



# 2014 Annual Report

empowering women in times of challenge and change

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- Lori Guidone-Liu
- Melissa Shore

## TWI IS A VITAL LIFE-SAVING RESOURCE FOR WOMEN



Dear Friends,

Here is what we know: depression, anxiety and other mental health disorders are debilitating and at times, life threatening, to thousands of women in our community each year. There are many barriers to receiving mental health services, but the single largest barrier is the inability to pay for treatment. At The Women's Initiative, we provide evidence-based, effective mental health treatment to women, regardless of ability to pay. In 2014, The Women's Initiative provided services for over 3,400 women in our community. Our work is only possible through the generous contributions of our pro bono therapists, volunteers and donors. *Thank you.*

As one local mental health provider recently shared, "There would be no other place for women to get the care they need if you were not here." The mental health counseling, social supports and education programming that we offer fill a critical gap in the safety net of our community. Our services give women the opportunity to transform life's most challenging moments into growth and healing.

Our unique partnerships enable our work to go directly to those most in need. Whether a patient at the Charlottesville Free Clinic or an elderly woman attending JABA's Mary Williams Center, our programs extend into the community to assure all women have access to education, social supports and mental health treatment.

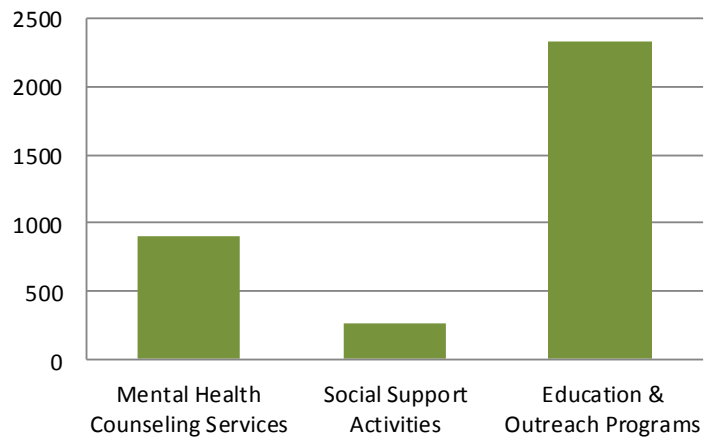
With your help we provided vital services to our community in 2014, yet there is more work to be done. I hope reading this report will inspire you to get involved and stay involved with The Women's Initiative and the clients we serve.

With deep appreciation,

Elizabeth Irvin, Executive Director

## PROGRAM BENEFICIARIES

In 2014, The Women's Initiative provided services to **3,495** community members – an increase of **24%** over 2013.



## WHO WE SERVE

### WHAT OUR CLIENTS SAY ABOUT OUR SERVICES

*"I feel supported. I can be more present for my child. Community based support is very crucial for the mothers in their community."*

- 2014 TWI Client

*"I am here. I have hope. I am contributing and responding to life in a way I can be proud of."*

- 2014 TWI Client

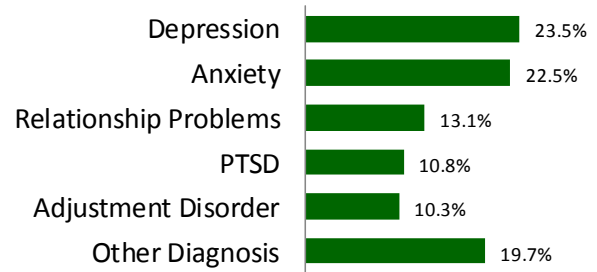
*"I felt supported and guided while working through emotional traumas. Now I'm able to step back and think through what I'm feeling instead of running right to panic."*

- 2014 TWI Client

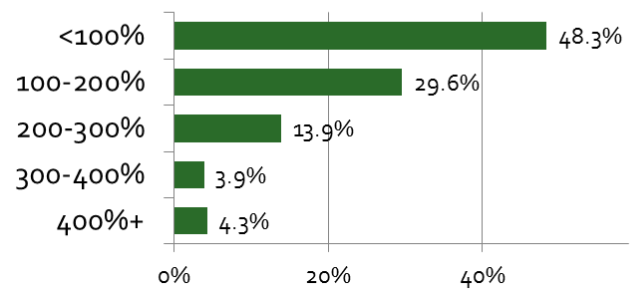
*"I feel like I have my life back and am not drowning in emotions that I cannot control."*

