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**A United Way Community Partner**

# 2004 Annual Report



**Funded in part by Waukesha County Department of Health & Human Services and United Way in Waukesha**

### Board of Directors

**David Hart, President**

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Sarah Davies  
Kris Fahje

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Michael Mercado

**Anne Link, Treasurer**

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Webb Southwick  
John Tans

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David Hart  
Buck Houston  
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### Friends of Call 211/MHA

Advisory Committee  
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Jon Myers, Ex-Officio  
William Nantell, Ex-Officio  
Meghan Walsh

### Financial Development & Planning Committee

**Jon Myers, Chairman**

Mike Mercado  
Jonna Pestka  
Barbara Stein  
John Tans

*Dear MHA Supporters:*

*In 2004, Mental Health Association in Waukesha County (MHA) continued to make significant contributions in our local community through our programs. More than 35,000 individuals and families in Waukesha County were provided services offered by programs at MHA. We continually strive for more effective ways to deliver services and meet the needs of Waukesha County residents, while diversifying revenue sources to support our mission of promoting mental health.*

*During 2004, we expanded our Advocacy Services to provide outreach through a continuum of service options from free screenings, assessments and referrals through counseling offered both in-office or in-home. This allows for more individuals affected by mental illness to receive help, build hope and begin recovery efforts. Our Prevention Services continued to provide free educational lectures in order to reduce stigma associated with mental health issues, and focused on developing resources for youth through our Waukesha Teens on Line component and Youth Peer Educators Group. Reaching out to youth in order to prevent problems and provide early intervention for mental health issues is one of our significant priorities. Mobile Crisis Intervention Team and 211/First Call For Help (FCFH) continues to support those suffering with severe, persistent mental illness in order to avoid unnecessary hospitalizations and avoid major crises in their lives. 211/FCFH also works with the HOPE Network in order to save lives by providing suicide intervention and support for those in emotional despair. The information and referral component of 211/FCFH continues to expand and usage has increased 19% since expansion of the three digits. We also continue to be a leader in assuring 2-1-1 statewide coverage by year-end 2005.*

*We are grateful for a committed Board of Directors both at MHA and the Mental Health Foundation, as well as dedicated staff that work tirelessly on a daily basis. It is because of each of their commitments to reduce stigma associated with mental illness and support those currently affected by mental illness that allows us to continue to work together to build a strong agency and community. We are also grateful to our strong partnerships with Waukesha County Department of Health and Human Services and United Way in Waukesha County who support our efforts to be the centralized access point for human service needs. Together we are building hope for a better tomorrow and building a strong community. Thank you to all of our members and contributors who provide the financial support and personal dedication of volunteer time that allow us to do our work.*

