



2011 Annual Report





Who Are We?

Mental Health America (formerly the National Mental Health Association) is the country's leading nonprofit dedicated to helping all people live mentally healthier lives. With approximately 300 affiliates nationwide, we represent a growing movement of Americans who promote mental wellness for the health and well-being of the nation—every day and in times of crisis.

Mental Health America Vision

Mental Health America envisions a just, humane and healthy society in which all people are accorded the respect, dignity and the opportunity to achieve their full potential free from stigma and prejudice.

Mental Health America Mission

Mental Health America is dedicated to promoting mental health, preventing mental disorders and achieving victory over mental illnesses through advocacy, education, research and service.

2011 Summary of Activities

ADVOCACY

Mental Health America also successfully advocated for the implementation of the Affordable Care Act, which increase mental health coverage for all Americans by eliminating pre-existing conditions as a barrier to insurance and encouraging preventive screenings, vaccines and non-medical interventions to health. Ultimately, this law will allow earlier and more successful treatments, and help prevent lots of health issues. Mental Health America provided technical assistance to its affiliates and other stakeholders to promote involvement of the behavioral health community in implementation discussions and decisions at the state level. In particular, MHA is especially concerned with the development of the state health insurance Exchanges, the benefits provided in the Exchanges, the expansion of Medicaid to low income individuals, the development of demonstration projects for those eligible for both Medicaid and Medicare, and health home initiatives which would promote integration of behavioral health and primary care. MHA and its affiliates continue to work to ensure the parity law of 2008 is fully implemented and is properly incorporated into the new insurance benefits being developed as a result of the ACA.

Mental Health America also advocated for appropriations, ensuring mental health prevention, treatment and services are fully funded and available for all Americans. This work included meetings with Federal decision-makers, working with the Mental Health America affiliates at the state and local level, and creating grassroots advocacy with individual supporters. MHA developed an analysis of the effects of sequestration on mental health and substance use services and are advocating strongly for policy makers to develop a solution before thousands of lives are affected by the cuts. MHA has also been instrumental in advocacy to protect the Prevention and Public Health Fund, a pot of money allocated by the ACA that will promote the health and well-being of many Americans.

In addition, the organization worked closely with the new Patient Centered Outcomes Research Institute, to provide guidance on best practices related to the identification, engagement, training and support of patients in the research enterprise. This included providing them with a literature review on existing patient engagement tools and commenting on materials and processes as they were developed by the Institute.

Mental Health America, its affiliates, and members of its advocacy network continue to bring the voice of the consumer to legislators at all levels of government to ensure that no decisions are made without the input of those directly affected. They have advocated against budget cuts to defund mental health services to both individuals and communities at both the Federal and State level. Grassroots advocates took action over 3,000 times on 12 Action Alerts relating to a range of mental health issues. MHA has developed a voting guide that has been distributed widely to promote voter registration amongst those who are consumers of mental health services as well as provide tools for engaging candidates in discussions about mental health issues and resources to get out the vote.

Service

Mental Health America continues to work with Live Your Life Well, an interactive website designed to help people everywhere live mentally health lives. Live Your Life Well features 10 steps to combat and manage stress as well as promote mental wellness. MHA has also undertaken several prevention initiatives.

Mental Health America is also proud to produce literature as part of our Dialogue for Recovery program, which has been ongoing for the last several years. Dialogue for Recovery literature educates consumers, family members, policy makers, providers and caregivers on what to expect from the diagnosis of a mental condition through the recovery process.

Mental Health America created *You're On the Team*, a consumer focused website around Shared Decision-making (<http://www.nmha.org/go/youreontheteam/home>). Shared Decision-making is a process that leads to a mutual decision by doctor and patient on what course of treatment to follow and what steps the patient needs to take to enact his or her plan. This website has educational materials and hands on information about shared decision-making, how to talk to your doctor, psychiatrist or psychologist, and effective ways to be heard.

Mental Health America also created My Plan, My Life, a consumer focused website about Psychiatric Advanced Directives, The website, <http://myplanmylife.com/>, has step-by-step instructions on creating a Psychiatric Advanced Directive, and where to find information in each state. A Psychiatric Advanced Directive is a legal document completed in a time of wellness that provides instructions regarding treatment or services one wishes to have or not have during a mental health crisis, and may help influence his or her care.

EDUCATION

Mental Health America completed a situational analysis of the United States' mental health Prevention and Promotion landscape. The analysis reviewed the health indicators such as morbidity and mortality rates, mental illness, community violence, obesity, high school graduation rates, etc. in the United States. This analysis will provide a starting point for future discussions about prevention and promotion strategies and tools. The organization held three well-attended webinars to educate mental health providers and nonprofits on the basics of mental health prevention and promotion and how to properly implement evidenced-based prevention programs using cost-effective prevention programs at a time of tight budgets.

Mental Health America also created new materials for the general public. As part of Mental Health America's on-going Back to Campus education series, a toolkit on general mental health information for both the individual and the community was created

(<http://www.mentalhealthamerica.net/go/backtocampus>). Also created were a series of stand-alone fact sheets on Trauma, Social Determinants of Health and Health Literacy.

In 2011, Mental Health America expanded its social media base, allowing the organization to educate a new population about mental health and mental illness. In addition, these new supporters took action, encouraging grassroots change in their communities. With these tools, the organization was able to extend our reach considerably on both Facebook and Twitter.

2011 Financials

	Unrestricted	Temporarily Restricted	Permanently Restricted	2012 Total
REVENUE AND SUPPORT				
Grants, contracts and contributions	\$1,686,317	\$669,663	\$-	\$2,355,980
Conference registrations	53,331			53,331
Affiliate support	298,537			298,537
In-kind contributions	173,461			173,461
Combined federal campaign	78,457			78,457
Sales	63,941			63,941
Rental and royalty income	118,872			118,872
Interest and dividend income	88,826			88,826
Realized gains (losses) on investments	4,518			4,518
Net assets released from restrictions	<u>1,182,270</u>	<u>(1,182,270)</u>	=	<u>0</u>
TOTAL REVENUE AND SUPPORT	3,748,530	(491,683)	-	3,256,847
EXPENSES				
Program Services				
Education	872,924	-	-	872,924
Advocacy	745,930	-	-	745,930
Constituency services	827,029	-	-	827,029
Research	<u>192,266</u>	=	=	<u>192,266</u>
Total Program Services	2,638,149	-	-	2,638,149
Management and General	451,379	-	-	451,379
Fundraising	<u>377,585</u>	=	=	<u>377,585</u>
TOTAL EXPENSES	3,467,113	-	-	3,467,113
CHANGE IN NET ASSETS	281,417	(491,683)	-	(210,266)
(before unrealized gains (losses) on investments)				
UNREALIZED GAINS (LOSSES) ON INVESTMENTS	(27,342)	(14,334)	=	(41,676)
CHANGE IN NET ASSETS	254,075	(506,017)	-	(251,942)
NET ASSETS, BEGINNING OF YEAR	<u>2,725,602</u>	<u>1,659,150</u>	<u>288,971</u>	<u>4,673,723</u>
NET ASSETS, END OF YEAR	\$2,979,677	\$1,153,133	\$288,971	\$4,421,781

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