- 2014 TWI Client

### Diagnosis

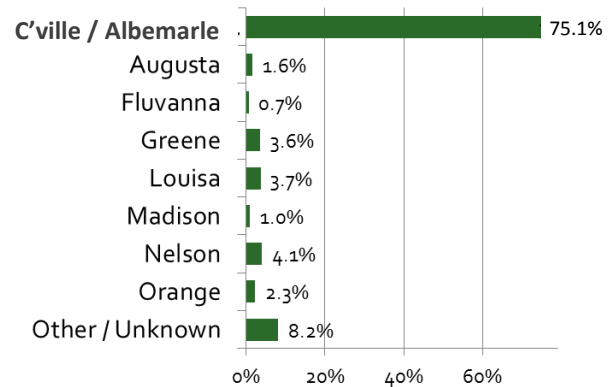


### Income as Percentage of FPL\*

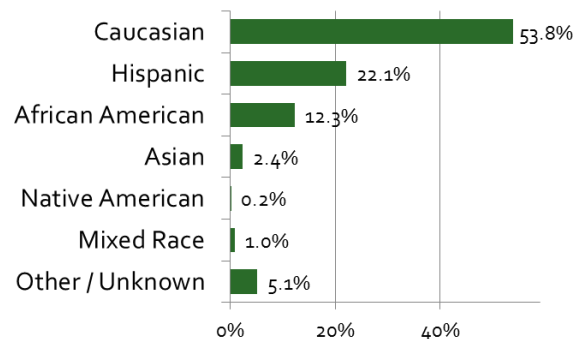


\*Federal Poverty Level

### County of Residence



### Ethnicity / Race



"I CAN NOW SAY WHAT IS ON MY MIND. I **STAND UP** FOR MYSELF."

## THE WOMEN’S INITIATIVE CORE PROGRAMS



### Social Support

- 290 Participants in our social support activities
- Examples include our Mothering Circle, Knitting Circle and Meditation hour

*“I feel safe and welcome and know that I am not alone.”*

- 2014 TWI Client



### Mental Health Counseling

- 474 Episodes of Care for Individual Counseling
- 537 Free Wellness Consultations
- 110 Group Participants in our Healthy Relationships, Grupo de Apoyo and Stress Management Groups

*“I am fortunate to have received [this] care. Thank you to The Women’s Initiative...”*

