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# 2011 Annual Report

empowering women in times of challenge and change

## 2011: A Year of Growth

2011 was a year full of growth and accomplishments at The Women's Initiative! Our core service, the mental health counseling program, saw an increase from 195 to 301 women served. This program includes individual and group counseling as well as wellness consultations that we provide off-site at locations, such as the Charlottesville Free Clinic and Southwood Community Center. While working hard to meet the increasing demand for services, we also ensured improved quality of care in a variety of ways. Through professional training, supervision and consultation of our 18 staff and pro-bono therapists, we made every effort to provide evidence-based, high quality treatment for our clients. We conducted our first client satisfaction survey last year and the results show that our diligence is paying off. 94% of respondents were moderately to extremely satisfied with the services they received.

As one client shared, "My satisfaction with life has improved dramatically. Therapy with Caroline enabled me to gain (or re-attain) just the shift of consciousness and attitude necessary for me to move away from my stance

as dissatisfied victim and to become empowered and aware of the amazing beauty and love around me. It has greatly enhanced my joy and ability to function. I am particularly grateful that I was not pressured into terminating therapy before I felt ready and that I feel free to resume services if I hit a "speed bump" or need a mental tune-up. Thank you, Thank you Thank you!"

In addition to providing effective mental health counseling services, The Women's Initiative has two other primary components of our mission. First, we promote social support for women through a variety of programming. One wonderful example is our knitting group where women can share a place and activity with others. While this is not a 'clinical' offering, we have seen many women's lives greatly improve as their social isolation has been reduced.

Finally, our mission also includes providing education about mental health and wellness through outreach programming. In 2011, we served an additional 200 women (from 710 in 2010 to 950 in 2011)

with workshops on stress management, self-care, awareness about depression and anxiety, vicarious trauma and other presentations. By partnering with agencies, such as the Sexual Assault Resource Agency, MACAA Headstart, and Children, Youth, and Family Services' Early Learning Group, we are able to reach many more women who would otherwise not be willing or able to access our services. We feel this is a crucial component to our work in order to raise awareness about mental health issues, reduce the stigma and barriers, and serve as a bridge to accessing more comprehensive mental health services.

In 2010 we served a total of 1076 women. In 2011 we raised that number to 1314. In 2012, we have already exceeded our projections by 50% in the first quarter...yet, our waitlist is growing. As more people become aware of our services, the need for our work becomes even clearer. For that reason, all of us are committed to continued growth and accomplishment in the coming year, both in terms of how many women we serve and how well we serve them.

**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 research-based mental health care to women, regardless of their financial means.

**TWI: our Community and our Impact**

**OUR COMMUNITY**

Charlottesville’s Community Mental Health and Wellness Coalition (a coalition of 20+ entities including TWI) highlighted the severity of Charlottesville’s mental health crisis in its most recent report. “Community members with moderate mental health symptoms are transitioning into serious symptoms due to lack of services” / “The situation is forcing people to self medicate with illegal drugs” / “Available mental health care is extremely limited. Barriers include...long waiting lists, affordability and communication difficulties.”

