Our Mission

Mental Health America (MHA) - founded in 1909 - is the nation’s leading community-based nonprofit dedicated to addressing the needs of those living with mental illness and to promoting the overall mental health of all Americans. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need it; with recovery as the goal.
# Table of Contents

Public Policy ......................................................... 5
Programs and Services ............................................. 6
Mental Health and Systems Advocacy ......................... 7
Public Education ..................................................... 8
Marketing and Communications ................................. 9
Annual Conference .................................................. 10
Recovery Services ................................................... 11
Community Outreach ............................................... 12
Affiliate Relations ................................................... 14
MHA on the Road ..................................................... 15
Web and Email ....................................................... 16
Social Media ......................................................... 17
Public Policy

In 2018, MHA worked hard to ensure that opioid legislation contained key policy priorities, including peer support, behavioral health integration, cross-sector support for recovery, screening, and early intervention for mental health and substance use.

Prevention for All
MHA continued its co-leadership of the Collaborative on Accountable Communities for Health for Children and Families at the National Academy of Medicine, exploring critical topics in collective impact for children’s mental health. MHA also led a coalition letter to the U.S. Preventive Services Task Force on the need for cross-cutting and tiered approaches to promoting healthy child development and preventing mental health and substance use conditions.

Early Identification and Intervention for Those at Risk
MHA submitted a measure of cross-cutting behavioral health recommendations to the Centers for Medicare and Medicaid Services to promote more effective early intervention in value-based payment programs. MHA also co-hosted a convening on Cross-Sector Approaches to Delivering Behavioral Health Services in the Child Welfare System with the Georgetown Center on Poverty and Inequality with funding from Kaiser Permanente.

Integrated Treatment for Those Who Need It
MHA wrote letters and met with the committees of jurisdiction for the opioid legislative package in Congress, to ensure that the proposals acknowledged the interconnected nature of mental health and substance use and took a Before Stage 4 approach to addressing these needs. The Senate then passed the Opioid Crisis Response Act (as amended) on the 10th anniversary of the Domenici-Wellstone Mental Health Parity and Addiction Equity Act. The law includes a key MHA priority that begins the process of setting up coverage of peer support services in Medicare, Section 1008.

Recovery as the Goal
MHA presented "Can We Universally Accommodate Mental Health and Should We? A Systematic Review of the Evidence and Ethical Analysis" at the Petrie-Flom Center for Health Law Policy, Biotechnology, and Bioethics at Harvard Law School, analyzing disability law approaches to promoting equitable access for individuals with mental health conditions.
Programs & Services

MHA Screening and Screening to Supports (S2S)

Screening and Screening to Support (S2S) numbers continued to rise in 2018. The Programming team focused on building research projects that evaluated data from and developed projects for both MHA Screening and S2S. These projects led to additional program and funding opportunities for both programs. The research included projects developed in collaboration with Psyberguide, The Creative Research into Engaging Applications for Timely Interventions in Mental Health at University of Washington, the Center for Behavioral Intervention Technologies (CBITs) at Northwestern University, and the University of California, San Francisco.

Our team as also implemented of a new data dashboard software called Tableau. Use of this software has and will continue to streamline data management and provide extra data support to affiliates in MHA Screening.

Technical Assistance Coalition (TAC)

The Programming team closed out our 2018 TAC project with the highest rates of attendance to MHA webinars to date. The following is a summary of webinars provided and number of attendees for each training.

1) Best Practices in Peer Training (922 attendees)
2) Innovation in Peer Linkage and Referral (250 attendees)
3) Suicide and Self Harm Prevention (810 attendees)
4) Peer Specialist and Police as Partners Prevention (417 attendees)

Workplace Mental Health

MHA cohosted the Second Workplace Collaboration Meeting during the One Initiative at Forum. In collaboration with American Psychiatric Association, Sutter Health, One Mind Initiative, Yale Center of Emotional Intelligence, and The Faas Foundation, the group identified key areas of priority, current gaps, and stakeholders to engage for 2019 workplace mental health planning.

State of Mental Health in America

The 5th annual publication of State of Mental Health in America was released to press on October 31, 2018. This year’s spotlight looked at Youth and Trauma.