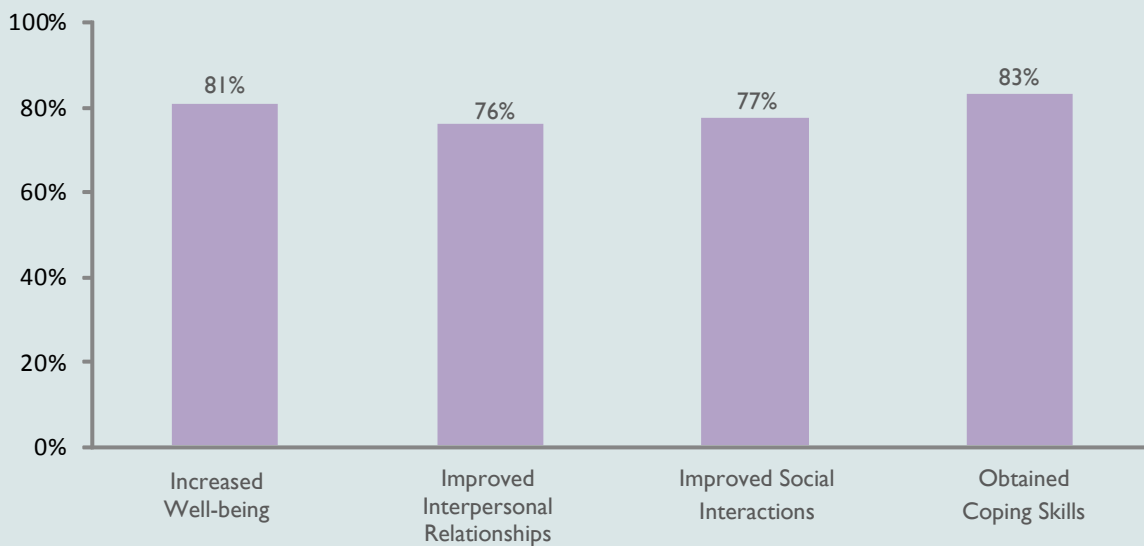
- 2014 TWI Client



### Education and Outreach

- 2292 Education and Outreach Participants
- Highlights include:
  - \* Teaching stress management to mothering groups at Friendship Court, Westhaven and Southwood
  - \* Festival of the Book with Dr. Norman Rosenthal’s memoir detailing his own triumph over adversity
  - \* Challenge Into Change Writing Contest with 33 women’s stories at the JSCC African-American Heritage Center

## CLIENTS HEAL AT THE WOMEN’S INITIATIVE



“I AM ABLE TO FACE EACH DAY WITH **COURAGE.**”

## PARTNERSHIPS STRENGTHEN OUR COMMUNITY IMPACT

### JEFFERSON SCHOOL CITY CENTER NEIGHBORHOOD OUTREACH PROGRAM

- 841 people, including 114 mental health counseling clients served through our satellite program
- Co-tenant partnerships with MJH Starr Hill Center, JABA and the African American Community

*"I am so grateful to have you right here in our community. I now do not have to feel like the type of help I need is unreachable. I am feeling healthier and inspired. Many many thanks!"*  
- 2014 TWI JSCC Client



### BIENESTAR

- 382 women were served in our Bienestar Spanish-speaking program in 2014:
  - \* 104 Latina women received mental health counseling
  - \* 278 participated in education and outreach activities

*"I feel that I have improved a lot, both as a mother to my children and as a human being. Your treatment was excellent."*  
- 2014 TWI Bienestar Client



### INTEGRATED CARE AT CHARLOTTESVILLE FREE CLINIC

- ALL CFC patients are now screened annually for depression
- 281 patients were evaluated and treated by TWI staff and pro bono therapists

*"The close partnership with The Women's Initiative enabled CFC to launch a new way of providing patient care, by integrating mental health treatment into our medical model."*  
- Erica Viccellio, CFC Executive Director



## WHAT OUR PROGRAM PARTNERS SAY ABOUT OUR SERVICES

excerpts from an independent anonymous survey of our key partners

*The Women's Initiative has a reputation for excellent, effective, brief treatment for women.*

TWI is my number one choice for referrals within the Hispanic population.

I love the walk-in programs. I often suggest walk-in sessions to introduce folks to other TWI services.

TWI is my top choice for counseling services for moms, especially moms who are in a bad situation currently or are trying to recover from a bad situation or relationship in their past.

### PROGRAM PARTNERS

- AFRICAN AMERICAN HERITAGE CENTER ❖ THE ARBOR ❖ BIRTH MATTERS CHARLOTTESVILLE ❖ CARVER RECREATION CENTER ❖ CHARLOTTESVILLE FREE CLINIC ❖ CHARLOTTESVILLE WORKS ❖ COMMON GROUND HEALING ARTS ❖ CRECIENDO JUNTOS ❖ CITY & COUNTY DEPT. OF SOCIAL SERVICES ❖ FRIENDSHIP COURT COMMUNITY ❖ JEFFERSON AREA BOARD FOR AGING ❖ JEFFERSON AREA CHIP PROGRAM ❖ LITERACY VOLUNTEERS OF CHARLOTTESVILLE / ALBEMARLE ❖ MARTHA JEFFERSON HOSPITAL ❖ MENTAL HEALTH AMERICA ❖ MENTAL HEALTH & WELLNESS COALITION ❖ PIEDMONT FAMILY YMCA ❖ PIEDMONT VA COMMUNITY COLLEGE ❖ READYKIDS ❖ REGION 10 ❖ SHELTER FOR HELP IN EMERGENCY ❖ SIN BARRERAS ❖ SEXUAL ASSAULT RESOURCE AGENCY ❖ SOUTHWOOD COMMUNITY ❖ THRIVE ❖ UNITED WAY—TJA ❖ UVA MEDICAL ASSOCIATES ❖ WESTHAVEN COMMUNITY

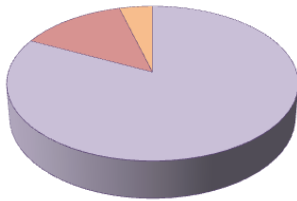
"I AM **STRONGER** THAN EVER IN EVERY ASPECT OF MY LIFE."

