fulfill our missions? What are the possible 'silver linings' we can identify, which will elevate us and our resilience, in the eyes of our communities and states during this global crisis? The webinar will explore these ideas as opportunities to become even stronger organizations now and in the future.

*The recording and slides from this 60-minute webinar will be made available to all registrants and will be archived on MHA's website.*

### **Presenter:**

**Mike Brose:** Since 1993, Mike Brose, CEO, Mental Health Association Oklahoma (MHAO) has worked to ensure MHAO has a reputation for bringing community partners together to tackle difficult issues related to mental illness, suicide, homelessness and incarceration. He started his career at MHAO with just five employees. Today, MHAO boasts approximately 180 staff members in Tulsa and Oklahoma City. Under Mike's leadership, MHAO offers programs that include housing, mental health education, support groups, pro bono counseling, mental health screening and referral, suicide prevention, peer-to-peer recovery services, employment placement and support, integrated mobile medical intervention and criminal justice advocacy. MHAO's housing programs in Tulsa and Oklahoma City utilize a Housing First model that provides immediate access to safe, decent, and affordable housing for individuals who have experienced mental illness,

homelessness, substance use and justice involvement. Brose has grown MHAO's housing portfolio from just 11 beds at its Walker Hall Living Center in 1991 to its current 1,433 units of affordable housing in Tulsa and 133 units in Oklahoma City. The housing and wrap-around services uniquely positioned MHAO to begin meeting the needs of Tulsa and Oklahoma City's most vulnerable citizens. "I have been honored to serve as MHAO's CEO for 27 years," said Brose. "I have grown with this organization and am grateful to all who have supported me and MHAO during that time resulting in all that we have been able to accomplish." Throughout his social work career, Brose has committed himself to teaching, mentoring and empowering social work practicum students. His unique style ignites the same passion he has for advocacy in others. Brose models to students that when systems fail people affected by mental illness and homelessness, they shouldn't be afraid to challenge the system and advocate for more just and dignified systems. In recognition of his service, Mike was inducted into the social work hall of fame at both Oral Roberts University and the University of Oklahoma's Anne and Henry Zarrow School of Social Work.

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