*Gratefully,*  
David Hart

# President's Message

# MHA Contributors

Advocacy Club	VIP	Other	Service
<ul style="list-style-type: none"> <li>• Donald N. Koepf</li> <li>• Webb &amp; Georgie Southwick</li> </ul>	<ul style="list-style-type: none"> <li>• Kristin Fahje</li> <li>• Robert &amp; Kathleen Hellrood</li> <li>• Fred &amp; Willow Horning</li> <li>• Mr. &amp; Mrs. Al Kasprovicz</li> <li>• Robert &amp; Binnie Malewicki</li> <li>• Mr. &amp; Mrs. R.B. McNulty</li> <li>• Grover W. Stock</li> </ul>	<ul style="list-style-type: none"> <li>• Anonymous</li> <li>• Kenosha County</li> <li>• NEAS, Inc</li> <li>• Jamie and Michael Uselding</li> <li>• Waukesha County Family Day Care Association</li> <li>• Gordon Galloway</li> <li>• St. Anthony School</li> </ul>	<ul style="list-style-type: none"> <li>• Ideal Club</li> <li>• Greater Delafield Community Fund</li> <li>• New Berlin Junior Woman's Club</li> <li>• New Berlin Lioness Club</li> <li>• Southminster Presbyterian Church</li> <li>• St. John Neumann Congregation</li> <li>• Waukesha Noon Rotary Club Charity Fund, Inc.</li> <li>• Waukesha Service Club, Inc</li> </ul>
<p><b>Counselors Club</b></p> <ul style="list-style-type: none"> <li>• Elaine Burke</li> <li>• Mac &amp; Kristi Davis</li> </ul> <p>• Earl &amp; Eugenie Hildebrandt</p> <ul style="list-style-type: none"> <li>• Betsy &amp; Leon Janssen</li> <li>• Gary Poast</li> <li>• Joseph Quinn</li> </ul>	<p><b>Friends Club</b></p> <ul style="list-style-type: none"> <li>• Anonymous</li> <li>• Roberta Bertacchini</li> <li>• Dr. Patricia Bielke</li> <li>• Robert Breezy</li> <li>• Clayton &amp; Marie Fox</li> <li>• Kristi Gehl</li> <li>• Richard &amp; Mary Jenks</li> <li>• Lois Kaplan</li> <li>• Jon B. Myers, Ph.D.</li> <li>• Elaine Sinner</li> <li>• Jayne Weyer</li> </ul>	<p><b>Grants</b></p> <ul style="list-style-type: none"> <li>• Addiction Resource Council</li> <li>• City of Waukesha, School Safety Grant</li> <li>• Greater Milwaukee Foundation: <ul style="list-style-type: none"> <li>▫ Catherine &amp; Walter Lindsay Foundation</li> <li>▫ Margaret M. Miller &amp; Harold L. Miller, MD Fund</li> <li>▫ Thekla de Harde Fund</li> <li>• Safe &amp; Sound</li> </ul> </li> <li>• Stackner Family Foundation</li> <li>• United Way in Waukesha County</li> <li>• Wal-Mart Foundation</li> </ul>	<p><b>In Kind Donations</b></p> <ul style="list-style-type: none"> <li>• E.A. Brown</li> <li>• Emil &amp; Verene Cirillo</li> <li>• Marion Howitt</li> <li>• Jon Myers</li> <li>• Larry Pearson, M.D.</li> <li>• West Suburban Center for Arthritis</li> </ul>
<p><b>Educators Club</b></p> <ul style="list-style-type: none"> <li>• Peg Baillies</li> <li>• Frank &amp; Sue Kosednar</li> <li>• Mr. &amp; Mrs. Ned Fischer</li> <li>• Herbert &amp; Sally Hackbarth</li> <li>• Mr. &amp; Mrs. Buck Houston</li> <li>• Pat &amp; David Hundhausen</li> <li>• Mr. &amp; Mrs. David Lau</li> <li>• Ralph and Virginia Parsons</li> <li>• Mr. &amp; Mrs. Arthur Wiese</li> <li>• Dr. Thomas J. Wilson</li> </ul>			

## PUBLIC SUPPORT AND REVENUES:

Waukesha County-DHHS	\$211,667
Contributions	10,302
Special Events	67,826
Program Fees	35,115
Sales to Public	1,139
Interest Income	2,258
Community Development Block Grant	19,000
Other Grants	15,688
Foundation Grant	5,000
United Way funding current year	196,445
<b>Total Support and Revenue</b>	<b>564,440</b>

## EXPENSES:

<b>PROGRAM SERVICES</b>	
Prevention Education	\$ 82,264
211/First Call for Help	302,559
Mobile Crisis Intervention	38,444
H.E.L.P. Counseling	11,283
Advocacy Outreach	21,453
<b>SUPPORTING SERVICES</b>	
Management and General	28,204
Fund Raising	53,191
<b>FIXED ASSETS PURCHASED</b>	<b>19,096</b>
<b>UNEMPLOYMENT DEPOSIT PAID</b>	<b>9,076</b>
<b>Total Expenses</b>	<b>565,570</b>

Change in Net Assets	(1,130)
Net Assets at beginning of year	130,239
Net Assets at end of year	129,109

# 2004 Financial Statement

# Mission and Programs

Mental Health Association in Waukesha County, Inc (MHA) is a nonprofit agency, serving the community since 1963. The purpose of the agency is to promote mental health, encourage acceptance of those with mental illness, and improve treatment of people with a mental illness by reducing stigma related to such disorders.

**Community Prevention Education,** offers a Speakers Bureau, Video Lending Library, Resource Center, Dial Harmony, Youth Peer Educators, and Waukesha Teens On Line. Through these components, the program educates the community about mental health issues which prevents, reduces and eventually eliminates the stigma associated with mental illness.

**Community Advocacy Outreach,** provides direct advocacy and coordinates services on behalf of children and adults with mental illness to assure that appropriate services are available to all who need them.

**HELP Counseling,** provides short-term non-crisis counseling, including: problem identification, assessment and referral services on a free and anonymous basis to residents of Waukesha County.

**Mobile Crisis,** provides emergency mental health crisis intervention services for residents of Waukesha County on weekends, evenings and holidays.

**211/First Call For Help,** provides suicide intervention, emotional support and problem solving information and human service referrals for individuals who need help, 24 hours, 7 days a week.