**OUR SERVICES**

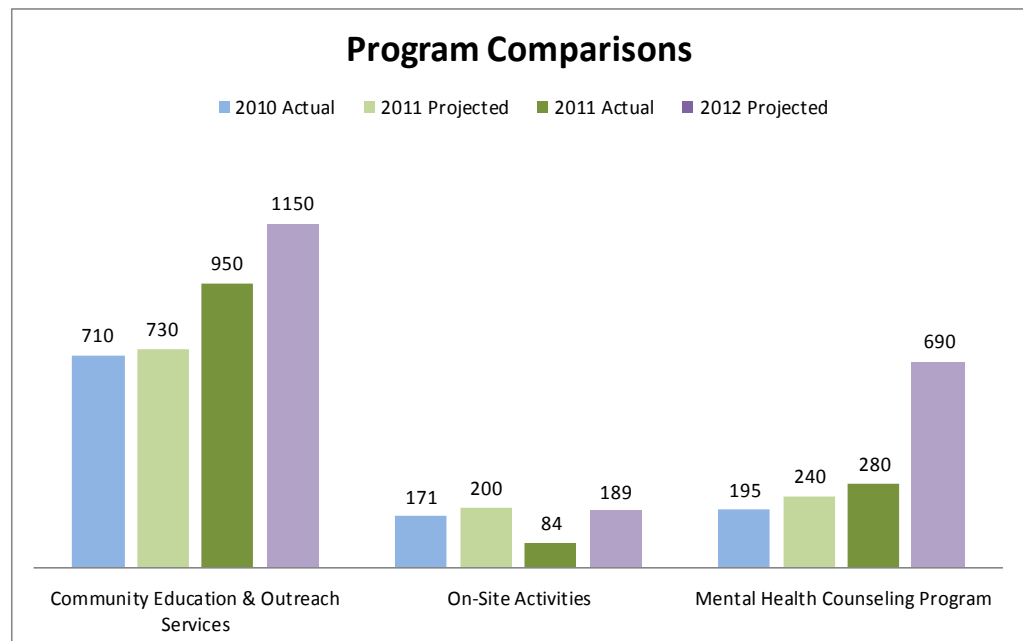
Our individual counseling services and facilitated support groups empower women to gain freedom from mental illnesses that are diminishing their lives. Our strong, diverse team of therapists brings more than 150 years of combined counseling experience in a variety of specialties. Comprehensive assessments and individualized treatment plans are designed to address each woman’s unique personal history and distinct needs.

**OUR IMPACT**

Our Agency utilizes nationally recognized MY OUTCOMES software as one means of tracking client progress. Of the women who received counseling in 2011:

- 82% experienced an increased sense of personal well being
- 79% saw improved interpersonal relationships
- 81% experienced an increase in overall sense of well being
- 67% experienced significantly decreased and / or elimination of symptoms.

**Program Comparisons**

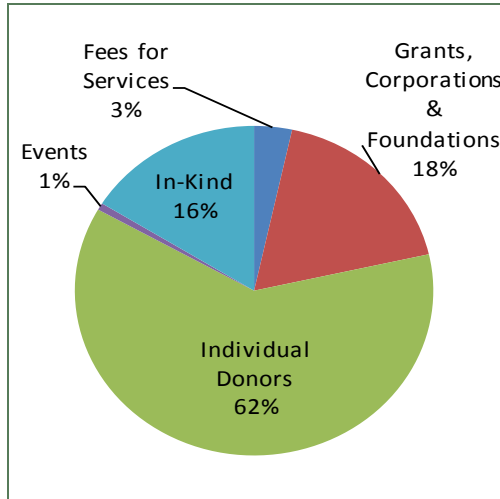


	2010 Actual	2011 Projected	2011 Actual	2012 Projected
Community Education & Outreach Services	710	730	950	1150
On-Site Activities	171	200	84	189
Mental Health Counseling Program	195	240	280	690
<b>Totals</b>	<b>1076</b>	<b>1170</b>	<b>1314</b>	<b>2029</b>

## 2011 Income by Revenue Source

Support for our agency’s programs continues to grow. From 2009 to 2010, overall revenue increased by 46%. From 2010 to 2011, revenue increased yet another 15%. Donations from individual donors has more than doubled since 2009.

Fees for Services	\$ 17,221
Grants, Corporations & Foundations	\$ 91,048
Individual Donors	\$ 311,616
Events	\$ 3,479
In-Kind	\$ 81,366
<b>TOTAL</b>	<b>\$ 504,730</b>



## Client Quotes...

“It [my life] changed in my learning to cope with anger and stress. I also found out that there are other women that were having issues like myself.”

“Your center definitely pulled me through a rock bottom time. I went to knitting class and Amy and Susan were wonderful. I loved just sitting in your comfy ‘living room’ chatting and trying to learn to knit! It was so nice to have a social

activity to go to. Sometimes it took all my strength to get myself there—but once there I was always so happy I went, as [it was] so enjoyable. Extremely caring women there.”

“I had been working on a goal (dealing with emotional issues) for over 2 years, but couldn’t get through the final bit by myself. After 11 sessions and Kirsten’s help, I feel I am where I hoped to be. I couldn’t be more grateful.”

