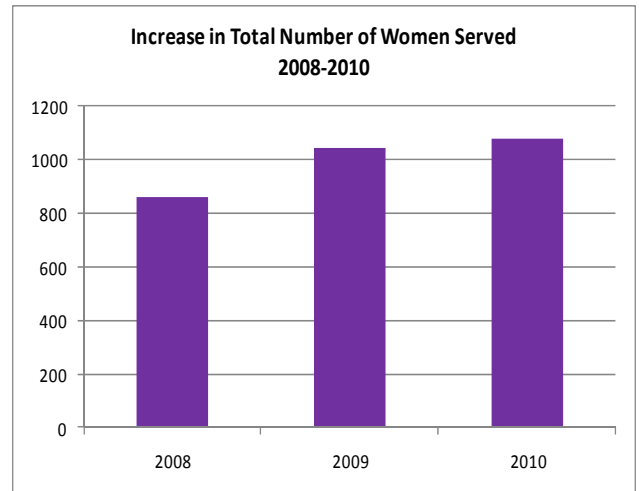




## 2010 Annual Report

On behalf of The Women's Initiative, I am honored to report that over the past three years, **our agency has served nearly 3,000 women.** Impact like this could never be possible without broad-based support and a growing awareness of the critical role that mental health plays in the strength and vitality of our community. As you read this report, please keep the following quote in mind, and know that your support is helping women find this place of peace, self-knowing and calm. Thank you for believing in the resiliency of the human spirit. Warmest regards,

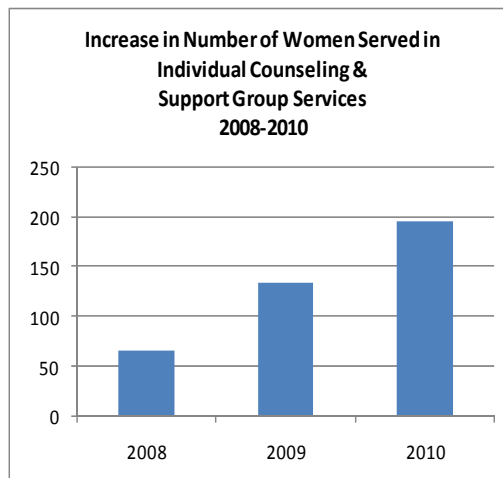
*I long, as does every human being, to be at home wherever I find myself. ~  
Maya Angelou*



### Women Rebuild Their Lives Through Counseling

Individual counseling and support group services for uninsured and underinsured women continue to rest at the heart of our agency. The women served through this program bear tremendous responsibility. They are women who have been traumatized. They are single mothers with young children who are struggling with financial uncertainty. And they are caretakers who find themselves painfully isolated. What do these women need? **They need comprehensive, affordable mental health services.**

In 2010, the majority of women served were low-income and uninsured. Approximately 47% were unemployed. Depression, anxiety and adjustment disorders were the top diagnosis with trauma from past emotional and physical abuse being a common thread. Predominant symptom severity was moderate to severe. 73% of women completed their therapy in 12 sessions or less. Diversity in 2010: 53% Caucasian, 28% Hispanic, 7% African American, 3% Asian, and 10% Unknown/Other. Ages ranged from 18-65+, with approximately 60% of the women falling between the ages of 18-45. The majority of women were single, separated or divorced. 54% were mothers with 1-4 children and 36% had a high school diploma or less.



#### OUR MISSION:

To provide effective counseling services, social support and education to empower women to transform challenging life situations into opportunities for renewed well-being and personal growth.

#### OUR VISION:

We will become widely recognized as a leader in providing innovative mental health services to all women, regardless of means.

#### CONTACT US

1007 East High Street  
Charlottesville, VA 22902  
434.872.0047  
434.872.0049

empowering women in times of challenge & change

## ADDRESSING COMMUNITY NEED

Access to basic mental health services for uninsured women in our community continues to be extraordinarily limited. In the past two years, dramatic cutbacks in mental health services at Region Ten and the closing of FOCUS' counseling program have further reduced access. The continuing financial pressures faced by low-income women and their families as a result of the current economic downturn have also resulted in increased incidences of mental distress and violence. TWI is frequently the *only* resource available to these at-risk women. It is not unusual for our agency to receive 75+ phone calls each week from women seeking a variety of services. While progress is being made to coordinate efforts and eliminate gaps in services through our involvement in the Community Mental Health & Wellness Coalition, the circumstances continue to be dire. (This coalition includes representatives from 20+ entities such as Charlottesville Free Clinic, University Medical Associates, and AIDS/HIV Services Group). Quotes from this coalition that continue to illustrate local need:

