Increasing public awareness and understanding of mental health disorders will help dissolve prejudice and discrimination, and open doors to treatment and equal opportunity for participation in schools, communities, and the workforce. With every person we put at ease regarding an illness or disability, there is another person who escapes the hold of stigma and is available to show compassion and understanding to others.
In accordance with Section 630.030 RSMo, the Missouri Department of Mental Health has the following responsibilities:

- Reduce the incidence and prevalence of mental disorders, developmental disabilities, and alcohol or drug abuse through primary, secondary, and tertiary prevention
- Maintain and enhance intellectual, interpersonal, and functional skills of individuals affected by mental disorders, developmental disabilities, or alcohol or drug abuse by operating, funding and licensing modern treatment and habilitation programs provided in the least restrictive environment possible.
- Improve public understanding of and attitudes toward mental disorders, developmental disabilities and alcohol and drug abuse.

To address the Department’s statutory requirement to improve public understanding of mental health conditions and address stigma, the Missouri Mental Health Foundation was established. The Missouri Mental Health Foundation was founded in 2008 and is a 501 (c)(3) non-profit organization.

**MISSION:** The mission of the Missouri Mental Health Foundation is to raise awareness and public understanding of issues impacting individuals and families living with mental illness, developmental disabilities, and substance use disorders. Through education and advocacy, our efforts battle stigma and discrimination, promote care and treatment, and foster inclusion in the community and workforce.

**VISION:** The vision of the Missouri Mental Health Foundation is to have Missourians appreciate the importance of mental health and assist in restoring hope to persons living with mental illness, developmental disabilities and substance use disorders.

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The Missouri Mental Health Foundation continues to collaborate with the Missouri Department of Mental Health, as well as other organizations, in providing broad-based public education, awareness, and stigma reduction services. Such services may include positive media communications, public service announcements, marketing to the general public, providing mental health resources, coordinating and/or hosting special events such as trainings and conferences, and providing technical assistance on mental health-related activities and projects.

Key Events and Activities

2019 Mental Health Champions’ Banquet

On August 13, 2019 the Missouri Mental Health Foundation hosted their 12th annual Mental Health Champions’ Banquet. Due to spring flooding, the event was rescheduled from June to August. This annual awards banquet celebrates and recognizes the outstanding achievements of three Missourians that have overcome many challenges to make life better for themselves, others and their communities. More than 470 individuals attended the banquet.

The Mental Health Champions’ Award recognizes three Missourians each year, including an individual living with mental illness, an individual living with developmental disabilities and an individual in recovery for substance use disorders. The award recipients make positive contributions to their community, exemplify commitment and vision, and their actions have increased the potential for independence in others with similar mental health conditions.
The 11th annual Real Voices, Real Choices Conference was held in August 2019, providing for three days of presentations, workshops, panels, and activities of interest. It is a gathering of consumers, family members, friends, self-advocates and persons in recovery who come together to learn about programs, service issues, opportunities and self-advocacy. It's about fostering growth and empowerment, as well as finding the tools to be successful in the community. Attendance included more than 700 consumers, family members and professionals. In partnership with the Missouri Department of Mental Health and the Conference Planning Committee, the Missouri Mental Health Foundation hosts this conference annually.

Assessing & Managing Suicide Risk Training (AMSR)
During 2019, in partnership with the Harry S. Truman Veterans' Hospital, more than 50 behavioral health professionals received training in assessing and managing suicide risks. AMSR is a one-day training for behavioral health professionals presenting five of the most common dilemmas faced by providers and the best practices for addressing them.

Director’s Creativity Showcase
The Director’s Creativity Showcase is an annual art competition open to individuals receiving services through the Department of Mental Health. In 2019, we received nearly 250 art entries. The artwork is judged and cash awards provided. Select pieces were then exhibited at multiple venues throughout Missouri, including Osage Beach, Manchester, Columbia, Springfield, Kansas City and Jefferson City. This display acquaints the general public with the talents and abilities of individuals living with mental illness, developmental disabilities and substance use disorders.
Education and Awareness Campaign

The Missouri Mental Health Foundation continued their educational campaign by airing TV awareness ads. During 2019, TV ads were aired in central Missouri and Cape Girardeau. The ads are designed to raise awareness and public understanding of mental illness, developmental disabilities, and substance use disorders. This media campaign was initiated in 2014 highlighting developmental disabilities, substance use disorders, recovery, stigma, and mental health disorders. Visit our website at http://www.missourimhf.org/ to view the ads since the project’s inception in 2014.

