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2012 Annual Report

empowering women in times of challenge and change

2012: Five Years of Service

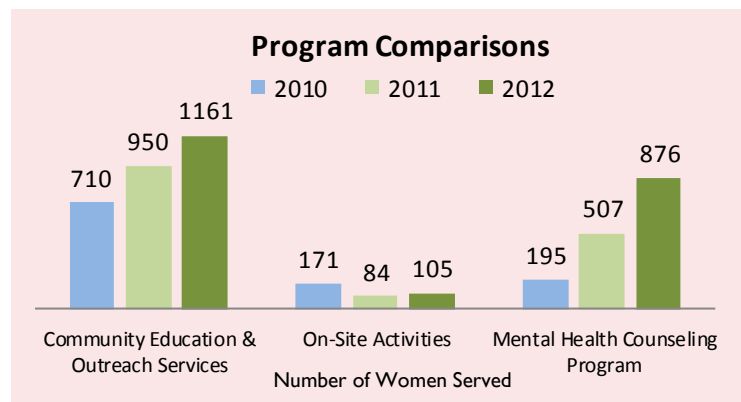


The Women's Initiative celebrated five years of service in 2012. It was a year of change and growth for us. We moved offices, added four staff, and began two satellite programs, all while continuing the excellent, supportive mental health counseling for which we have become known.

Mental Health Counseling Program: The mental health counseling program is the heart of TWI and our heart is growing! In 2012 we completed 876 episodes of care (which includes screenings, wellness consultations, individual and group counseling). This is 186 more than we had projected and a 73% increase from our work in 2011. Specifically, we increased the number of individual counseling episodes of care from 164 to 310, a 110% increase. While the size of our heart

may be increasing, the content has remained fairly stable over the history of our agency. Women are primarily suffering from depression, anxiety, and trauma, but we treated more than 30 different mental health disorders last year. Clients range in age, but 71% are between 26-55 years old. Most people come from Albemarle, but clients called 12 other counties home as well. Fifty-six percent of our clients were Caucasian, 12% African-American and 23%

Latino. Over 75% of our clients are low-income. An interesting shift is that, while over half of our clients do not have any insurance, a higher percentage have insurance of some kind, and qualify because they are 'underinsured,' meaning that they cannot access their mental health benefits for a variety of reasons (e.g. the copay is too high relative to income level). Well over 80% of our clients complete treatment in 12 sessions or fewer.



OUR MISSION

The mission of The Women’s Initiative is to provide women with effective counseling, social support and education so they can transform life challenges into positive change and growth.

OUR VISION

The Women’s Initiative is a leader in providing innovative, effective evidenced-based mental health care to women, regardless of their financial means.

OUR VALUES

We believe every woman has an innate capacity for healing that once uncovered and directed results in better mental and physical health. We believe it is critical to address each woman’s unique emotional, physical and spiritual needs.

Our Staff and Treatment Approaches

We continue to have an excellent, diverse group of staff and pro bono clinicians who provide an array of treatment approaches to our clients, including Cognitive-Behavioral, Brief Dynamic, EMDR, Motivational Interviewing, and Crisis Counseling. We continue to use the My Outcomes tool to measure treatment success. Based on this measurement, 80% of our clients in 2012 showed an increased sense of well-being and 76% experienced an improvement in interpersonal relationships.

On-Site Social Support Services: The Living Room Program

We know that a woman’s mental health is intricately connected to her social support system. While not a large number of people access these services, we feel that this arm of our programming provides an important ancillary support to a woman’s recovery. 2012 offerings included a journaling group, a knitting circle, a mothering circle and a goal-setting workshop. 105 women participated in these programs, a 25% increase from 2011.

