2018 Annual Report
The Campaign for Georgia's Mental Health
Dear Partners and Stakeholders,

Mental Health America of Georgia exist to serve Georgians by promoting positive mental well-being and identify strategies to increased access to behavioral health services and support. We are working to revitalize our visibility and usability to support all 159 counties and over 500 cities. This year, we provided education and outreach to over 70 high burden, low resource and rural counties throughout the State. With the support of our partners, MHA of Georgia created a new mental health awareness training program to increase mental health literacy for first responders, interfaith leaders, school administration, veterans and community members. We have expanded Kids on the Block program to over 10 new counties and increased our involvement in collaborative partner groups to advocate across lifespan for mental health. This year we will launch our membership program to further expand the work of the organization and activate community members to protect the rights of individuals with behavioral health challenges.

We live in changing times and MHA of Georgia refuses to become complacent. With a new general assembly in place, it was a busy year at the State Capitol for mental health. We are dedicated, now more than ever, to supporting individuals and families to ensure the coverage gap is closed, insurance companies provide equitable mental health services and improve mental well-being across the lifespan of all Georgians.

We are humbled that none of this would be possible without the support of our partners, funders and stakeholders who believe in our mission. We are committed to reducing the rates on suicide throughout the State and improving access to behavioral health care by reducing the stigma associated with mental illness. Our hope is that as more education on mental well-being is offered, the more people will seek help sooner to live fulfilling and productive lives. I encourage you to review our annual report and, more importantly, to join us on our journey to change the way we all think about mental health.

Jewell H Gooding MBA, MA, NCC
Executive Director
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Retired, AT&T
Georgia Governor, Brian Kemp, surrounded by MHA of Georgia staff, Board Member and community partners for the signing of the "May is Mental Health Month" Proclamation
Advocacy

MHA of Georgia makes and supports policy recommendations that promote the rights and access to care of individuals living with a behavioral health condition. We build solutions to increase access to health care all while combatting discrimination, and the stigma associated with mental illness.

The 2019 Legislative Session included:

- Collaboratively hosted the Freshman Forum for 20 new legislators.
- Co-hosted 7 Mental Health Mondays to bring awareness to over 100 legislators, legislative aides and administrators at the GA State Capitol.
- Participated in 5 Health Related Days at the Capitol totaling approximately 1,700 participants.
- Distributed 13 weekly Legislative Updates to more than 875 subscribers (25% vs last year) with a 20% average open rate.
Youth Programs

Our youth programs offer education and wellness puppetry arts performances for ages 3-12. We are expanding our youth initiatives with WISE and LEAP to include youth and young adults up to age 26.

**Program Highlights**

- **Kids on the Block (KOTB)**
  - Puppetry Arts Program
  - Ages 3-12
  - Educate youth to understand and communicate their thoughts, feelings and behaviors in the home, school, and community.

- **Wellness is Something for Everyone (WISE)**
  - Puppetry Arts Program
  - Ages 3-15
  - Social emotional learning to build resiliency and social skills for youth with or at risk of behavioral health challenges.

- **Leadership, Empowerment, Access Program (LEAP)**
  - Vocational Training Program
  - Ages 16-26
  - Training and support emerging adults with behavioral health conditions to prepare them for employment opportunities.

**Program Details**

- **Programs Served**
  - 8,450 unduplicated children served through KOTB
  - 128 KOTB performances (5% increase vs. last year)
  - 22 counties served (10% increase vs. last year)
More than \textit{20\% vs. last year} serviced through Kids on the Block.
The Mental Health Academy is a training program to educate non-mental health professionals to better understand mental illness/addictions and provide effective response options for de-escalation. It offers Mental Health First Aid (MHFA), Question, Persuade, and Refer (QPR) Gatekeeper Training, and Outreach Wellness Learning (OWL) seminars.

**Program Highlights**

**MHFA**
- Recognize signs and symptoms of mental illness
- De-escalation techniques and action plan
- 8-hour instruction
- Evidence Based

**QPR**
- Recognize signs and symptoms of suicide
- De-escalation & support strategies
- 1-2 hour instruction
- Evidence Based

**OWL**
- Recognize signs, symptoms, & treatment for mental illness
- Effective coping & support strategies
- 60-90 minute instruction
- Research Based

484 # of first responders trained in MHFA since program expansion
726 # of public safety personnel trained in MHFA
158 # of MHFA trainings facilitated
26 # of trainings facilitated to train 426 people in QPR
30 # of trainings facilitated to train 600 people in OWL
More than 3900
808% vs. last year

Georgians trained in the Mental Health Academy.
Your donations provided more than 500 toiletry items for the Good Neighbor Homeless Shelter in Cartersville!
Community Outreach

MHA of Georgia hosts and collaborates with partners to offer outreach events to raise awareness about mental health and wellness throughout the state! In 2019, we participated and disseminated resource information at more than 20 events.

