



the women's initiative

Breaking Down Barriers

The Women's Initiative experienced significant growth in 2009 with increased impact in ALL of our core program areas. Core programs include: individual counseling for uninsured/underinsured women, community outreach in some of our most impoverished neighborhoods, and wellness workshops for front-line providers. **Overall, we reached 1,045 women.** This represents a 21% increase in the number of women served in 2008.

Programmatic increases like this could never be possible without the dedicated support of highly skilled staff, volunteers and pro-bono therapists. In 2009, more than 60 volunteers and interns contributed 2000+ hours. Please look inside for a detailed description of our clinical team, and the exciting ways in which we are strengthening our programs.

A key agency vision for 2009 was "breaking down barriers." To this end, we implemented a bilingual counseling program for Spanish speaking women, recruited a volunteer psychiatrist, and started playing a lead role in community-wide efforts to strengthen our mental health care safety net.

In terms of funding, we are pleased to report that our agency experienced increases across all of our giving categories. Our overall budget grew 14% from 2008 to 2009, and the number of individuals and foundations supporting our efforts grew by nearly 50%. We thank our supporters for their continued belief in our mission. As the enclosed information reveals, your support is helping us bring critical mental health services to women in need.

As one of our clients shared, "I'm starting to connect with my son in ways I didn't think possible, and I am listening to my own needs. ...Therapy really helps. Thank you."



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.

PHOTO GALLERY - 2009



The Living Room Launch

In 2009, our agency launched *The Living Room*, a free lending library and gathering space for women. To celebrate, community members gathered (below) to hear conservationist and world traveler Christine Tam speak about the women she has met in the remote villages of Asia and Africa.



Interns Bring Gifts

Three interns supported our agency's efforts in 2009. Both Kristina Banks (pictured above) and Laura Gayle, joined *The Women's Initiative* as interns from Mary Baldwin College. Elizabeth Miller joined us from William & Mary. These women provided critical administrative support for our community outreach endeavors.



2009 Challenge Into Change Essay Contest Celebration

Women shared personal and inspiring stories of transformation in our annual essay contest.



2009 Goddess Quest

Agency founder Bebe Heiner (right) celebrates at Goddess Quest, an unforgettable fundraiser where attendees create their own three-minute film capturing "the goddess."



2009

Community Outreach & Stress Management Workshops

Arc of the Piedmont
 Blue Ridge Commons
 Center for Nonprofit Excellence
 Charlottesville City Hall
 Charlottesville Free Clinic
 Children, Youth & Family Services
 Clark Elementary
 Charlottesville Housing Authority
 DePaul Family Services
 Department of Rehabilitation Services
 Department of Social Services
 MJH Every Woman's Life Program
 Jackson Via Elementary School
 Martha Jefferson Hospital
 National Association of Social Workers
 Nelson County Health Promoters
 Parks Edge AHIP
 Salvation Army
 Sexual Assault Resource Agency
 United Sisters - UVA
 UVA Global Women's Health Issues
 Virginia Institute of Autism
 Westhaven

2009 Total Women Served

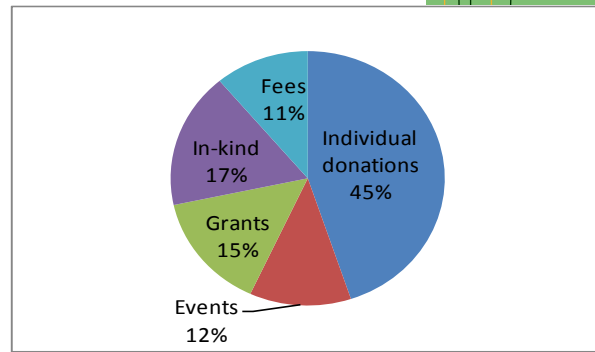
Individual counseling:	134
Stress management workshops:	393
Community Outreach Activities:	383
On-Site Activities:	135
TOTAL	1,045

2009 Counseling Outcomes

The Women's Initiative utilizes *My Outcomes* software to track client progress. This diagnostic measurement tool focuses on four key areas: personal well-being, interpersonal relationships, social interaction, and overall sense of well-being. In 2009, for those clients who completed their counseling, 86% experienced an increased sense of personal well-being, 84% saw improved interpersonal relationships, 79% had improved social interaction and 84% experienced an increase in overall sense of well being. 95% of our clients attained tangible tools to combat stress.

