



Missouri
Mental Health
Foundation



2021 Annual Report

Raising Awareness and Public Understanding
of Mental Illness, Developmental Disabilities
and Substance Use Disorders



2020 was a year like no other. The impact of COVID-19 changed our lives and showed us to do “living” in a different way. Missouri Mental Health Foundation felt the impact of the pandemic and like the rest of the world, we tried to find a new way of honoring communication and routines, as well as honing coping skills to deal with fear and uncertainty. We also overcame our own internal challenges with staffing, forcing us to rethink roles and how to operate as a cohesive team.

But some of the greatest good has come from this chaotic time. We learned new ways to talk to one another, we found hidden paths to resiliency, and often the most unconventional methods to be creative. Like the rest of the world, MMHF had to find a different mechanism for how we handled our day-to-day operations and our long-term planning had to find a new course. While it may have slowed us down a bit and tripped us up from time to time, we faced down 2021 by continuing to raise awareness and public understanding of mental illness, developmental disabilities, and substance use disorders and embraced new mediums to help reach more Missourians. Now more than ever, clear and conscious communication is crucial as we work to educate our state on the resources available.

Thank you to Missouri Department of Mental Health, MMHF Board of Directors, our funders, our volunteers and our network of individuals and organizations that continue to support the work to be done.

We learned the importance of hope and hung on tight to it.

Katie Andrews

Executive Director

Board of Directors

Terry Trafton

President

Mary Parrigon

Vice President

Stacy Welling

Secretary and Treasurer

Jonce Chidister

Ladell Flowers

J. Michael Keller

Jane Pfefferkorn

Clay McGranahan, Jr.

Debra Walker

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Our mission 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.

Our Programs

The Missouri Mental Health Foundation continues to collaborate with the Missouri Department of Mental Health and other organizations in providing broad-based public education, awareness and stigma reduction services.

Some of our key events and activities:



Kailey Reeves
St. Thomas



Amanda Koch
Washington



Dwain Strickland
Belton

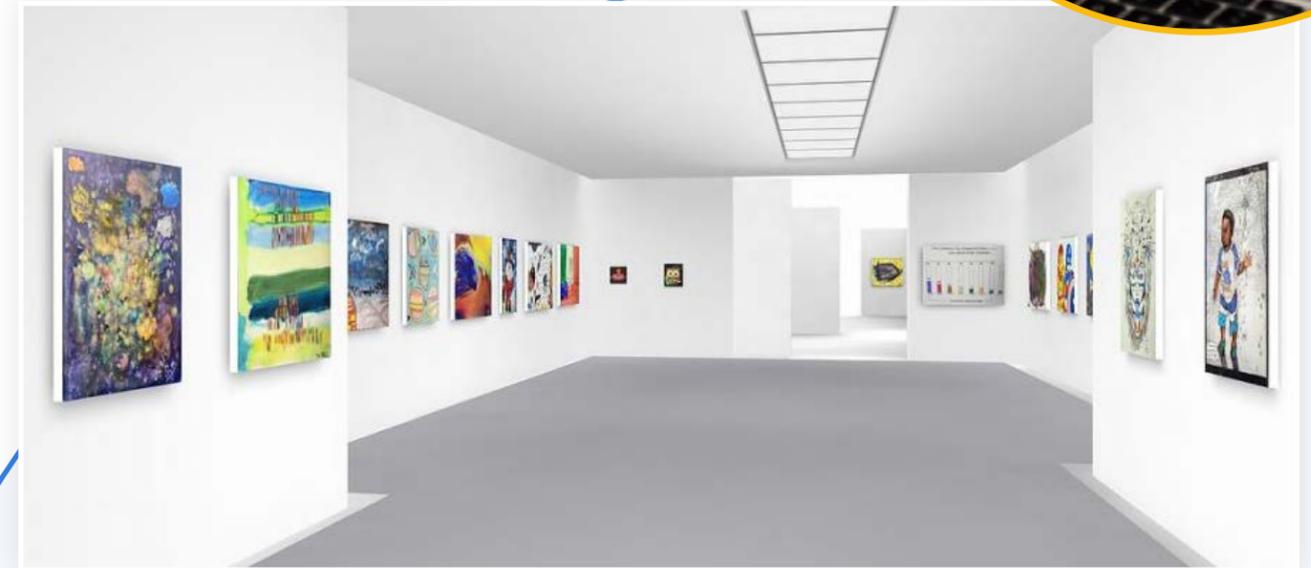
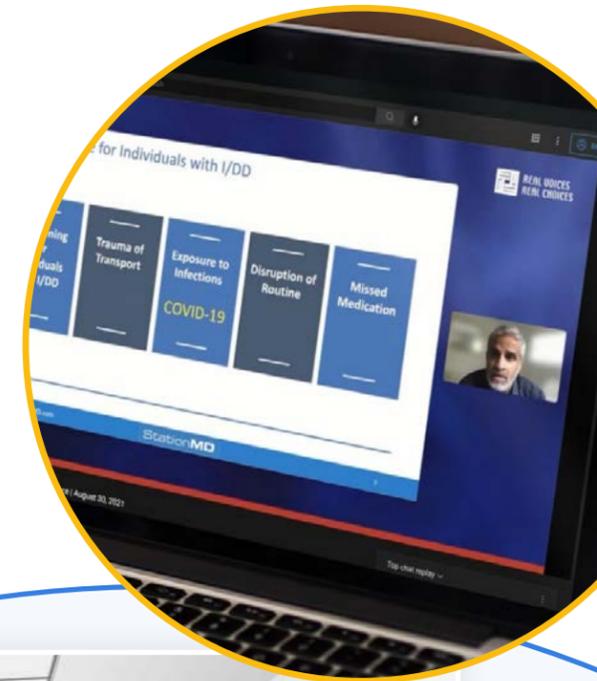
Mental Health Champions' Banquet

