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**Mental Health Association
in Waukesha County, Inc.**

2007 Annual Report

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.

Dear MHA Supporters,

As President of the MHA Board of Directors, I would like to thank the members of the Board, our Executive Director, Lisa McLean and the dedicated and inspirational staff and volunteers of MHA. Moreover, our partnerships with Waukesha County Government and United Way in Waukesha County allow MHA's programs to provide vital human services to the community, and for that we are grateful. As MHA supporters, be assured that your backing is also indispensable and helps to provide the unique and important work of the programs described in this report.

One look at any newspaper or news broadcast reinforces the importance of good mental health, acceptance of those with mental illness, and strong mental health services in a community. As we look forward to the challenges ahead, tough economic times may accentuate those needs, and therefore, the programs that provide much needed services will need your aid more than ever. With your continued support, we look forward to moving ahead in this crucial mission.

Warm Regards,

Barbara Stein,
Board President,

PUBLIC SUPPORT AND REVENUES	
Waukesha County-DHHS	\$ 249,051
Contributions	\$ 174,943
Special Events	\$ 29,581
Program Fees	\$ 48,079
Sales to Public	\$ 2,125
Interest Income	\$ 5,791
Other Grants	\$ 22,043
Service Grants	\$ 8,415
Foundation Grants	\$ 29,500
United Way Funding current year	\$ 196,445
Total Support and Revenue	\$ 765,973
EXPENSES	
Program Services	\$ 53,312
Community Prevention	\$ 501,448
211/First Call For Help	\$ 90,522
Mobile Crisis	\$ 2,125
Supporting Services	\$ 31,463
Management and General	\$ 42,997
Fundraising	\$ 719,742
Total Expenses	\$ 719,742
Change in net assets	\$ 46,231
Net assets at beginning of year	\$108,228
Net assets at end of year	\$154,459

Programs Information
All MHA services are offered at no charge due to community support and the generosity of donors.

Mobile Crisis

Mobile Crisis Response provided in-person and telephone support to 1,340 individuals. A partnership with Waukesha County Department of Health and Human Services increased crisis response availability to 7 days per week.

Community Prevention

A comprehensive resource center to educate individuals about wellness and reduce stigma associated with mental illness so residents access help early. Resources include Lending Library, Speaker's Bureau, Youth Peer Educators, Dial Harmony, and Website. More than 22,800 pieces of literature about mental illness were distributed to increase awareness, and over 2,000 individuals received education about wellness.

211/First Call For Help

211/First Call For Help (211/CFH) is a 'blended' helpline providing crisis response, emotional support, community information and referrals 24/7. Callers can also access the confidential Counseling Center, Community Outreach, and Peer Support services through the Helpline. The Community Outreach Counselor provides services in the community, in-home, and at the MHA business office.

Success Story

In 2007, there was an overall 2% increase in clients served: 49,581 callers accessed the Helpline; 3,373 callers benefited from Peer Support; 160 clients were seen by Community Outreach; and 160 clients utilized the Counseling Center.

After moving to Wisconsin with her teenage son, a 35-year old mother called the helpline. She was looking for any services that might help her son with his anger, school and coping with the loss of his father. After being connected to services, she called back and stated "a lot has changed since I called 211/CFH." She wanted to thank them for "listening and providing me with resources that helped me and my son, and for giving us hope."

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

MHA
Mental Health Association
in Waukesha County, Inc.
522 W22660 E. Broadway Suite 5-S
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