- 4C-Community Coordinated Child Care
- Adaptive Community Approach Program
  - Addiction Resource Council, Inc.
- Adoption Resources of Wisconsin, Inc.
  - Alzheimer's Association of Southeastern Wisconsin
  - American Red Cross-Greater Milwaukee Chapter
  - ARO Counseling Centers
- Catholic Charities- Waukesha Region
- Center for the Deaf & Hard of Hearing
  - Child & Family Centers of Waukesha County
- Children Service Society of Wisconsin
  - Community Memorial Hospital
  - Cooperating Congregations of Waukesha County
  - Cornerstone Counseling Services
- Elmbrook Family Counseling Center
  - Elm-brook Humane Society
- Energy Services of Waukesha County
  - Friendships Unlimited
  - Habitat For Humanity
  - Hartland Area Food Pantry
  - Hebron House of Hospitality, Inc.

- Independence First Waukesha Office
  - Interfaith Caregiving Network
  - Kettle Moraine Food Pantry
  - La Casa de Esperanza, Inc.
    - Lad Lake, Inc.
    - Lake Area Club, Inc.
    - Lake Country Reporter
- Lutheran Social Services, South Region
  - Mukwonago Area Food Pantry
  - Oconomowoc Food Pantry
  - Office of the County Executive
- Potawatomi Area Council Boy Scouts
  - Prevention & Protection of Abused Children
  - Rogers Memorial Hospital
    - Safe & Sound
    - Salvation Army
- Saint Vincent De Paul of Waukesha County
  - South Street Clinic
  - Stillwaters Center, Inc.
- Stress Management & Mental Health Clinics
  - Sussex Area Outreach Services
  - The Linden Cherish Place
  - The Women's Center, Inc.

- Tomorrow's Choice Family Resource Center
  - United Way in Waukesha County
    - UP Connection, Inc.
- Volunteer Center of Waukesha County
- Waukesha County Department of Health & Human Services
  - Waukesha County Department of Senior Services
  - Waukesha County Emergency Management Office
  - Waukesha County Medical Society
  - Waukesha County Project Head Start
  - Waukesha County Technical College
  - Waukesha County Sheriff Jail Division
    - Waukesha Family Practice Center
    - Waukesha Memorial Hospital
  - Wisconsin Community Mental Health Counseling Centers
  - Wisconsin Community Service, Inc.
  - Workforce Development Center



## 211 Partners

# Friends of Call 211/MHA

## FRIENDS OF CALL 211/MHA MEMBERS

- Anonymous Donor\*
- Richard T. Anderson
- Marilyn & Gene Baus\*
- Kathi & Bill Biersach
  - Carroll J. Bolger\*
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- Jane Delzer & Ken Finkel\*
- John & Donna Gardner\*
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  - Greater Milwaukee Foundation:
    - Leesley B. and Joan J. Hardy Fund
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  - Betty Ruppel\*
- Jerome Schwellinger\*
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  - Duane & Barbara Stein\*
  - John & Jean Tans\*
  - James & Jean Turner\*
  - Robert Vrakas\*
  - Jane Wierdsma\*
- Ms. Elizabeth Williams\*
  - Patricia Ziegler
  - Donna Zinda

## Friends of Call/211 Honors

- In Honor of Kathy McAvoy
  - Mr. & Mrs. William S. Burkhart
- In Honor of Joan Hardy
  - Tony & Donna Meyer

## FRIENDS OF CALL 211/MHA CONTRIBUTORS

- Anonymous\*
  - Mary Baer
  - Carl & Susan Baker\*
  - Roberta Bertacchini\*
  - Tom & Doreen Constable
  - Charles & Lee Ann Davies\*
    - Ron Deabler\*
  - Charles & Moira Desch\*
    - James Ethington & Cynthia Gibbs Ethington\*
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    - Frank & Sue Kosednar\*
    - Mr. & Mrs. Ross Langill\*
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      - Ralph M. North III
      - Kathleen Phillips\*
    - Tom & Vivian Riechert
      - Kim Schmid\*
      - Doris Small\*
  - Joe & Dorothy St. Thomas
  - John & Darlene Trotter
  - Kathleen Ann Ulatt\*
- \*Denotes Charter Members of Friends of Call 211/MHA

### Community Prevention Education

79% of community members reported that they will use new information in their daily lives  
 75 Speakers Bureau Presentations  
 64,484 Resource Materials Distributed  
 1,941 Dial Harmony Tapes Accessed  
 1,290 Adults Served  
 2,194 Youth Served

### Community Advocacy Outreach

86% of clients had their needs met by services provided in the program  
 114 unduplicated clients received services  
 493 individuals received a holiday gift through the Gift Lift Project

### HELP Counseling

98% of clients were able to identify primary issue  
 85% reported symptom reduction by end of services  
 92 client contacts

### Mobile Crisis

85% of clients were stabilized in home or other non-institutionalized setting  
 141 unduplicated client contacts

### 211/First Call For Help

83% of callers were "able to state the next step"  
 31,616 total calls received:  
 25% information calls  
 32% referral calls  
 40% supportive listening calls  
 3% crisis calls



# 2004 Program Highlights

# 28th Annual Golf Outing

## Presenting Sponsor:

- Rogers Memorial Hospital

## Silver Sponsors:

- Cornerstone Counseling Services
  - GE Healthcare
  - ProHealth Care, Inc.

