



MAKING  
**ROOM**  
FOR  
MENTAL  
HEALTH

CAPITAL  
CAMPAIGN



## DEAR FRIENDS,



The Mental Health Association (MHA) is Making Room for Mental Health in Frederick County. We are embarking on an ambitious capital campaign that will allow us to renovate and move into our newly-purchased building.

MHA provides more than 15 programs that serve one in four people in our community. The demand for our services has increased dramatically over the last six years. As our population grows, and as the increasing demands on our daily lives take their toll, our services have become more crucial and sought after than ever before.

Our new facility will help us better serve Frederick's growing needs by providing ample, confidential space for client activities and allowing us to provide all of our services under one roof. The new building is situated in a convenient and highly visible location on South Jefferson Street. It has excellent access to several Transit lines and offers plenty of safe, free parking. Once we complete our renovations, it will be completely handicapped accessible.

As you can imagine, raising capital funds in this economic climate is indeed a challenge. It is, however, one the Board of Directors has enthusiastically and confidently taken on.

Over the last two years, our board members matched a generous Ausherman Family Foundation grant by personally contributing over \$100,000 toward the building campaign while soliciting another \$100,000 from their peers. We have also successfully obtained a State Bond Bill and a Frederick City Community Development Block Grant. The building purchase price and renovation will cost a total of \$3.4 million. We are already half way there!

This project is being completed in two phases. The first was the actual purchase of the building. The second will be the renovation of the interior and exterior.

We need your support! Investing in mental wellness affects not just the person struggling with emotional issues or the family under pressure. It affects the life of the entire community – employment, productivity, alcohol and drug abuse, domestic violence, homelessness, education, suicide rates and so much more.

Your financial partnership has and will continue to enable us to carry out this vital work. Thank you for your generous investment in Frederick County's mental health.

Patricia Hanberry, CEO

## from our chair



It is with great pleasure and a sense of purpose that I have accepted the invitation to serve as Chair for the Mental Health Association's "Make Room for Mental Health Capital Campaign." I deeply believe in the

work and mission of the Mental Health Association and know what a vital organization it is for the health and wellness of this community.

For 45 years, MHA's mental health and wellness programs have tremendously impacted the Frederick County community in so many positive ways. Through the years, hundreds of thousands of Frederick County residents have reached out to MHA for education, prevention, advocacy and intervention – and perhaps most of all, the compassion and support they needed to work through the challenges they or their family members were facing.

We live in complicated and trying times, as evidenced by the 75% increase in the number of children, adults and families we've served in the last few years. More requests mean additional space is

essential to provide the expanding services required to keep up with our community's growing need.

I have served on MHA's Board of Directors, including as President, which has deepened my appreciation for the talent, professionalism, and dedication of MHA staff and their commitment to the thousands of clients they serve each year. MHA clients aren't just clients, they're our family members, our neighbors, our friends and our colleagues. Mental health issues affect us all – one in four Americans suffers from a diagnosable mental illness – and no gender, race, ethnicity, age group, income level or occupation is exempt.

MHA relies on the support of this community's individuals, families, businesses and foundations to continue its life-changing work. I hope you'll join us by investing in the "Making Room for Mental Health" campaign to renovate and move into MHA's recently purchased and much larger facility. The need is now and the time for action is now.

In gratitude,  
Jean Joyce, Campaign Chair



“we save families  
we save lives”

The value of mental health is often overlooked in our society but it is the foundation upon which successful lives are built. Mental health affects families, interpersonal relationships, careers, school performance and physical well being. Prevention programs for young children and parenting classes for parents at risk are examples of the wide range of crucial services provided by MHA. If good mental health can be fostered in childhood, these children will have a better chance of becoming healthy and successful adults. This is vital for our society!