Since it was released, the report has been picked up by major publications including the Washington Post, Forbes, Washington Times, Miami Herald, The Hill, SF Gate, Mashable, US News and World Report, Milwaukee Journal Sentinel, and Mental Health Weekly.
Regional Policy Council 2018 Activities

2018 was quite a year for the Regional Policy Council. There were four RPC national meetings that coincided with national legislative groups: National Governors’ Association (NGA), National Council of State Legislatures (NCSL), American Legislative Exchange (ALEC) and the Conference of State Governments (CSG).

Legislative mental health champions were identified and presented awards at each of these meetings. Governor Pete Rickets of Nebraska was honored in Washington, DC in February (NGA), which was preceded by a briefing at the National Press Club entitled Peer Specialists and Police as Partners in Preventing Crises.

At the August Los Angeles (at NCSL) meeting, Achieving B4Stage4 through Access and Accountability, eight state legislators were given awards and were also presented with a Congressional Proclamation by Congressional Mental Health Caucus Co-Chair Representative Grace Napolitano.

In August in New Orleans (ALEC), at the meeting Why the Criminal Justice System is Not a ‘Big Easy’ Solution for Behavioral Health, two legislators received awards, and speakers included current and former legislators and the Tennessee Commissioner for Behavioral Health.

The final meeting of 2018 held in Covington, KY (at CSG), Stepping Over Barriers and Building Bridges to Further B4Stage4, had eight additional legislators receiving mental health champion awards.
Public Education

May is Mental Health Month
The 2018 theme for May was Mental Health Month was Fitness #4Mind4Body. It tracked closely with the Fit for the Future theme of our June 2018 conference. During the month of May, we focused on what we as individuals can do to be fit for our own futures – no matter where we happen to be on our own personal journeys to health and wellness. The 2018 toolkit consisted of materials including:

- Fact sheets on mental health is affected by diet, sleep, stress, gut health, and exercise
- Worksheets on making life changes
- A promotional poster, sample social media posts with images, and web banners
- A sample press release and a drop-In article

Minority Mental Health Month
This year’s Minority Mental Health Month efforts were focused on highlighting the voices and experiences of individuals from across a range of communities through our #MyStoryMyWay campaign, which aimed to solicit stories from individuals about the way that diverse communities perceive, narrate, communicate, and address mental health and mental illness. #MyStoryMyWay reached 1.6 million people over four weeks - speaking volumes to the great need there is to promote mental health outreach and public awareness among minority communities.

Spanish Materials
MHA works nationally and locally to raise awareness about mental health and ensures that those at-risk for mental illnesses and related disorders receive proper, timely and effective strategies. This year MHA worked closely with partners such as the Anxiety and Depression Association of America to adapt materials into Spanish and were able to produce 8 new web pages in Spanish. Spanish versions of the Mental Health Month materials were also released as web pages and downloadable/printable pdfs.

Back to School campaign
MHA’s 2018 Back to School Toolkit provided young people with information to help them understand the effects that trauma can have on the mind and how traumatic events may trigger the onset of mental health conditions like depression, anxiety, and psychosis. Young people were encouraged not to suffer in silence and use screening, crisis, and app resources. The toolkit includes: key messages and stats, drop-in article, sample social media posts and images, factsheets and worksheets, and a “Don’t Suffer in Silence” poster.
Communications

Media Snapshot

MHA has maintained a steady presence in media throughout the year. MHA staff, including Paul Gionfriddo, Theresa Nguyen, Debbie Plotnick and Nathaniel Counts serve as spokespeople and are called on often to comment on various policy issues concerning mental health and substance use. MHA continues to be a go-to organization for public affairs issues around mental health, with Capitol Hill reporters calling on a regular basis.

MHA is also called upon frequently for comment following events that involve gun violence and/or prominent suicides. MHA continues to walk a careful line with media regarding gun violence and mental health and works diligently to remind reporters and outlets that the large majority of those with mental illness are never violent. We continue to employ our message that early intervention is key and addressing mental illness “Before Stage 4” is critical in combatting suicide and mental health crisis. MHA also uses its blog, Chiming In, on a regular basis to communicate organizational thoughts and positions on legislation and recent events to our supporters and the general public. We have expanded the blog in the past year to include partner voices as well as MHA staff.