Education and Outreach Programming

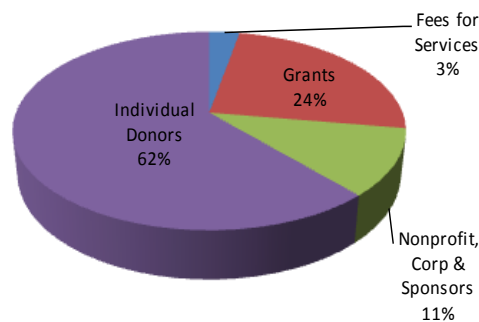
TWI served 1,161 people in our education and outreach services in 2012: a 22% increase from 2011. This program has three primary objectives: (1) reduce the stigma related to mental health issues, (2) provide a bridge into care for those who may not otherwise seek it, and (3) support frontline providers (nurses, teachers, social workers) in promoting stress management and self-care for themselves and for their clients. A couple examples include a training related to vicarious trauma for CASA volunteers and a training on mental health issues for the *Promotoras de Salud*.

Integrated Care at the Charlottesville Free Clinic (CFC): A Whole Person Approach

In July 2012, TWI hired a full-time integrated care coordinator to work in partnership with CFC. 101 patients were served through this program in 2012. Recognizing the connection between mind and body has been at the core of the work of TWI since our inception, so we feel this partnership and work is a natural extension of our previous programming.

Jefferson School City Center (JSCC) Neighborhood Health Outreach Program

Even though JSCC did not open its doors until 2013, we began our programming for this new initiative in the fall of 2012. 112 people participated in outreach and education events aimed at creating partner programming and referral sources.



2012 Income by Revenue Source

Fees for Services	\$ 18,647
Grants	\$ 153,700
Nonprofit, Corporate & Sponsors	\$ 67,946
Individual Donors	\$ 385,647
TOTAL	\$ 625,940

Support for our agency’s programs continues to grow. From 2007 to 2012, overall revenue (as well as the number of women served) has more than doubled. Individual donations continue to be our largest income resource.

2012 COMMUNITY PARTNERS AND REFERRAL AGENCIES

Our agency has an extensive network of partners with whom we collaborate. Entities listed below refer women for services and call upon The Women's Initiative to provide training and self-care workshops for staff and volunteers.

AIDS / HIV SERVICES GROUP ♥ ALBEMARLE AND CHARLOTTESVILLE PUBLIC SCHOOLS ♥ CHARLOTTESVILLE FREE CLINIC ♥ CHILDREN, YOUTH AND FAMILY SERVICES ♥ COMMON GROUNDS HEALING ARTS ♥ CRESCIENDOS JUNTOS ♥ DEPARTMENT OF SOCIAL SERVICES ♥ DOWNTOWN FAMILY HEALTHCARE ♥ JABA ♥ JEFFERSON AREA CHIP PROGRAM ♥ MARTHA JEFFERSON HOSPITAL ♥ MENTAL HEALTH AMERICA ♥ MENTAL HEALTH & WELLNESS COALITION ♥ NORTHRIDGE PSYCHIATRY ♥ OFFENDER AID & RESTORATION (OAR) ♥ PARKS EDGE AHIP ♥ REGION 10 ♥ SALVATION ARMY ♥ SHELTER FOR HELP IN EMERGENCY ♥ SIN BARRERAS ♥ SOUTHWOOD COMMUNITY ♥ SEXUAL ASSAULT RESOURCE AGENCY ♥ THE WOMEN'S CENTER ♥ UNITED WAY—TJA ♥ WESTHAVEN COMMUNITY ♥ UVA CAPS PROGRAM ♥ UVA FAMILY STRESS CLINIC ♥ UVA LA CLINICA ♥ VICTIM WITNESS PROGRAM

2012 DONATIONS BY GIVING LEVEL

The Women's Initiative also thanks the many contributors who donated in-kind goods and services. Please note, we have checked our donor records carefully, and apologize if we have made an error. Please let us know if your name is listed incorrectly or has been omitted.

SUSTAINERS: \$50,000 +

The D.N. Batten Foundation

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Deming

Bebe Heiner
Martha Jefferson Hospital

PHILANTHROPISTS: \$20,000 +

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