— NANCY CLINE

“In 2009 MHA served over 41,000 people”

I've seen the effects of mental illness on my extended family and in my own life. When people don't or can't access help, their problems ripple outward into their family relationships, friendships and into their workplace. The toll on these relationships can be very costly. The Mental Health Association offers solutions for individuals and whole families, a wide variety of resources and a helping hand to help bridge the gaps in people's lives. I support MHA because mental health is every bit as important as physical health, yet it carries a much bigger stigma that often discourages people from receiving treatment. Everyone needs a hand at some point in their lives, and I'm glad MHA is here to offer support and encouragement along the way for those of us who really need it.

— MHA CLIENT

Mental Health Association Programs include:

- + 2-1-1 Information and Referral
- + Frederick County Hotline
- + Telephone Reassurance Program
- + Counseling Services
- + Mental Health First Aid
- + Public Information and Advocacy
- + Relaciones Sanas (Healthy Relationships)
- + 21st Century Community Learning Services
- + Healthy Families Frederick
- + Child Care Provider Training and Technical Assistance
- + Partnership for Emotionally Resilient Kids (PERKS)
- + Youth Empowerment Activities
- + Supervised Visitation and Monitored Transfer
- + Systems Navigation
- + Court Appointed Special Advocates (CASA)
- + Kids On The Block