- **Stigma Free Cornhole Tournament**
  - Partnered with Ford Vox (Shepard Center) & Rennie Sloan (The Carter Center)
  - Raised more than $500

- **Lele's Mental Health Basketball Tournament**
  - Partnered with Lele's Project
  - Raised more than $700

- **House to Home**
  - Partnered with the Atlanta Healthy Start Initiative
  - Raised more than $1,000
Your donations provided 50 baskets filled with home products during our House to Home Product Drive!
Donors

Substance Abuse and Mental Health Services Administration (SAMSHA)
Department of Behavioral Health & Developmental Disabilities (DBHDD)
Department of Human Services (DHS)
Department of Family & Children Services
Atlanta Women’s Foundation
Premier Academy
Behavioral Health Link
National Institute for Mental Health
The Realan Foundation
Beacon Health Options
Nelson Mullins Riley & Scarborough, LLP
United Way of Greater Atlanta
Blue Cross Blue Shield of Georgia
Willowbrooke at Tanner
The Tull Charitable Foundation
Federal Reserve Bank of Atlanta
Kroger Company
Anchor Hospital
Northeast Georgia Health System
Peach State Health Plans
Care Source
Janssen
Cornhole ATL
AT&T Foundation
Multi Agency Alliance for Children
The Atlanta Foundation for Psychoanalysis
The Carter Center
National Alliance for Mental Illness (NAMI)
Stanley S. Jones & Barbara Cleveland
MaryBeth Peters
Rennie Sloan
Ford Vox
Allan Kennedy
Linda Henderson-Smith
Gregg Graham
Scott Landers
Edward Summers
Thomas Christopher
April Ray
Carol Levy
Deloria Pride Chubbs
David Hoort
David Cunningham
Melisa Beauchamp

We are grateful for the individuals and businesses whose generosity makes our work possible!
Thank you to everyone that attended the 3rd Annual Fight the Stigma Casino Night. We raised more than $26K!
Save the Date
4th Annual Fight the Stigma Casino Night
May 16, 2020
Porsche Experience Center
Financial Snapshot

MHA of Georgia was proud recipients of the Mental Health Awareness Training Grant from the Substance Abuse Mental Health Services Administration to educate six counties in Georgia. We are grateful to Kaiser Permanente to allow the organization to educate three additional counties. We are thankful for our continued partnership with Georgia Division of Family & Children Services Prevention & Community Section and Georgia Department of Behavioral Health & Developmental Disabilities. MHA of Georgia is overwhelmingly proud of the increased in assets to support the education and advocacy of mental health.
17,736 Users

Facebook (75.11%) Twitter (8.60%) Instagram (16.28%) Youtube (0.01%)

Impressions
1 Million
193% ↑

Engagement
24.1K
164% ↑

Clicks
1,459
79% ↓

Monetization
$11.7K
2018 was the first year MHAG monetized social media to generate donations

Percentage
year percentage difference vs. 2017 fiscal
Who We Serve

Educating Georgia, one county at a time!

In 2017, MHA provided educational resources in 39 counties out of 159, and at least 3 counties in each region.

In 2018, MHA provided educational resources in 72 counties out of 159, at least 12 counties in each region and all 6 counties in region 3.

We have provided education resources ranging from Mental Health First Aid, Outreach Wellness Learning (OWL) Seminars, Question, Persuade, Refer (QPR) trainings, Kids on the Block Performances, Speaking Engagements, and Outreach Events in each marked county.
Become an Agent of Hope

**Friend Membership**

Friends of MHAG members will have the opportunity to increase community and state awareness of mental health and wellness and engage in outreach events across the state.

- 100% tax deductible
- Outreach & Organization Event invitations
- Membership Card
- Access to exclusive trainings
- Newsletter

**Peachbell Membership**

Peachbell members will have access to information related to policy and legislation across the state that impacts mental health care and services. Members will work collaboratively to combine knowledge, services and resources to support mentally healthier lives in Georgia.

- 50% tax deductible
- Advocacy, Organization, and Outreach Event Invitations
- Membership Card
- Lunch n Learns
- Advocacy Newsletter

[www.mhageorgia.org/membership](http://www.mhageorgia.org/membership)
Get Involved

Fundraise

Become a Host or Sponsor for our annual fundraiser, Fight the Stigma Casino Night! Host a Mental Health Mixer with your friends to help us share the great work MHAG does.

Donate

Make a tax-deductible contribution to Mental Health America of Georgia; every dollar counts! Visit our website for others ways to donate.

Advocate

Become an advocate for mental health. Follow us on social media, share our posts with your friends, and stay connected.

www.mhageorgia.org/donate
Vision
We envision that Georgians will have access to mental wellness resources and thrive in compassionate communities.

Mission
We work to enhance the mental health and wellness of Georgians through education, outreach, and advocacy.

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