This fall also saw the release of our white paper Beyond Awareness: Student-led Innovation in Campus Mental Health and MHA’s annual State of Mental Health Report. Both have received solid coverage, with mentions in publications like the Washington Post, Forbes, and US News and World Report.

Press Release Highlights from 2018

- Statement by Paul Gionfriddo, President and CEO of MHA, on the Better Care Reconciliation Act
- Mental Health America, Sutter Health Leading the Way in Innovation to Treat Mental Illness
- Statement by Paul Gionfriddo, President and CEO of MHA, on Florida Shooting
- MHA Statement on Passage of American Health Care Act
- Statement by Paul Gionfriddo, President and CEO, MHA, on loss of Kate Spade and Anthony Bourdain
- MHA joined new lawsuit to save Obamacare, which gained tremendous amount of press

Over 2,000
News Stories Mentions in 2018

Reached over 7,400,000 readers
In the third quarter of 2018 alone

$3,000,000+
Ad Equivalent in 2018

7
Press Releases in 2018

MHA was quoted or cited in the following publications and outlets:

- Buzzfeed
- Forbes
- Hartford Courant
- Health Magazine
- Kaiser Health News
- Los Angeles Times
- Modern Health Care
- Nashville Medical News
- Players Tribune
- Politico
Annual Conference

MHA’s 2018 Annual Conference: Fit for the Future!

MHA’s 2018 Conference – Fit for the Future took place on June 14-16, 2018, in Washington, DC, where it hosted over 700 attendees!

Our Fit for the Future theme explored what we can do personally as individuals to keep ourselves healthy in the 21st Century, how data and personal narratives are increasingly connecting exercise and nutrition to overall mental health, and how leaders in the nutrition and fitness fields are using this information to promote overall health and well-being and impact the mental health of millions. We took a look into programs that are already making use of cutting edge 21st Century technologies, treatments, and research—as well as those that will emerge soon to benefit those with mental health concerns. We offered new tools and techniques that are enabling professionals and peers to launch innovative and collaborative practices that brighten the future of mental health care for all. And we talked about what we must do to enact 21st Century policy solutions to support all these efforts—to demonstrate how designing and implementing effective prevention, early intervention, and recovery-oriented policies that promote innovation can make a real difference.

The 2019 Mental Health America Annual Conference will take place in Washington, DC from June 13-15, 2019, with the theme Dueling Diagnoses: Mental Health and Chronic Conditions in Children and Adults. We received a record-number of breakout submissions via our Call for Proposals, and feedback on our theme has thus far been incredibly positive.
Recovery Services

First-Ever National Peer Specialist Certification

Last year MHA proudly announced the creation of the MHA National Certified Peer Specialist (NCPS) credential.

MHA began NCPS Master Classes Train-the-Trainer Course with affiliates such as Greater Reading Mental Health Association, Mental Health Association of Palm Beach County, Mental Health America of South Carolina, and Mental Health Connecticut. This course provided certificates, training materials, and promotional materials.

MHA also created CMS letter for using our certification in Psychiatric Collaborative Care Management billing codes for Medicare. Currently it is signed on by National Alliance of Psychiatric Health Systems and has bipartisan, bicameral support on the Hill.

Mental Health Partnerships

- MHA signed a partnership agreement with Mental Health Partnerships (MHP). MHP has trained over 3,500 peer supporters through its Certified Peer Specialist (CPS) Training.
- MHA signed a partnership agreement with RI International. RI International has trained over 9,500 peers through its Peer Employment Training (PET).
- MHA signed an agreement with Limitless on consulting around promoting credential.

Peer Support on the move

To extend the reach of our Peer Support efforts, members of MHA...

- Attended an American Lung Association meeting on smoking cessation among people with BH conditions in public housing;
- Attended a Quitter’s Circle meeting on survey about peers considering quitting smoking, wanted support from peer perspective;
- Presented at the Leadership Institute on MHA and Certification;
- Presented on peer wages and national certification at Peerpocalypse at MHAO conference;
- Announced a new grant It’s My Life: Peer Partners Implementation Grant for affiliates at MHA conference; and
- Interviewed with Lois Collins of Deseret News from Salt Lake City on college mental health and anxiety.
Community Outreach

Key Partnerships

- **Hot Topic, Inc.** an American retail chain that specializes in counterculture-related clothing and accessories, showed great interest in potential collaborative efforts with MHA.

