

## 2019: ANOTHER Record Year for Counseling Fees/Hours at the Samaritan Counseling Center!

- > Samaritan Center counselors generated over \$922,00 in fees (\$821,000 in 2018) while conducting over **10,000** counseling hours (9,015 in 2018) – new records for the Center.
- > New client intakes increased to 1,318 in 2019 compared to 1,099 in 2018. Most of the Center's new clients come from current client referrals.
- > 81.24% of Center expenses were covered by counseling fees versus 77.54% in 2018.
- > The Center ended 2019 with an operating surplus of \$56,000 on revenues of \$1,208,418.
- > 285 clients received 1236 hours of services even though they were un- or under-insured or did not have the ability to pay fully. The value of these services was \$38,520. The Center's **Jeremiah 29:11 Fund** is used to subsidize this care. With generous grants from several individuals, corporate foundations and congregations, the Center will carry over \$9,000 for subsidized care in 2020.
- > "Taste and Tour" was a second fundraising event held at Hampstead. It raised over \$27,000 for Center operations.
- > The Year-End-Giving campaign resulted in \$43,462 up from \$36,675... Thanks, y'all!!!
- > Center Associate Licensed Counselors continued working with the scholars at Valiant Cross Academy.

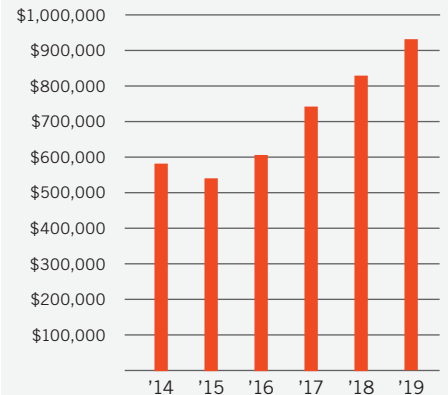
- > The 10th Annual River Region Ethics in Business Awards Program enjoyed another successful year, netting over \$55,000. The event was changed to an evening meeting and moved downtown to the Alabama Activity Center. Over 220 business and community leaders watched several of their colleagues receive awards:

- Maury Smith Award for Individual Excellence—Todd Strange, former Mayor of Montgomery
- Non-Profit Award—Hope Inspired Ministries
- Small Business Award—Montgomery Multisport
- Medium Business Award—AirNow Heating and Air
- Large Business Award—First Community Bank of Central Alabama

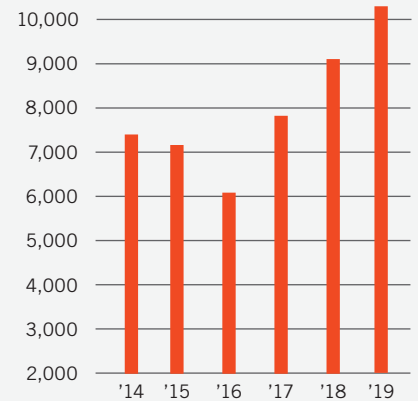
The 11th Annual Ethics luncheon is scheduled for Thursday, October 8th at the Alabama Activity Center beginning at 5:30 p.m. Sponsorships are available. Call Christy Holding at 334-262-7787 ext. 202 or go to [www.riverregionethics.com](http://www.riverregionethics.com) for more information.

- > "Better Parenting for Brighter Futures" was a community-wide event held March 9th at Carver High School. The event was directed to parents addressing youth and family mental health issues. Breakout sessions covered Bullying/Suicide, Raising Children in the Digital Age, Domestic Violence, and Adverse Childhood Experiences. The opening

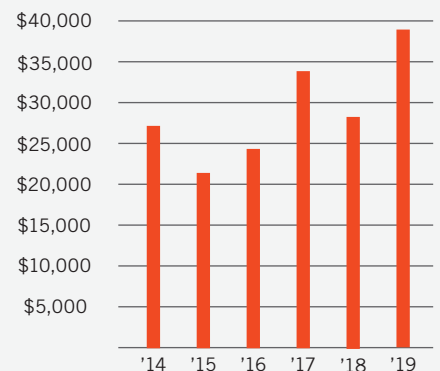
### COUNSELING FEES



### COUNSELING HOURS



### JEREMIAH 29:11 CLIENT ASSISTANCE



## 2019 FINANCIAL OVERVIEW:

Fundraising Event Income  
\$110,292

Jeremiah 29:11 Contributions  
\$49,527

Other Contributions  
\$122,893

Counseling Fees  
\$922,005

Total Income  
\$1,208,418

Total Expenses  
\$1,132,382

## 2020 BOARD OF DIRECTORS

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session of over 125 participants included comments from Mayor Todd Strange, County Commission Chair Elton Dean, and Chamber President Willie Durham. The event was produced under a grant from the Montgomery County Commission. Serving on the planning task force are representatives from the City, County, Montgomery Public Schools, Alabama Department of Mental Health, and Church of the Highlands. Center staff chairs the task force.

The Brighter Futures MGM task force is now producing videos on educating parents. Under the theme “**Little Things Matter,**” a video on Bullying was released in October, National Bullying Awareness Month. The video was posted on participating agency Facebook pages and YouTube. By year’s end, there were 1,424 hits on Facebook and 166 YouTube views.

The video will be sent to area churches, schools, and community agencies for additional postings on their Facebook pages and also to stimulate discussions at parent gatherings.

View it at: [www.brighterfuturesmgm.com](http://www.brighterfuturesmgm.com)

Share it from your Facebook account at: <https://www.facebook.com/myserquest/videos/445200742781396/>

- > The Center remains fully accredited by the Solihden (formerly Samaritan) Institute.

### WHAT'S NEW WITH THE STAFF?

- > Center counseling staff numbers 15, which includes a psychologist, Marital and Family Licensed Counselors, an Associate Licensed Counselor and one intern.
- > Clinicians continue to offer additional late afternoon, evening and weekend appointments to meet the needs of the community.
- > Client Satisfaction Surveys were continued in 2019. Each calendar quarter for a two-week period, clients have the opportunity to provide feedback to clinicians and front-office staff regarding the service and care provided. Feedback from the surveys will drive quality improvements.

### WHAT'S NEW WITH THE CENTER'S BOARD?

- > Duncan McRae, MD, assumed the position of President of the Board on January 1, 2020. He followed Jessica Taylor, who served two terms as President.
- > Other 2020 officers are Pete Cobb, Vice President; Elizabeth DuBard, Secretary; Steve Rutledge, Treasurer; and Jessica Taylor, Immediate Past President.
- > Linda Beckman, Frederick Brock, Leslie Davis-Lewis and George Thompson retired from the Board at the end of 2019 after many years of dedicated service.
- > New members on the 2020 Board are Reverends Jay Cooper, June Jernigan and Richard Williams.
- > The Center continues to place a high priority on diversity on its Board and clinical staff to support the diversity of the community.

### WHAT'S NEW FOR 2020?

- > The Center will have two focused fundraising campaigns: Jeremiah 29:11 Fund to support subsidized care and the annual Year-End-Giving campaign.
- > The Center will expand its use of social media to communicate messages of Center activities and mental health information.
- > Telehealth will be offered in Winter 2020. Five therapists have been certified by the Solihden Institute to provide services across a nationwide, HIPAA certified platform.
- > A Clergy Outreach and Education initiative will begin in the first quarter of 2020.



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Professional counseling  
and care for the mind,  
body and spirit.