- ✦ *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.*

### 2010 Agency Impact by core program

Individual Counseling & Support Groups:	195
Community Education & Outreach Services:	710
On-Site Activities:	171
<b>TOTAL</b>	<b>1,076</b>

## MEASURING SUCCESS

The Women's Initiative realizes the importance of measuring – in concrete terms – the ways in which our mental health counseling programs are helping women grow, change and succeed. Towards this end, our agency utilizes nationally recognized *My Outcomes* software as a means of tracking client progress. In 2010, for those clients who completed counseling, 81% experienced an increased sense of personal well-being, and 79% saw improved interpersonal relationships. 96% of clients surveyed reported that we provide a non-clinical, welcoming setting and a knowledgeable, supportive staff. Equally important but more difficult outcomes to measure include the fact that clients:

- ✦ gain more emotional stability,
- ✦ learn how to incorporate self-care and stress management into their daily lives,
- ✦ experience increased self-esteem & increased job satisfaction, and
- ✦ begin to lead healthy, productive lives both personally and professionally. Notably, this paradigm shift often enables children and other family members to see positive growth, thus helping break the intergenerational cycle that is so frequently found in families of individuals who suffer from mental illness.

Client stories are often the most powerful illustration of all. We guard our clients confidentially closely, and feel extremely touched when a client chooses to write to us in thanks. *Thank you so much for being a central vein in the body of my healing & recovery. I am a completely changed person due to the work I was able to put forth with the help of two very special counselors at TWI. ...my medical treatments coupled with my weekly counseling sessions at TWI have been invaluable to my recovery process.*

2010

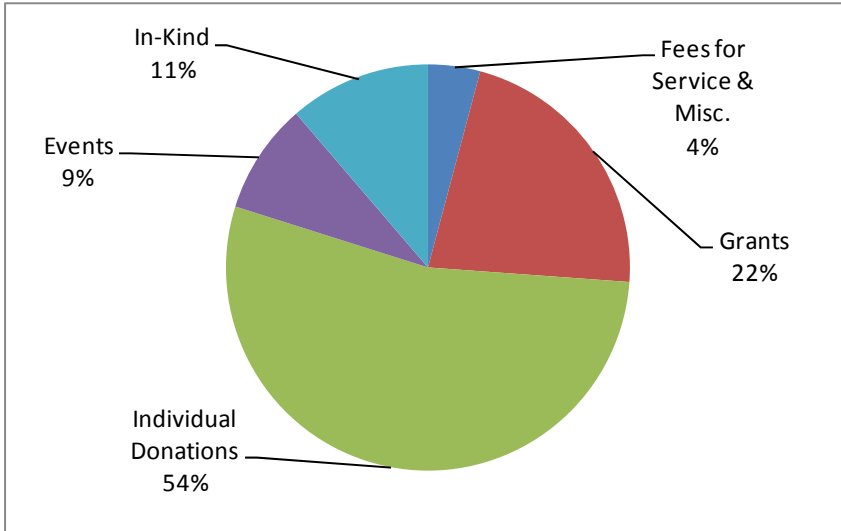
## Community Partners, Referral Agencies and Recipients of Stress Management Workshops

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 & self-care workshops for staff & volunteers.

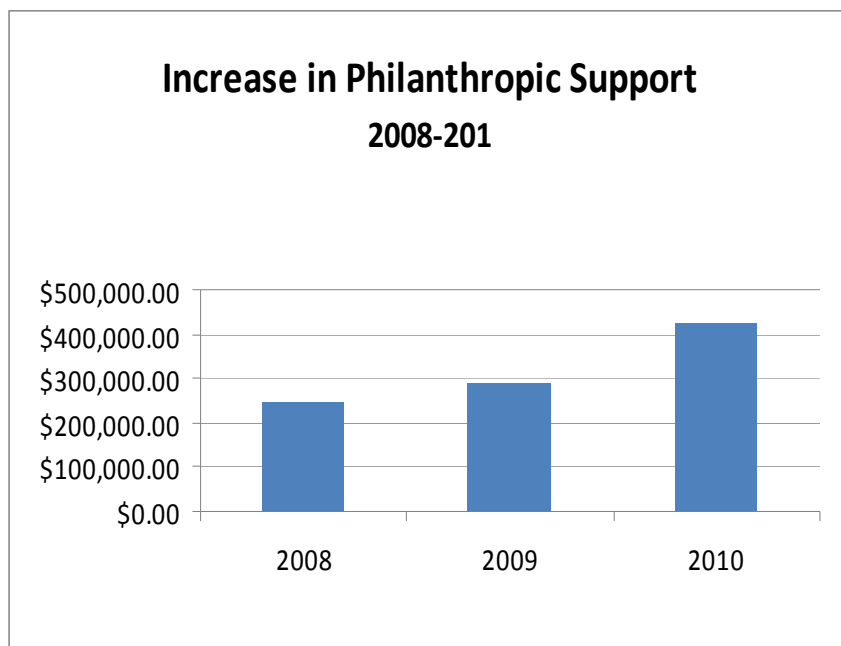
AIDS/HIV Services Group  
Bethany Church  
Charlottesville Free Clinic  
Charlottesville League of Therapists  
Charlottesville Public Schools—  
Parent University  
Charlottesville Roller Derby Dames  
Children, Youth and Family Services  
Creciendos Juntos  
Department of Social Services  
Downtown Family Healthcare  
FOCUS  
Hope House  
Jefferson Area CHIP Program  
Martha Jefferson Hospital  
Mental Health America  
Mental Health & Wellness Coalition  
Northridge Psychiatry  
Offender Aid & Restoration (OAR)  
Parks Edge AHIP  
Pantops Methadone Clinic  
People Places  
Region Ten  
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  
University Medical Associates  
UVA CAPS Program  
UVA Family Stress Clinic  
UVA Hospital  
UVA La Clinica  
Valley CSB  
Victim Witness Program  
Wellness Recovery Center