- **Apple** showed great interest in having an MHA representative at a mental health awareness event at Apple Headquarters. Apple was connected with VP of Policy and Programs who would serve as presenter for October event.

- The **notOK** application developed to function as an SOS app for individuals who may be in crisis or in need of support agreed to a partnership, including the integration of screening tools into notOK app. The creators of the notOK app were the recipients of the 2018 mPower Award.

- **This is My Brave** a nonprofit focused on storytelling as a means of dispelling stigma and creating connection finalized a partnership agreement that includes the presence of MHA affiliates at local This is My Brave events and integration of screening tools into outreach efforts.

- **Project Hope Exchange** and MHA agreed to partner and share information about current Hope project.

New Associate Members

- **Zanolife** is a health and wellness promotion platform, working with individuals in Hong Kong. Their primary focus is the promotion of physical and mental wellbeing. They provide wellbeing education services and offer physical health screenings to their clients via our healthcare network. As well as physical wellness, mental wellness is one of the key focus as they see physical and mental wellbeing as going hand in hand.

- **Impero Software** offers remote monitoring and management software, relied upon by education establishments around the world. Founded in 2002, Impero Software is now assessed by over 1.5 million devices in over 90 countries. Impero is used by over 1,400 UK high schools and in over 500 US districts.

- **Pretty Girl Passion Society** provides unique approaches to peer support, advocacy, and mental health awareness for a diverse community of women who lack access to services because they are underinsured or decline access to services because of stigma.

- **NeuroFlow** helps persons with mental health conditions feel better faster. We offer secure, real-time technology to optimize mental wellness and performance through effective monitoring, positive reinforcement, and targeted guidance.

MHA social media team worked closely with representatives from the **Born This Way Foundation**, an MHA collaborator, to support the Foundation’s 21 Days to Be Kind Challenge. MHA created social media content to share as part of this effort.

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Key Coalitions

- Coalition for Whole Health
- Medicaid Coalition
- Consortium for Citizens with Disabilities
- Mental Health Liaison Group
- Leadership 18
- Parity Implementation Coalition
- MAP Rx Coalition

**B4Stage4 Goes International!**

MHA licensed the B4Stage4 campaign to the **Canadian Mental Health Association in British Columbia** (CMHA-BC). CMHA-BC will use the B4Stage4 message to framework policy and public education for the next two years.
Thank you to our associate members and partners!
Affiliate Relations

Smoke-Free Housing

In partnership with the American Lung Association (ALA), MHA worked to help facilitate the successful implementation of the U.S. Department of Housing and Urban Development’s (HUD) smoke-free housing rule to improve health outcomes for all residents, including those living with mental illness and substance use disorders.

As part of this project, we worked with the Lung Association to create and disseminate educational resources and awareness messages specifically focused on and culturally relevant to the behavioral health community.

Through this effort, MHA announced an opportunity for affiliates to apply and receive a $5,000 mini grant to support the implementation of the smoke-free housing rule.

Community College Mental Health Innovation Initiative (CCMHII)

MHA, along with two collaborating organizations, sought out affiliate partners for a four-year initiative to address mental health at community colleges around the country. MHA is currently exploring grant opportunities in this area with a specific role for MHA affiliates.

The dramatic need for comprehensive supports and services at community colleges is only increasing, therefore affiliates were encouraged to partner with their local community college and join a national transformation network alongside 6-8 other groups across the US.

Through this initiative, we hoped to:

- enhance and/or expand needed mental health services for students;
- develop and enhance strategic community partnerships that will supplement mental health services and programs that community college cannot provide;
- create a peer learning network of community colleges tackling mental health issues; and
- advance the field by disseminating knowledge and tools from the initiative.

State of Mental Health in America Report

Many affiliates have shared the incredible work they’ve been doing at the state and local level throughout the year. This year, affiliates were invited to submit a brief summary highlighting the work they have been doing and its impact over time. This was a great opportunity for affiliates to provide their input into what they believed would affect their state ranking.