In addition, MMHF continues to manage the screenings of “Not My Child”, a film where parents share their personal experiences and knowledge to help support other parents and families. The film explores different paths to recovery and looks at the disease of addiction. Our hope is that by watching this film and continuing the conversation, families will feel more equipped to address substance use disorders with their children and foster more open conversations. This film was created in partnership with Better Life in Recovery and the Missouri Recovery Network. To date, more than 2,300 individuals have viewed the film.

Addiction & Recovery Summit (Missouri State University)

In partnership with the Missouri State University – Collegiate Recovery Program, Better Life in Recovery and the Missouri Recovery Network, MMHF co-hosted the Addiction and Recovery Summit at Missouri State University in Springfield. The Summit featured an opening keynote speaker, multiple breakout sessions and a panel discussion with elected officials. More than 125 individuals attended the Summit.

Inclusive Golf Program

The mission of the Missouri Mental Health Foundation encompasses fostering inclusion in the community. We believe that through the game of golf, individuals living with mental illness, developmental disabilities and in recovery for substance use disorders can become actively engaged in the social fabric of a community and derive health benefits that improve quality of life.

In partnership with the Turkey Creek Golf Center and Ken Lanning Golf Course, the third year of hosting the inclusive golf program included both excitement and growth, as well as challenges and limited opportunities. In the Spring of 2019, MMHF partnered with Cole County Residential Services where 14 individuals participated in the program, including two participants who built up the courage up to use the new accessible golf carts! Flooding, which resulted in significant damage to the golf course, prevented MMHF from hosting two additional programs in the fall of 2019; however, we were able to host a 2-session basic introductory course with 14 youth from the Capital Region Hospital - Social Skills Group.

With a strong core of amazing volunteers and mentors, the participants were actively engaged in the program. The feedback received from our partners and participants continues to be very positive! We look forward to providing this program, once again, in 2020!
2019 Inclusive Golf Program
Other News

- **Rebranding** – In the spring of 2019, the Missouri Mental Health Foundation released a Request for Services: Marketing & Public Relations seeking proposals from professional firms with experience in working with non-profit organizations interested in community branding, advertising, promotional and awareness campaigns, and public relations. Services provided would include web content development, including an enhanced website and new logo, the creation of an educational awareness campaign, assistance in developing social media notifications, design and development of a quarterly e-newsletter and other communication materials, as well as the design of various marketing and awareness resources. The Missouri Mental Health Foundation is proud to partner with Hub & Spoke in 2019-2020, a digital marketing agency that helps clients find focus through web design, branding, print design and marketing strategy.

- During 2019, the Missouri Mental Health Foundation sponsored several mental health educational conferences and trainings hosted by partner organizations.

- The Missouri Mental Health Foundation also exhibited and participated in 24 community events, trainings and conferences in 2019, sharing educational resource materials and assistance.

- In addition, we continue to stay active on Facebook, sharing awareness/educational posts and inspirational messages. Our engagement with the general public continues to grow.

- Through phone calls and e-mail outreach from the general public, the Missouri Mental Health Foundation continues to handle multiple requests seeking assistance regarding care and treatment for themselves, a family member, or a friend; as well as resource materials and educational opportunities to learn more about mental health conditions. On average, the Foundation will receive 100 resource assistance requests annually through our web site and social media page.
Fiscal Year 2019 Financial Overview

In partnership with the MO Department of Mental Health and other organizations, the Foundation provides broad-based public education, awareness and stigma-reduction services such as positive media communications, trainings/conferences/special events, resource and educational materials, family and individual assistance regarding treatment providers and support services, as well as program technical assistance.

Financial integrity is an organizational-wide responsibility encompassing our staff, as well as the Board of Directors, and as such, the Foundation is audited annually by an independent firm. The financial charts shown below represent the Missouri Mental Health Foundation's receipts and disbursements for Fiscal Year 2019.

FY '19 Receipts

FY '19 Disbursements
To our partners, supporters and volunteers,

THANK YOU! A special note of gratitude goes to those who continue to join MMHF in battling the public’s misunderstandings and negative behaviors toward individuals and families living with mental illness, developmental disabilities, and substance use disorders! We must work together to eliminate the stigma. Stigma can lead to discrimination, resulting in harmful effects such as the reluctance to seek help or treatment, a lack of understanding by family, friends or co-workers, health insurance that does not provide adequate coverage, and the belief that you can’t improve your situation...and you can! Please continue to join us as we collectively work in educating our communities, speaking out against stigma, promoting care and treatment, seeking inclusion for all, and in educating others! You can make a BIG DIFFERENCE!

Perceptions and Attitudes Impact Everyone

Remember there is a face, a person, a family, and a community behind each and every mental health disorder.