## 2010 Income by Revenue Source

Fees for Services	\$17,715
Grants: Corporations & Foundation	\$93,790
Individual Donors	\$229,206
Events	\$37,700
In-Kind	\$48,161
<b>TOTAL</b>	<b>\$426,572</b>



Philanthropic support for our agency's programs continues to be strong and varied. Since 2008, the number of individual donors contributing to our agency increased by 110%. In 2010, contributions from individuals, corporations, foundations, and events all increased. **Overall revenue from 2009 to 2010, increased by 46%, positioning our agency to strengthen programs, hire essential staff and build for the future.**



## Board of Directors

**Bebe Heiner, Founder & Chair**  
**Susan Winslow, Vice Chair**  
**Chuck Rotgin, Treasurer/Secretary**  
**Dorothy Batten**  
**Louise McNamee**  
**Dr. Marcus Martin**  
**Sherri Barrow Moore**  
**Alison Webb**

## Staff & Interns

**Kerry Day, Executive Director**  
**Elizabeth Irvin, LCSW,**  
**Program Director**  
**Sarah Travis Buck, MA, Therapist**  
**Julie Clay, MA, Clinical Intern**  
**Liz Dorn, Part-time**  
**Development Director**  
**Maria Franklin, MA, Bilingual Therapist**  
**Sarah Gazillo, Clinical Intern**  
**Amy Lane, Office Coordinator**  
**Chris Platania, LPC, LPC,**  
**Part-time Therapist**  
**Michelle Theobold, Accountant**

## Volunteer Clinicians

**Amy Alson, MD, Psychiatrist**  
**Sarah Asplin, LCSW**  
**Onnie Baldwin, MSW**  
**Caroline Colvin, MA**  
**Terry Coffee, LPC**  
**Virginia Coffey, MA**  
**Margaret Edwards, MA**  
**Bebe Heiner, LPC**  
**Bic Kolcum, LCSW**  
**Toine Wyckoff, LCSW**

In 2010, our clinical team grew to 17, 13 of whom were volunteers. Volunteer involvement is essential as our agency develops innovative ways to increase internal capacity and minimize expense. Approximately 84% of every dollar donated to our individual counseling and support group services program is dedicated to direct services.

# 2010 Donations by Giving Level

## \$50,000+

The D.N. Batten Foundation

Martha Jefferson Hospital:  
In-Kind Support & Program Funding

The Maxwell Fund—Charlottesville Area  
Community Foundation (CACF)

## \$25,000 - \$49,999

Monticello Media: In-Kind Advertising

Women United in Philanthropy

## \$10,000 - \$24,999

Bama Works Fund of the Dave Mathews Band  
Batten Family Fund —CACF  
Katherine Brooks & Dr. George Beller

Cynthia Davis  
Leslie & Richard Gilliam  
Barbara & Robert Lee

Louise McNamee & Peter McHugh  
The Perry Foundation  
Alison & Bernard Webb

## \$5,000-\$9,999

Charlottesville Lady Arm Wrestlers (CLAW)  
The Wonder Fund of  
The Community Foundation

Graham Family Charitable Foundation  
Margaret Heiner  
John W. & Bertie Deming Foundation

Rotgin Family Fund—CACF  
The Hut Foundation  
United Way - Thomas Jefferson Area

## \$2,500-\$4,999

CACF—Grace Riggs Fund  
Nancy Daniel  
Eloise, Inc

Great Eastern Management  
Donna & Dr. Marcus L. Martin  
Sheila & Ted Weschler

Piedmont Virginia Parking Co.  
Quantitative Investment  
Management

Jennie & Richard de Scherer  
Signature Financial  
Management Inc.