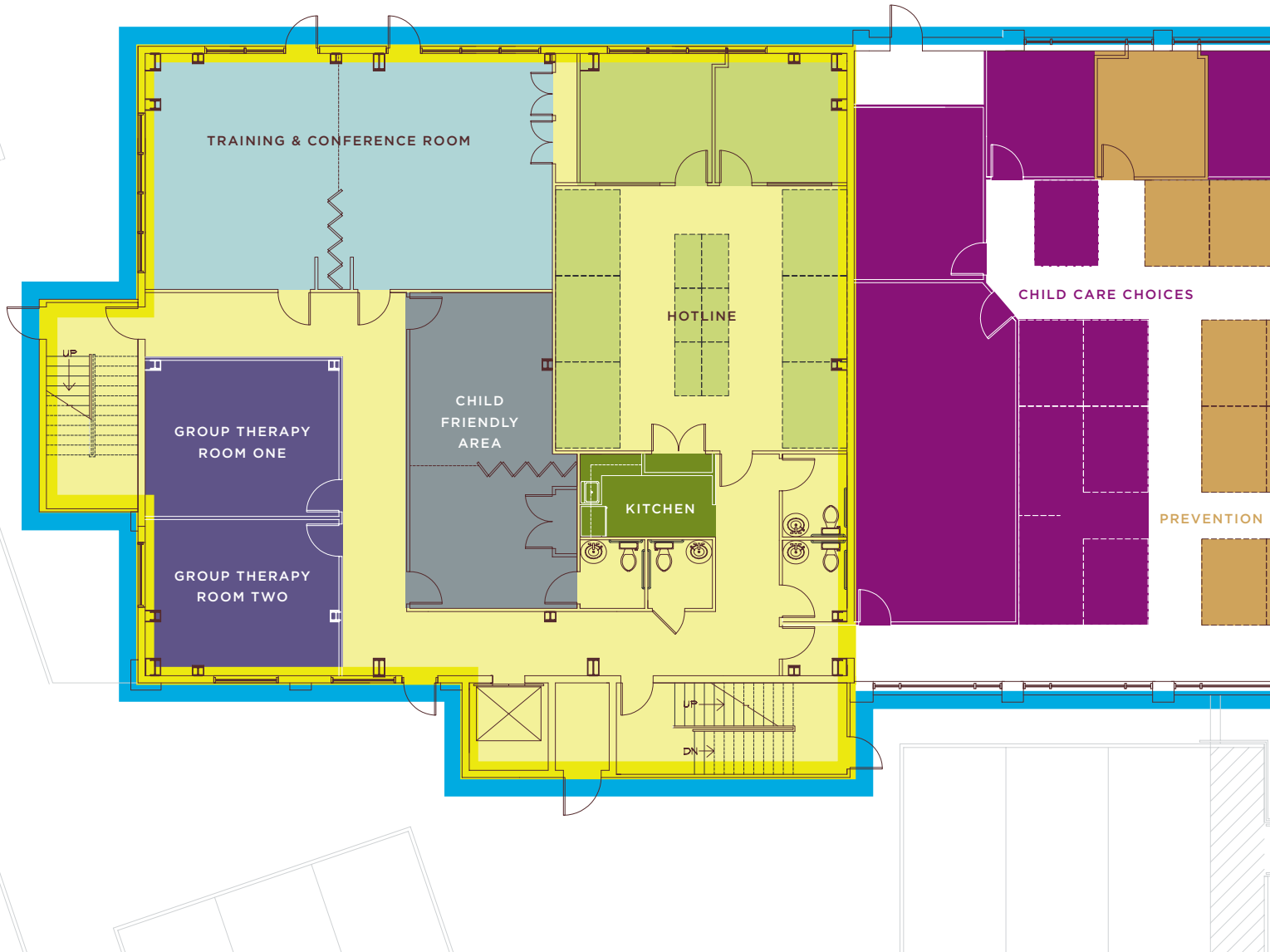
## about the mental health association

For 45 years the Mental Health Association of Frederick County (MHA) has served the greater Frederick area as a primary contact for child abuse prevention, crisis intervention, and community services information and referrals. MHA has a powerful network of resources, knowledgeable staff advocates, and access to a database with thousands of community referral sources. In 2009, MHA served over 41,000 people in Frederick County. Here are just some of the ways that MHA offers caring support to the community:

- + Abused children in the foster care system are paired with Court Appointed Special Advocates who promote the children's best interests in the court system
- + People of any age in need of counseling to sort out family and emotional problems find caring, supportive mental health professionals, regardless of their ability to pay
- + Anyone in crisis may call our 'round the clock confidential crisis line for immediate crisis response
- + Fragmented families find a safe, supportive environment in which to visit with their children in our Supervised Visitation/Monitored Transfer program
- + Pregnant women and first-time parents with infants are nurtured by quality, strength-based, family-centered services and support through our Healthy Families Frederick program
- + School age children and youth learn about keeping themselves safe, bullying and internet safety through our Kids on the Block Puppet Troupe and Youth Education Outreach programs
- + Anyone needing help of any kind will find it by calling our health and human services information and referral line (2-1-1) any time day or night
- + Those who have lost loved ones to suicide find comfort and encouragement in our Survivors of Suicide Support Group
- + Families whose children have complex problems receive intensive case management services until they have found the community supports they need
- + Child care providers are given extensive training and technical assistance to improve their skills and become accredited in their field

MHA has the expertise and experience to deliver these critical services and many more to anyone in need in our community, of any age or income level. What we do not have is the space to effectively serve our clients today or in the future. Operating out of portions of two old townhouses in downtown Frederick has compromised our ability to deliver services effectively and has completely halted expansion of programs to meet the needs in our community. MHA is addressing this problem through our recent purchase of an existing building, with plans to renovate it to serve as the *first stop for help* in Frederick County.