2009 Income by Revenue Source

Individual donations	\$130,891
Events	\$34,959
Grants	\$43,042
In-kind	\$50,360
Fees for Services/Misc.	\$32,379
TOTAL	\$291,631



COUNSELING CAPACITY GROWS

Clinical Team:

In 2009, our clinical team grew from a group of four part-time therapists to a team of 12. Our strong, diverse team of clinicians currently brings more than 150 years of combined counseling experience and a variety of specialties. Comprehensive assessments and individualized treatment plans are designed to address each woman's unique personal history and distinct needs. Treatment modalities include: brief term and long term psychodynamic therapy, Eye Movement Desensitization and Reprocessing, Cognitive Behavioral Therapy, and mindfulness based stress reduction techniques. Sessions are 50-minutes in length and occur weekly.

Collaborations: In an effort to strengthen communication between mental health care providers and eliminate barriers to service, The Women's Initiative has created bridges to 25+ entities in Charlottesville and the surrounding counties. In 2009, our agency undertook an extensive six step process to identify top partners and ensure that referral streams and conti-

nunity of care for our clients were at their best.

Psychiatric & Bilingual Services Made Available:

In response to the increasing symptom severity seen in the women we serve, our agency recruited a highly qualified and dedicated volunteer psychiatrist from the University of Virginia. Our psychiatrist evaluates and treats only those women who are already seeing a TWI clinician regularly for psychotherapy. Through United Way's Medication Assistance Program, we are also now able to secure affordable medications for women who qualify.

In 2009, our agency also started providing bilingual counseling for women in the Hispanic community. Women in this community often struggle with intense social isolation and poverty—factors which put them at an increased risk for mental illness. This program also includes wellness workshops for Spanish speaking women in Charlottesville and Albemarle and a free support group called *Grupo de Apoyo*. This group meets weekly at a local church and includes transportation and childcare.

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Volunteer Clinicians

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Onnie Baldwin, MSW
Terry Coffey, LPC
Virginia Coffey, MA
Rachael Diamond, MSW
Margaret Edwards, MA
Bebe Heiner, LPC
Bic Kolcum, LCSW
Toine Wyckoff, LCSW

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Program Director
Sarah Travis Buck, MA,
Part-time Therapist
Chris Platania, LPC,
Part-time Therapist
Julie Clay, Clinical Intern
Michelle Theobold,
Accountant

Women Served in Individual Counseling in 2009

Our *Individual Counseling Program for Low-Income Women* empowers women to gain freedom from mental illnesses that are diminishing their lives. In 2009, the majority of women served were low-income, employed and uninsured. Depression was the top diagnosis. Over half of our clients were mothers, many of whom were divorced, separated or single. Services were provided on a sliding scale with hourly sessions starting at \$5 per hour based on poverty guidelines established by HHS. Predominant symptom severity was moderate to severe. Women ranged in age from 18-65+ and resided in 10 counties. 74% of the women completed their treatment in 12 sessions or less. Diversity grew substantially in 2009: African American (7%), Asian (4%), Caucasian (57%), Hispanic (27%), and unknown/other (5%).

2009 Donations by Giving Level

\$5,000.00 +

Community Endowment Fund -
Charlottesville Area Community
Foundation (CACF)
Cynthia & Mike Davis Family
Foundation—Renaissance

Charitable Foundation
Jennifer & Jonathan Gilliland
Heiner Family Fund - CACF
Martha Jefferson Hospital
Louise McNamee & Peter McHugh

The Perry Foundation
The Wonder Fund - The Community
Foundation
United Way - Thomas Jefferson Area
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\$1,000—\$4,999.99

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Nancy Daniel
Claiborne Deming
DKW Development
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Piedmont Virginia Parking
Rainworks Studio, Inc.
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T & N Printing

The Hut Foundation
Elsie W. & Mcllwaine
Thompson, Jr.
Waterman Fund - CACF
Sheila & Ted Weschler
Whitney & Anne Stone
Foundation

\$500.00—\$999.99

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Kakie Brooks & Dr. George Beller

Ethel & Larry DeNeveu
Emmanuel Episcopal Church
Catherine Pierson

Kamilla & Matthew Schenck
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\$100—\$499.99

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Mary Lee Webb
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Susan & Leonard Winslow
Elizabeth Woodward
Karen & Bryan Wright
Christine & Olivier Zunz



Volunteers support our agency during United Way's 2009 Day of Caring.

> \$100.00

Anonymous
Saundra Atwood
Astrid Bailey
Louisa Barrett
Miriam Bender & Alfred
Dougherty
Kathleen & Richard Bonnie
James Bowling
Terry Coffey
Betsy Collins

Dawn Mahoney-Cottrell &
Ronald Cottrell
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Holly Heilburg
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Katherine Walmsley
Beverly & Brian Whispelwey



The Women's Initiative would also like to thank the many contributors who donated in-kind goods and services in support of our agency. 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.

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