## YOUR SUPPORT MAKES ALL THE DIFFERENCE



### REVENUE

■ 57% Individual Donations	\$ 480,911
■ 22% Grants	\$ 190,025
■ 13% Events	\$ 108,725
■ 6% Nonprof/Corp/Spons	\$ 48,898
■ 2% Fees for Service	\$ 21,014
■ < 1% Interest	\$ 578
<b>TOTAL</b>	<b>\$ 850,151</b>



### EXPENSES

■ 82% Program Services	\$ 562,611
■ 14% Fundraising	\$ 92,590
■ 4% Administration	\$ 29,024
<b>TOTAL</b>	<b>\$684,225</b>

*"I just want to say thank you for offering such wonderful services—now accessible to me and my money situation... Many many thanks! "*  
 - 2014 TWI Client

### PRO-BONO THERAPISTS

Lisa Alvarez ♥ Kelli Sutton Block, MSW ♥ Karen Bloomfield ♥ Courtney Bonilla ♥ Tim Breedlove ♥ Linda Capacchione, LPC ♥ Sarah Cooper ♥ Michael Connors ♥ Rachael Diamond ♥ Jessie Dodson ♥ Lisa Ellison ♥ Chapin Faulconer, LPC ♥ Kimberly Gladys ♥ Katherine Greiner ♥ Bebe Heiner, LPC ♥ Carrie Humphrey ♥ Susan Kaufman, PhD ♥ Brynne Kazlo ♥ Emily Lewis, LCSW ♥ Francesca LoMonaco, LCSW ♥ Dwight McCall, PhD ♥ Mary McGregor ♥ Tim Rambo, LPC ♥ Charlotte Schafer ♥ Carolyn Schuyler, LCSW ♥ Cynthia Starnes, LCSW ♥ Hilary Steinitz, MSW ♥ Robert Taibbi, LCSW

### ADMIN VOLUNTEERS

Phyllis Binder ♥ Laura Boyers ♥ Paige Calodney ♥ Aleen Carey ♥ Ellen Chaffin ♥ Jenna Cutri ♥ Bridget Dee ♥ Anne Dinwiddie ♥ Stephanie Engenhard ♥ Ida Frederick ♥ Ashley Haight ♥ Sue He ♥ Mydashia Hough ♥ Apoorva Iyer ♥ Aly Ladd ♥ Madison Lahey ♥ Kristina LaFiosca ♥ Caitlin Lane ♥ Jaclyn New ♥ Thy Nguyen ♥ Samantha Parks ♥ Susan Payton ♥ Sarah Peaslee ♥ Cynthia Power ♥ Ellen Riccardi ♥ Nikki Rigsby ♥ Tori Rodgers ♥ Stephanie Sacco ♥ Charlotte Schafer ♥ Courtney Scherting ♥ Joy Schiavone ♥ Nadia Schoeb ♥ Jennifer Schultz ♥ Maggie Schwartz ♥ Sara Surface ♥ Michelle Theobald ♥ Aprilee Velez ♥ Jinlu Yuan

### CHILDCARE VOLUNTEERS

♥ Charlottesville Abundant Life Ministries ♥ Kiandra Scott ♥

### LIVING ROOM, SOCIAL SUPPORT AND EVENT VOLUNTEERS

Thomas Barger ♥ Karen Boeschstein ♥ Courtney Bonilla ♥ Tristan Butler ♥ Zuzana Chovanova ♥ Katy Cleveland ♥ Terry Coffey ♥ Christine Davis ♥ Mark Dennison ♥ Rebekah Dennison ♥ John Fisher ♥ Kathleen Ford ♥ Kay Ford-Mazrui ♥ Meg Handlesman ♥ Joyce Gentry Holt ♥ Malcolm McGregor ♥ Wendy Miller ♥ Kate Modica ♥ LaKeisha Murray ♥ Susanna Nicholson ♥ Pauline Niot ♥ Peggy Quale ♥ Sarah Reeber ♥ Gloria Rockhold ♥ Susan Schiffer ♥ Valeria Semkova ♥ Nancy Summers ♥ Mark Williams