## \$1,000-\$2,499

Onnie Baldwin  
Carolyn & David Beach  
Wendy Brown

Pamela Gale  
Bertie D. Heiner  
Mrs. Victor Heiner

Karen Moran & Wistar Morris  
Whitley & Charles Rotgin, Jr.  
Rosel & Elliot Schewel

Elsie & Maclwaine Thompson  
Franklin Vanbeuren  
Wachovia Wells Fargo Foundation

## \$500-\$999

Anonymous  
Jill Ashley  
Bill Atwood  
Cville Craft Attack

The De Vink Foundation  
Ethel & Larry DeNeveu  
Downtown Business Association  
Emmanuel Episcopal Church

Sarah & Joseph Gladden, Jr.  
Nina & Yalcin Ozbey  
Catherine Pierson  
Kamilla & Matthew Schenck

Laura Stuart  
T & N Printing  
Ann & Charles Thacher  
Zazus

## \$100 - \$499

Anonymous  
Pheobe & Joseph Antrim  
Elyse & John Ashley  
Saundra Atwood  
Lori & David Balaban  
Lillian & Michael BeVier  
Evalyn Bishop  
Jean Blankenship  
Mary & Jay Blanton  
Karen & Warren Boeschstein  
Pam & Lucius Bracey  
Nancy & Peter Brooks  
Priscilla Burbank &  
Michael Schewel  
Suzanne Chitwood  
Terry Coffey  
Julie Convisser  
Elizabeth & JayDalgliesh  
Margery & Dr. Thomas Daniel  
Gayle Davey

Kerry & David Day  
Norma & Richard Day  
John Deming  
Cynthia & John Dent  
Kristen Eberly Lorenzo  
Elizabeth & Temple Fennell  
Kathleen Ford & Richard Bonnie  
Kathy Foulk  
Pamela Fox & Daniel Layman  
Katharine Scott Gilliam  
Deanna & Timothy Gould  
Charles Heiner  
Joyce Gentry Holt  
Elizabeth Hopkins  
Richard Hord  
Patricia & Tom Humphreys  
Jeanette Husted  
Dr. Neal Kassell  
Rebecca Keese & Robert Gray  
Mary Betty Ketron

Susan Ketron & Michael McKee  
Kinsey Marable & Co  
Kim Kuttner  
Camilyn & Peter-John Leone  
Dana Lightsey & Peter Harris  
Carol Liverman  
Deborah & Andrew Lockman  
Deborah & Timothy MacDonald  
Zanne MacDonald  
Martin Roofing & Sheet Metal  
Robbie & Mark Mascotte  
Lisa McDermott & Mark Riggle  
Claire McLean  
Betty Lou & Leigh Middleditch  
Janet Miller  
Sherri & Preston Moore  
Mary & Matthew Murray  
Elizabeth Muse  
Susan Noll  
Elizabeth & David Perdue

Kerlyn Schewel  
Lao & Stephen Schewel  
Wendi & Clark Smith  
Sharon Spencer  
Whitney Stevens  
Ruth Stone  
Nancy & David Summers  
John Syer  
Christina & Nelson Teague  
Ellen Teplizky  
Kathleen & Robert Travis  
Erika Viccellio  
Sarah & William Walter  
Alison & Michael Weber  
Eleanor & Richard Wilson  
Susan & L.F. Winslow  
Suzanne Yeaman & Thomas  
McQueeney

## < \$100

Anonymous  
Andreas Alvarez  
Nina & Dennis Barnes  
Amelia Black  
Kimberly Boggs  
Tavia Brown  
Nina Cooper  
Patty & Raymond Cormier  
Janet & Dennis Crisfield, Sr.

Laural Denise  
Christian Henningsen  
Nancy Hopkins  
Beverly Hovencamp  
Erin Johnson  
Martha Keith  
Barbara & Jay Kessler  
Magnolia Moonlight  
Lizbeth Mears

MKDM  
Marsha Musser  
Susanna Nicholson  
Carly Oliva  
Arlene & Nick Page  
Christine Peterson  
Marguerite Runion  
Sharon & Bill Shirey  
Paul Smith

Judy Smith  
Andrea & Charles Vest  
Patricia Watkins  
Dr. Lewis Allan Weber  
Susan & Ted White  
Elizabeth Woodward  
Dr. Peggy Wright &  
Dr. Albert Martin

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.