Affiliate Spotlight

Mental Health Association
Oklahoma recently held its 24th annual Zarrow Mental Health Symposium – Innovations in Mental Health. The two-day event took place in Tulsa, bringing over 800 participants from across the region to explore the latest in mental health care and treatment. Innovations in Mental Health was designed to offer a forum where attendees could learn about translating research into practice, including innovative treatment models, programs, partnerships, and technologies that would benefit their work, community, faith community, family and/or personal life.

Buffalo-based Mental Health Association of Erie County has changed its name to Mental Health Advocates of Western New York.
MHA President & CEO Paul Gionfriddo had a very busy year so far!

In April, Paul gave a presentation with Sutter Health which focused on preparing for the future of mental health. This discussion included information on MHA’s mission and history, National Policy Environment, Screening and S2S, Peers in the Workforce, and Workplace Mental Health.

In May, Paul presented in Arizona focusing on the topic of why behavioral health is core to school and workplace success. During this month he also presented at the Leadership Institute and once again discussed preparing for the future of mental health.

In June, Paul resumed his role as emcee for MHA’s 2018 Annual Conference and spent July in the office in Alexandria and at home in Florida before hitting the road in August.

In June, Paul also traveled to Copenhagen to keynote the #1 Voice Summit, a worldwide patient summit sponsored by Lundbeck Pharmaceuticals. He also facilitated a workshop at the two-day event, and did three video interviews on the summit, on discrimination in mental health and to promote World Mental Health Day.

In September, Paul returned from a visit to Napa Valley, where he presented at the One Mind Initiative at Work. MHA’s Manager of Policy and Programs, Michele Hellebuyck, joined him there and they jointly hosted with One Mind a pre-seminar meeting of a group of national entities working in the workplace mental health space.

In October, Paul attended the 10th anniversary celebration of the enactment of the federal mental health parity act in D.C. this week, and then flew to Canada to attend a meeting/retreat on emotional intelligence and workplace mental health convened by the Faas Foundation.

In November, Paul was in Morris County, NJ to speak at the first annual Morris County legislative breakfast sponsored by MHA of Essex and Morris Counties. Then, he traveled to Dallas, TX to speak on workplace mental health at a conference sponsored by MHA of Greater Dallas. From there Paul went to Boston, MA where he met with senior leaders at Beacon Health Options, a company that has supported MHA and specializes in behavioral health management.

It was a busy 2018 for Paul, who traveled to two foreign countries (Denmark and Canada) and at least sixteen states around the country for MHA – visiting with affiliate board and staff members in Connecticut, New Jersey, Florida, California, Texas, Hawaii, Tennessee, and New York along the way.

They experienced many transitions this past year as Pam retired from MHAPBC, they moved from Florida to Connecticut, and they lost their daughter Larissa to cancer. As people know who have heard Paul speak during the past year, Larissa continues to inspire his work at MHA with a simple message of #alwayshope – a hashtag they both used in their advocacy efforts. Paul will head back on the road after a couple of weeks in the office at the start of next year.
# Web and Email

## Top Web Pages

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Schizophrenia</td>
</tr>
<tr>
<td>2</td>
<td>Mental Health Screening Tools Homepage</td>
</tr>
<tr>
<td>3</td>
<td>Depression Screen/ Stress Screener</td>
</tr>
<tr>
<td>4</td>
<td>Personality Disorder</td>
</tr>
<tr>
<td>5</td>
<td>Co-dependency</td>
</tr>
<tr>
<td>6</td>
<td>Paranoia and Delusional Disorders</td>
</tr>
<tr>
<td>7</td>
<td>Mental Illness and the Family: Recognizing Warning Signs and How to Cope</td>
</tr>
<tr>
<td>8</td>
<td>Spanish-Language Bipolar Disorder</td>
</tr>
<tr>
<td>9</td>
<td>Spanish-Language What is Depression</td>
</tr>
<tr>
<td>10</td>
<td>Depression in Teens</td>
</tr>
</tbody>
</table>