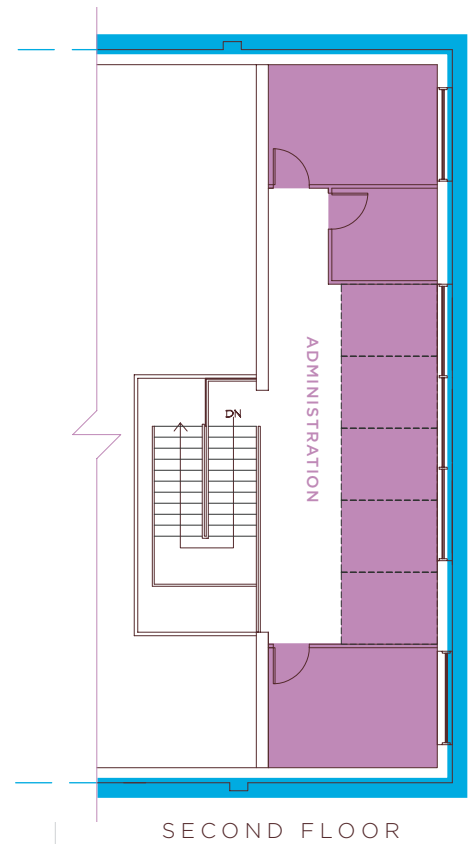
# NAMING OPPORTUNITIES



I give to the Mental Health Association because the vitality of the organization is important to me and to the entire Frederick County community. Lives are saved and enhanced every day—what could be better than that? MHA deserves my support, the support of everyone who has been helped and the support of thinking people who may have a need in the future for the Hotline, Child Care Choices, affordable counseling or any of the other vital services provided by this important agency!

— NORINE HAAS





■ MHA Building	\$ 500,000
■ Administration Suite	\$ 100,000
■ Counseling Services Suite	\$ 100,000
■ Prevention Suite	\$ 100,000
■ Child Care Choices Suite	\$ 100,000
■ Hotline Suite	\$ 100,000
■ Community Services Wing	\$ 250,000
■ Training & Conference Room	\$ 50,000

■ Half of Training & Conf Room	\$ 25,000
■ Child Friendly Area	\$ 50,000
■ Half of Child Friendly Area	\$ 25,000
■ Group Therapy Room One	\$ 25,000
■ Group Therapy Room Two	\$ 25,000
■ Kitchen	\$ 15,000
■ Play Therapy Room	\$ 15,000
■ Individual Offices	\$ 10,000



# CASE STATEMENT

## THE NEED

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In the last six years, the demand for MHA's mental health and wellness services has increased by 75% (16,000 people); we believe this upward trajectory will only increase as we move into the next decade. The people of Frederick County need a facility that provides one location to which people can go for accessible and confidential emotional care and support.

Because of space restrictions, MHA is not able to provide many of our services in-house. We struggle to find space in the community to offer training, to hold meetings for our Survivors of Suicide Support Group or to offer group therapy sessions. In addition, our current building does not have the spatial configuration necessary for our Supervised Visitation and Monitored Transfer services, which require a child-friendly space with two separate entrances,

so parents who cannot get along do not come into contact with each other. We have only two group meeting rooms in the entire building, and virtually every staff member shares an office with at least one colleague.

Our space limitations are restricting the services we can provide. For example, we must limit the amount of training we offer for child care providers, slowing down their licensure process and reducing the number of already-too-low child care spots in Frederick. Because we have no space, we must prolong the required 40 hours (each) of Hotline and CASA volunteer training for weeks – in turn creating a shortage of volunteers to provide MHA services. We also must limit confidential family intervention sessions for lack of private rooms in which to meet with them.

## THE MHA SOLUTION

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MHA's new location will be the community's first stop for help in Frederick County; it will be welcoming and free of traditional barriers to care. The building will be handicapped-accessible and will offer confidential and safe space for the Hotline's call center, our new one-on-one immediate intervention room, and common rooms for client meetings. In addition, it will enable us to

- + expand the number of therapy rooms from six to nine as well as add a state-of-the-art play therapy room in order to serve more clients;
- + expand the Hotline call center stations from three to six, increasing overall call capacity;
- + create a group therapy room that will also be the new home for our Survivors of Suicide Support Group;
- + create a large training room for parent education classes as well as for training child care providers and MHA volunteers - both of which require training in excess of 33 hours;

- + create safe space to host our Supervised Visitation and Monitored Transfer program in-house; and
- + build a child-friendly room to provide care while parents receive services.

With this new facility MHA can extend our crisis services to include a referral to an MHA resource counselor for a face-to-face intervention meeting within 24 hours of a Hotline crisis call. A new, specifically designed, confidential one-on-one meeting room will enable the resource counselor to assess each client's situation and create an immediate plan for treatment or family intervention.