- R&R Insurance Services, Inc.

## Bronze Sponsors:

- Aurora Behavioral Health Services
  - Aurora Pharmacy
  - Brookside Chevrolet
- McAvoy Family Dentistry
- Potawatomi Bingo Casino

## Dinner Sponsor:

- Milwaukee Journal Sentinel

## Lunch Sponsor:

- Schneider Consulting

## Hole Sponsors:

- Cooper Power Systems
- Mental Health Foundation in Waukesha County, Inc.
- Orthopaedic Association of Wisconsin

## Tee or Green Sponsors:

- Community Memorial Hospital
  - Boni Danner
- Jane Delzer & Ken Finkel
  - Johnson Bank
  - Professional Communication Systems
    - Ruby, Inc.
- Webb & Georgie Southwick
  - Waukesha State Bank
  - Westridge Builders

## IN KIND DONORS

- Judy Cullen
- Lynn Delzer
- Jim & Deb Ellsworth
  - Betsy Janssen
  - Bob Kabitzke
- Al & Anne Link
- Curtis McLean
- Chuck & Nancy Mead
  - Jon & Judy Myers
  - Bill & Sally Nantell
    - Bruce Parsons
- Paul & Cheryl Rehnstrom
  - Georgie Southwick

- AIS Group

- Almont Gallery

- Alterations Unlimited
  - B&G Golf

- Blue Harbor Resort

- City Lights & Fans

- One Hour Martinizing
  - Dale of Norway

- DMC Advertising & Direct Marketing, Inc.
  - Fox Hills Resort
    - Gallery I

- Graphics Factory, Inc.

- Green Bay Packers

- Hilmoor Golf Club

- Merrill Hills Country Club
  - MHA & MHF

- Board of Directors

- Midwest Airlines

- Milwaukee Admirals

- Milwaukee Journal Sentinel

- Milwaukee Sporting Goods

- New Berlin Hills Golf Course

- Riverbend-Blackwolf Run
  - RM Insurance

- Signature Lighting

- Vici Capelli Salon

- W.O.W. Distributing Company

- Walter Roob Photography
  - WE Energies

- Westwood Health & Fitness Center

- Wisconsin Athletic Club, Inc.

## CASH DONORS

- Roger & Nancy Anderson
  - Janelle Frisby
  - David Hart

- Frank & Sue Kosednar
  - Suzanna Lacy
  - Don Maurer
  - Andee Most

- Walter & Ruth Mundschau
  - Bruce Parsons

- Spheeris Development

- Sunset Bank & Savings

- Wick's Wood Floors
  - Jeffrey Wiesner
  - Pat Ziegler



## Presenting Sponsor:

- Mental Health Foundation in Waukesha County, Inc.

## Special Sponsor:

- DeWitt, Ross & Stevens

## Shore Excursion Sponsors:

- Edward Jones Investment Representative: Susan Bothof
- ProHealth Care Behavioral Medicine Center
- Reinhart Boerner Van Deuren, S.C.

## Entertainment Sponsor:

- Davis & Kuelthau, S.C.

## Stateroom Sponsors:

- Anonymous Donor
- Anonymous Donor
- Mark Neubauer & Elizabeth Davies
  - Chantel Smith & Bill Davies
    - Bill & Cathy Davies
  - McAvoy Family Dentistry

## IN KIND DONORS

- Anderson Photo Works
- Brookfield Handy Man
  - Claywerks
    - Eddie Martini's
- Elite Fitness & Racquet Clubs
  - Friend of MHA
    - Gallery I
  - Gary & Judy Jorgensen
  - Lake Country Jewelers
  - Kathy & Vinny McAvoy
- MHA & MHF Board of Directors
  - Melissa Minkley
  - John & Judy Myers
    - Frog on a Log

- Georgie & Webb Southwick

- The Pines Restaurant

- Positively Pewaukee
  - Elaine Kroening

- Powers Goldsmith Jewelers
  - Sauce Restaurant
    - Steinhafels
  - Sunset Playhouse

- Walter Roob Photography

- Waukesha Symphony Orchestra

- WestWood Health & Fitness

- Wisconsin Athletic Club, Inc.

## CASH DONORS

- ARO Counseling Centers
  - Anne Beyers

- Dennis & Kaye Daggett

- Edison Liquor Corporation

- Dan Hart & Carrie Fitzgerald Hart
  - Martin Kern

- Joe & Carol Komanecki

- Frank & Sue Kosednar
  - Max & Kay Kurz

- Ann & Michael Sumera

# Premier Wine Tasting Event