## Google Ad Words Campaigns

- Screening | Back to School Toolkit 2018 |
- MHM 2018 | Annual Conference 2018 |
- Mental Health America | TLC Lukens |
- Evergreen (Donations) | Workplace |
- Wellness | Publication | Pub Ed | Policy |
- Walgreens | Associate Membership |

## Top Paid Keywords

depression test | am I depressed | mental health services | signs of depression | mental health month | depression quiz | depressed quizzes | information on mental health | do I have depression | teenage depression | depression support | free test for depression | information on mental illness | mental health

## Key Performance Indicators

### Web and Email

<table>
<thead>
<tr>
<th>YTD</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Email recipients in 2018</td>
<td>54,045</td>
</tr>
<tr>
<td>Total Raised Online</td>
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<tr>
<td>Online Gifts in 2018</td>
<td>3,240,300</td>
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<tr>
<td>Web sessions in 2018</td>
<td>7,799,378</td>
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<tr>
<td>Web visitors in 2018</td>
<td>6,383,975</td>
</tr>
<tr>
<td>Page views in 2018</td>
<td>13,824,409</td>
</tr>
</tbody>
</table>

## Impressions and Clicks

- 2.09 Million YTD Impressions
- 92,737 YTD Clicks
Today is #WorldMentalHealthDay. There can be no #health without #mentalhealth. 300 million people of all ages have #depression 60 million people worldwide are affected by #bipolar 23 million people worldwide have #schizophrenia Depression is the leading cause of disability and is a major contributor to the overall global burden of disease. Cost-effective public health and intersectoral strategies and interventions can to promote mental health and recovery before crisis occurs - #b4stage4

Over 45,000 people from all over the world have screened for a mental health condition at MHAScreening.org. #WorldMentalHealthDay

“Mental health is as important as physical health, and when someone tells me to go workout for an hour, or eat a kale salad, or make sure to shower, sometimes it’s the last thing I want to hear. I have to meet myself where I’m at and I hope you can too.”

Having abnormally low levels of GABA is linked to depression and mood disorders, and this finding adds to growing evidence that our gut bacteria may affect our brains.

Over 45,000 people from all over the world have screened for a mental health condition at MHAScreening.org. #WorldMentalHealthDay

It’s more critical than ever to learn and listen to the voices of lived experience through #thingspeoplesaidaboutmymentalillness so that we can all learn to be more compassionate and understanding. Share your story. Listen to others. Fight #stigma. #MIAW18

It’s not just the challenging life stage. College life — the world, for that matter — has changed greatly in just a generation.

Today marks the 1st day of #MentalIllnessAwarenessWeek #MIAW

This New Instagram Feature Helps Users Dealing With Mental Health issues http://bit.ly/2kju7G4

You may know CPR and the Heimlich maneuver, but what is first aid in a mental health crisis? Save lives #B4stage4 https://buff.ly/2vlnCi6

83% increase in Twitter followers from 238,215 in 2017 to 288,652 in 2018

50% increase in Instagram followers from 23,030 in 2017 to 47,355 in 2018

1.5 million Fans so far in 2018

$770,532 Raised through FB

288,652 Followers YTD

14,580,000 Tweet Impressions in 2018
2018 – 2019 BOARD OF DIRECTORS

TOM STARLING ('14)
CHAIR OF THE BOARD
CEO, Mental Health America of Middle Tennessee

LAURA M. BAY ('18)
Coordinator for Assessment and Instruction
Bremerton School District

JOHN BOYD ('16)
System Executive for Mental Health Services
Sutter Solano Medical Center & Sutter Center for Psychiatry

JENNIFER BRIGHT, MPA ('17)
SECRETARY/TREASURER
President and Founder
Momentum Health Strategies

PETER D. A. CARSON ('14)
CHAIR-ELECT
Managing Director, Public Affairs
Powell Tate

LACY DICHARRY, MS, MBA ('17)
Chief Strategy Officer
Youth Era

DANIEL B. EISENSTEIN ('14)
Judge (Retired)
Mental Health Court of Metro Nashville, TN

DWIGHT HOLLIER, LPC, NCC ('17)
Senior Associate Athletics Director for Student-Athlete Health, Well-Being and Program Outreach
University of North Carolina Chapel Hill