“My life has been enriched by the women I have met while I have attended weekly support groups. Before, I had no friends and I was all alone. I had no hope and I was fragile and afraid....I am still learning how to find love and how to let it find me.”

“The Cognitive Therapy helped in ways medications have not been able to.... It was life changing for the better. Thank you.”

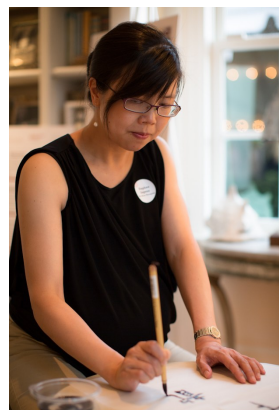


Judith Sullivan, Zero Balancing

Andrea Hubbell Photography

## Thank you, Volunteers!

We could not serve our community without the support of our many wonderful volunteers. In 2011, over 2,400 hours of service were generously donated to help our clients. Thank you so much to each and every one! The dollar value of those hours was close to \$60,000. The value to our clients was immeasurable.



Daphne Ingene, Pro-bono Therapist

Andrea Hubbell Photography

## 2011 Community Partners & Referral Agencies

Our agency has an extensive network of partners with whom we collaborate.

Entities listed below frequently refer women for services and often 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 CHILDREN, YOUTH AND FAMILY SERVICES
- CRESCIENDOS JUNTOS DEPARTMENT OF SOCIAL SERVICES
- DOWNTOWN FAMILY HEALTHCARE FOCUS
- JEFFERSON AREA CHIP PROGRAM
- MARTHA JEFFERSON HOSPITAL
- MENTAL HEALTH AMERICA
- MENTAL HEALTH & WELLNESS COALITION
- NORTHBRIDGE PSYCHIATRY
- OFFENDER AID & RESTORATION (OAR)
- PARKS EDGE AHIP
- PEOPLE PLACES REGION 10
- SALVATION ARMY SHELTER FOR HELP IN EMERGENCY
- SOUTHWOOD COMMUNITY
- SEXUAL ASSAULT RESOURCE AGENCY
- THE WOMEN’S CENTER
- THOMAS JEFFERSON AREA UNITED WAY
- VIRGINIA INSTITUTE OF AUTISM
- WESTHAVEN COMMUNITY
- UVA CAPS PROGRAM
- UVA FAMILY STRESS CLINIC
- UVA LA CLINICA
- VICTIM WITNESS PROGRAM

# 2011 DONATIONS BY GIVING LEVEL

## SUSTAINERS: \$50,000 +

The D.N. Batten Foundation  
John W. Deming & Bertie Murphy Deming Foundation

Martha Jefferson Hospital:  
In-Kind Support & Program Funding

The Maxwell Fund—Charlottesville Area  
Community Foundation (CACF)

## PHILANTHROPISTS: \$20,000 +

Sonjia Smith

Virginia Health Care Foundation

## FOUNDER'S CIRCLE: \$10,000 + *\*indicates a three year pledged member*

Batten Family Fund—CACF\*  
Katherine Brooks & Dr. George Beller\*  
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The HUT Foundation\*

The Richard & Leslie Gilliam Foundation\*  
The Rotgin Family Fund—CACF\*  
Alison & Bernard Webb\*

## FOUNDER FRIENDS: \$5,000 + *\*indicates a three year pledged member*

Anonymous\*  
Dr. Marcus Martin and Donna Martin  
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The Community Foundation—Richmond  
Area

The Oakwood Foundation  
The Perry Foundation

## SUPPORTERS & FRIENDS: \$2,500 +

Marge Connelly & Julie Christopher  
Jennie & Richard De Scherer

Initiative for Effective Nonprofits  
Robin March Hanes Charitable Trust

Signature Financial Management, Inc.  
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## \$1,000 +

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## \$100 +

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Jean Blankenship  
Kathleen Ford Bonnie  
& Richard Bonnie  
Kathleen Bowman  
Nora Brookfield & John Boccock  
Priscilla Burbank & Michael Schewel  
Susan Cabell-Mains  
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**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.**