Due to the pandemic, the 2021 Mental Health Champions Banquet was postponed for the safety of consumers, guests and staff. We look forward to celebrating our 2021 and 2022 Champs in May of 2022.

This event recognized the outstanding achievements of three Missourians who have overcome many challenges to make life better for themselves, others, and communities.

Real Voices – Real Choices Conference

The Real Voices – Real Choices Conference was virtual for a second year, with a combination of live and pre-recorded sessions. Attendees were able to view the conference activities' online and have active participation with their peers via social media. Post-event, the sessions were made available to attendees and across social media via a video library.



Director's Creativity Showcase

The Director's Creative Showcase has become a favorite with consumers, families, and staff. The annual art contest is an opportunity for individuals served by Missouri Department of Mental Health (DMH) to display their creative talents. To allow greater access to the art during the pandemic, a virtual showcase was prepared, with thousands of Missourians viewing it. Later in the year, the traveling exhibition returned, showcasing the art across the state.

1 in 5 Adults
*Live with a
Mental Illness*

#StopTheStigmaMO



Marketing Campaign

Thank you to United Way of Central Missouri for a grant award to MMHF to expand the #StopTheStigma campaign. This grant allowed expansion of 40 additional billboard messages throughout Central Missouri.

The campaign also reached Missourians through new methods, including audio ads on Spotify and Pandora along with video ads on YouTube. Additional marketing elements such as signage were created and a roadmap planned for future expansion of the campaign deliverables.

1 in 5 adults are
living with a
mental illness.

#StopTheStigmaMO



There are many ways to
address mental illness.
Step one?
Acknowledge it.

#StopTheStigmaMO



Not My Child Film

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.

This film can be viewed at no cost and was created in partnership with Better Life in Recovery and the Missouri Recovery Network.

This year, we also created a new toolkit and film resource guide to further enhance screenings.