AMY KENNEDY ('16)
Education Director
The Kennedy Forum

TIMOTHY G. LIVENGOOD, MSL ('14)
Resource Coordinator
Acadia Healthcare

STEPHEN C. MCCAFFREY, JD ('14)
President and CEO
Mental Health America of Indiana

FATIMA MNCUBE-BARNES,
EDD, MPH, MSIS, MBA ('18)
Executive Director
Louis Stokes Sciences Library, Howard University

MARIE MORILUS-BLACK ('16)
CEO
MBI Health Services, LLC

LINDA OLSON NEMIA ('14)
Marketing Consultant

LUIS PEREZ, LCSW ('15)
President and CEO
Mental Health Connecticut, Inc.

ANDREW E. RUBIN ('14)
Attorney (Retired)

DANIELLE SCHLOSSER ('17)
Lead Clinical Scientist
Verily Life Sciences

RUSTY SELIX ('13)
Advocate

MICHAEL THORNSBURY, CDM ('14)
Executive Director
Mental Health America of Louisiana

REGINALD D. WILLIAMS, II ('11)
PAST CHAIR
Vice President, International Health Policy and Practice Innovations
The Commonwealth Fund
Mental Health America, Inc.

Statement of Financial Position
December 31, 2018
(With Comparative Totals for 2017)

<table>
<thead>
<tr>
<th>Assets</th>
<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$738,138</td>
<td>$514,381</td>
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<tr>
<td>Investments</td>
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<td>3,018,545</td>
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<tr>
<td>Receivables, net</td>
<td>1,054,398</td>
<td>904,702</td>
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<td>Prepaid expenses</td>
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<td>Inventory</td>
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<td>Property and equipment, net</td>
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<tr>
<td></td>
<td>$5,594,791</td>
<td>$5,302,855</td>
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<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
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<tbody>
<tr>
<td>Liabilities:</td>
<td></td>
<td></td>
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<tr>
<td>Accounts payable and accrued expenses</td>
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<td>Deferred revenue</td>
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<td>Capital lease obligations</td>
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<td>Deferred rent and incentives</td>
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<td>Deferred compensation</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td>912,987</td>
<td>1,004,681</td>
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Commitments (Note 10)

Net assets:

<table>
<thead>
<tr>
<th>Without donor restrictions</th>
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<tbody>
<tr>
<td>Undesignated</td>
<td>430,951</td>
<td>180,590</td>
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<tr>
<td>Board designated</td>
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<td>2,284,780</td>
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<tr>
<td><strong>Total with donor restrictions</strong></td>
<td>2,714,977</td>
<td>2,465,370</td>
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<tr>
<td>With donor restrictions</td>
<td>1,966,827</td>
<td>1,832,804</td>
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<tr>
<td><strong>Total</strong></td>
<td>4,681,804</td>
<td>4,298,174</td>
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<tr>
<td></td>
<td>$5,594,791</td>
<td>$5,302,855</td>
</tr>
</tbody>
</table>

See notes to financial statements.
Mental Health America, Inc.

Statement of Activities
Year Ended December 31, 2018
(With Comparative Totals for 2017)