The new MHA building, once renovated, allows us to expand from our current rental space of 7,100 square feet to over 11,000 square feet of space, with an additional 4,000 square feet available for future expansion as needed. The office areas will be configured in an open workspace style using cubicles that can easily be reconfigured as needs change – a much more efficient and collaborative formation than we have today.

## CAMPAIGN INVESTOR IMPACT

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MHA's vision is to be the first stop for help in Frederick County. With your partnership, our new facility will make this vision a reality for everyone who needs help, not simply in the present but into the future as well. Donors to our Making Room for Mental Health Capital Campaign have an opportunity to invest, not just in a building or an organization, but in the daily lives of their neighbors, family members, colleagues and friends. One in four adults suffers from a diagnosable mental disorder in any given year. Your campaign investment will greatly impact the members of our community facing mental illness or the multi-layered and complex emotional challenges of living in 21st century America. Your partnership plus MHA's expertise equals greater emotional wellness for all of Frederick County – and that benefits us all!

It is easy to overlook the value of mental health until problems surface. Yet from early childhood until death, mental health is the springboard of thinking and communication skills, learning, emotional growth, resilience and self-esteem...Americans are inundated with messages about success...without appreciating that successful performance rests on a foundation of mental health!

— U.S. SURGEON GENERAL'S REPORT ON MENTAL HEALTH

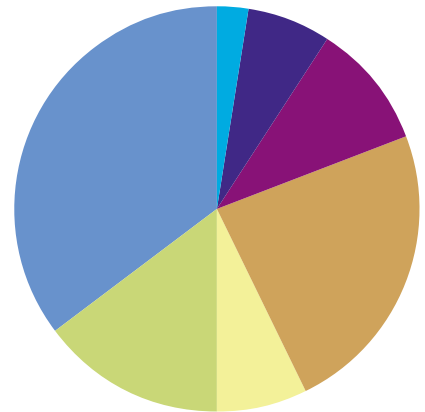
“one in four adults  
suffers from a diagnosable  
mental disorder”



# CAMPAIGN BUDGET

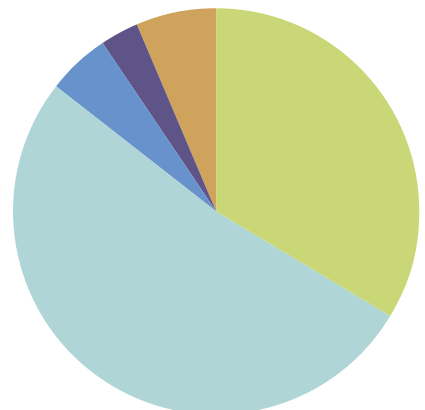
## CAMPAIGN REVENUE

3 %	\$ 90,000	Rental Revenue March 2010-2011
7 %	\$ 225,000	Foundation Funding
10 %	\$ 343,000	Public Funding
23 %	\$ 800,000	Bank Financing
7 %	\$ 250,000	Donations
15 %	\$ 500,000	Leadership Gifts (to be raised)
35 %	\$ 1,200,000	Community Capital Campaign (to be raised)
\$ 3,408,000		TOTAL _____



## CAMPAIGN EXPENSES

34 %	\$ 1,150,000	Building Purchase
52 %	\$ 1,766,100	Building Renovations
5 %	\$ 177,500	Moving/Post-Move Expenses
3 %	\$ 97,000	Contingency Funds
6 %	\$ 217,400	Campaign Expenses
\$ 3,408,000		TOTAL _____





“Stress related to the workplace causes approximately one million employees to miss work every day. Major mental disorders cost the nation at least \$193 billion annually in lost earnings alone.”

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The Mental Health Association builds a strong foundation of emotional wellness by educating, empowering, and advocating for children, adults, and families through a wide array of services. We are always available, accessible, and responsive to the changing needs of the community.



MENTAL HEALTH ASSOCIATION  
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