**"I might have
noticed some things,
but I just thought she
was being 17."**

**"I was in big-time
denial, because
he was a good
kid all of his life."**

Not My Child



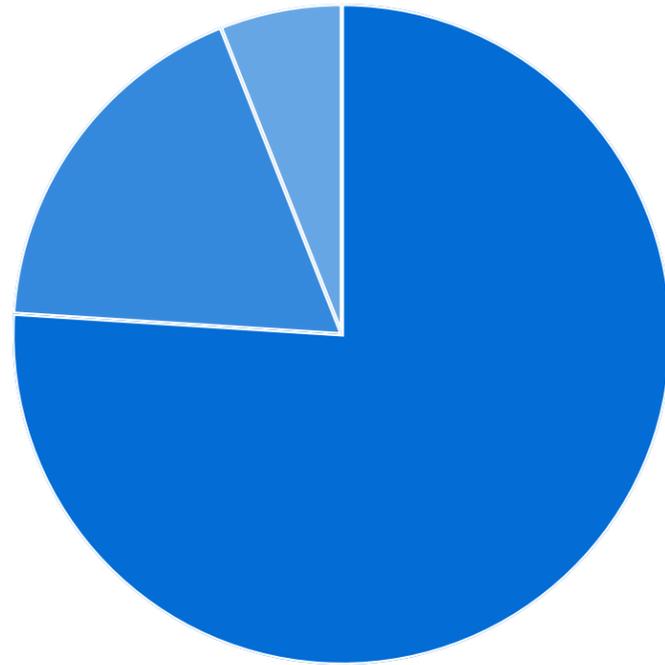
Our Impact

MMHF continues to encourage the conversation around mental health through a variety of activities, media methods and events.

The drive to make our efforts statewide continue with board, partner, and volunteer engagement. Our presence on social media continues to open doors for awareness, outreach and action, and we pride ourselves on being an education and referral site to those choosing to learn more about mental health.

Financials

Financial integrity is an organization-wide responsibility encompassing our staff as well as our Board of Directors, and as such the Foundation is audited annually by an independent firm.



FY 21 Disbursements

76% Training, Conferences and Special Events

20% Public Education

4% General Operations

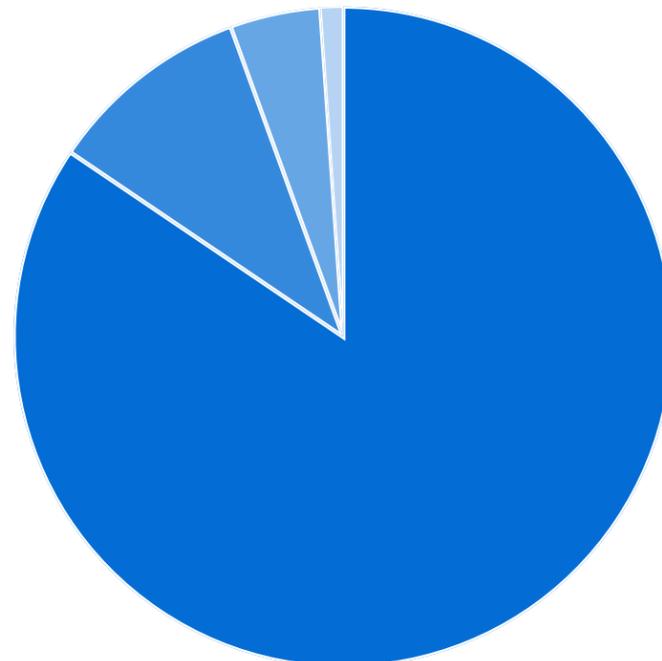
FY 21 Supports

76% State Support

11% Registration & Exhibits

9% Special Event Sponsorships

4% Donations & Misc.



Looking Ahead

While this has been a year of change, it has been a year of increased awareness and education, with opportunities to provide information for those seeking facts and resources on mental health, developmental disabilities, and substance use.

The work we do is only possible because of the partnerships we are proud to share with our donors, funders, and volunteers. We look ahead to the future to guide us as we connect and share information, resources and support through our communication and interaction.

In the year ahead, we are excited to connect with Missourians in new ways and via new projects. Under the leadership of our new Executive Director, Katie Andrews, we are excited to add a Speakers Bureau, take the reins of the RESPECT Institute program and return to community events across the state. Onwards!

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