<table>
<thead>
<tr>
<th>Support and revenue:</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
<th>2017</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonfederal grants, contracts and contributions</td>
<td>$ 1,962,128</td>
<td>$ 1,626,883</td>
<td>$ 3,589,011</td>
<td>$ 2,872,513</td>
<td></td>
</tr>
<tr>
<td>Affiliates dues</td>
<td>237,279</td>
<td>-</td>
<td>237,279</td>
<td>217,365</td>
<td></td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>52,952</td>
<td>-</td>
<td>52,952</td>
<td>138,160</td>
<td></td>
</tr>
<tr>
<td>Federal contracts and grants</td>
<td>88,516</td>
<td>-</td>
<td>88,516</td>
<td>86,998</td>
<td></td>
</tr>
<tr>
<td>Royalties</td>
<td>183,398</td>
<td>-</td>
<td>183,398</td>
<td>129,370</td>
<td></td>
</tr>
<tr>
<td>Conference registrations</td>
<td>130,471</td>
<td>-</td>
<td>130,471</td>
<td>129,961</td>
<td></td>
</tr>
<tr>
<td>Combined federal campaign</td>
<td>36,899</td>
<td>-</td>
<td>36,899</td>
<td>35,497</td>
<td></td>
</tr>
<tr>
<td>Product and other sales</td>
<td>222,959</td>
<td>-</td>
<td>222,959</td>
<td>94,332</td>
<td></td>
</tr>
<tr>
<td>Investment (loss) income, net</td>
<td>(132,593)</td>
<td>(18,291)</td>
<td>(150,884)</td>
<td>245,330</td>
<td></td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>1,474,569</td>
<td>(1,474,569)</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td>4,256,578</td>
<td>134,023</td>
<td>4,390,601</td>
<td>3,949,526</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses:</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
<th>2017</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public education, policy and advocacy</td>
<td>1,272,478</td>
<td>-</td>
<td>1,272,478</td>
<td>1,080,846</td>
<td></td>
</tr>
<tr>
<td>Constituency services</td>
<td>971,997</td>
<td>-</td>
<td>971,997</td>
<td>1,035,494</td>
<td></td>
</tr>
<tr>
<td>Mental health programs and services</td>
<td>929,565</td>
<td>-</td>
<td>929,565</td>
<td>1,035,559</td>
<td></td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>3,174,040</td>
<td>-</td>
<td>3,174,040</td>
<td>3,151,899</td>
<td></td>
</tr>
<tr>
<td>Supporting services:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>456,821</td>
<td>-</td>
<td>456,821</td>
<td>363,422</td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>376,110</td>
<td>-</td>
<td>376,110</td>
<td>351,426</td>
<td></td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>4,006,971</td>
<td>-</td>
<td>4,006,971</td>
<td>3,866,747</td>
<td></td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td>249,607</td>
<td>134,023</td>
<td>383,630</td>
<td>82,779</td>
<td></td>
</tr>
</tbody>
</table>

| Net assets: | | | | | |
|-------|--------|-----------------|-----------------|
| **Beginning** | 2,465,370 | 1,832,804 | 4,298,174 | 4,215,395 |
| **Ending** | **$ 2,714,977** | **$ 1,966,827** | **$ 4,681,804** | **$ 4,298,174** |

See notes to financial statements.
Mental Health America, Inc.

Statement of Functional Expenses
Year Ended December 31, 2018
(With Comparative Totals for 2017)

<table>
<thead>
<tr>
<th></th>
<th>Program Services</th>
<th>Supporting Services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2017</td>
</tr>
<tr>
<td>Salaries and benefits</td>
<td>$ 750,400</td>
<td>$ 2,086,506</td>
</tr>
<tr>
<td>Operating fees</td>
<td>28,482</td>
<td>100,572</td>
</tr>
<tr>
<td>Professional fees and contracts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>service payments</td>
<td>84,961</td>
<td>258,317</td>
</tr>
<tr>
<td>Communications</td>
<td>16,254</td>
<td>57,764</td>
</tr>
<tr>
<td>Postage and shipping</td>
<td>38,608</td>
<td>46,983</td>
</tr>
<tr>
<td>Occupancy</td>
<td>59,958</td>
<td>215,772</td>
</tr>
<tr>
<td>Printing and design</td>
<td>59,903</td>
<td>48,593</td>
</tr>
<tr>
<td>Conference and meetings</td>
<td>53,039</td>
<td>337,451</td>
</tr>
<tr>
<td>Travel</td>
<td>29,096</td>
<td>131,870</td>
</tr>
<tr>
<td>Subscriptions and dues</td>
<td>21,678</td>
<td>50,177</td>
</tr>
<tr>
<td>Grants</td>
<td>68,430</td>
<td>239,792</td>
</tr>
<tr>
<td>Office supplies and activities</td>
<td>7,156</td>
<td>42,969</td>
</tr>
<tr>
<td>In-kind expenses</td>
<td>17,141</td>
<td>138,160</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>37,372</td>
<td>135,278</td>
</tr>
<tr>
<td>Bad debt expense</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>$ 1,272,478</td>
<td>$ 3,866,747</td>
</tr>
</tbody>
</table>

See notes to financial statements.