### GIRLS' NIGHT OUT COCKTAIL PARTY COMMITTEE

Jill Ashley ♥ Maylisa Baldwin ♥ Dorothy Batten (co-chair) ♥ Antoinette Brewster ♥ Kacie Brooks ♥ Catherine Brown ♥ Chiara Canzi ♥ Marcela Foshay ♥ Kathy Hall ♥ Dana Harris ♥ Holly Hatcher ♥ Bebe Heiner ♥ Kathy Heiner ♥ Tricia Humphreys ♥ Barkley Laing ♥ Barbara Lee ♥ Louise McNamee (co-chair) ♥ Angie Oakey ♥ Christina Teague ♥ Alison Webb

### FAMILY BARN PARTY COMMITTEE

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"I AM FEELING **HEALTHIER** AND INSPIRED. MANY THANKS!"

## 2014 DONATIONS BY GIVING LEVEL

### \$50,000+ Leaders

John W. Deming & Bertie  
Murphy Deming Foundation  
The D.N. Batten Family  
Foundation  
The Maxwell Fund in CACF

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

Martha Jefferson Hospital  
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McHugh  
Sheila & Ted Weschler

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

City of Charlottesville  
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The Oakwood Foundation  
The Perry Foundation  
The Wonder Fund  
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Verizon Foundation  
Alison & Bernard Webb

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

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Southern Cities Studio  
The Conboy Duke Foundation  
Wells Fargo Advisors, LLC  
Women's Initiative Designated  
Fund in CACF

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

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Arcane Technologies, Inc.  
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Dorothy Batten  
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Bend Yoga  
Jacqueline & Ralph Bradley  
Antoinette & Benjamin  
Brewster  
Katherine Brooks & Dr. George  
Beller  
Charlottesville Pediatric &  
Adolescent Medicine  
Claire Cronemiller  
Nancy Daniel  
Amy Ellertson  
Kathleen Ford & Richard Bonnie  
Pamela & Chris Gale  
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Higdon Partners, LLC  
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Bruce & James Murray  
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The Betsy & Alan Cohn  
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The Fennell Family Fund in CACF  
The Hersch Family Fund  
Thomas Jefferson Memorial  
Church—Unitarian Universalist  
Wells Fargo Foundation  
WestWind Foundation  
Whole Foods  
Jennifer Hubbard & Franklin  
Hawkins Winslow

### \$1-\$999 Allies

#### \$500-\$999

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Katharine & Michael Brooks  
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#### \$100-\$499

*Anonymous*  
Carolyn & William Achenbach

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Kelly Cox  
Martha Craddock  
Allison & Chris Craytor  
Scheline & William Crutchfield  
Elizabeth Dalglish  
Charlotte & Ralph Dammann

“**THANK YOU** FOR SAVING MY LIFE.”

## 2014 DONATIONS BY GIVING LEVEL (continued)

Margery & Thomas Daniel	Lee & Neal Kassell	Arlene Page	<b>\$1-\$99</b>
Susan W. Davenport & W. Edgar Spigle Fund in CACF	Karyl & Irving Kayton	Sarah Gray & Ned Parrish	<i>Anonymous</i>
Kelly & Simon Davidson	Rebecca Keese & Robert Gray	Piedmont Pediatrics	Nancy & Robert Berg
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	Judith Minter	Patricia & Tony Wilson	Peggy Wright & Martin Albert
	Judith Minter	Elizabeth Woodard	
	Judith Minter	Christina & Patrick Wright	
	Judith Minter	Margaret & Richard Zakin	
	Judith Minter	Sophie Zunz	

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.

“TWI IS ONE OF THE MOST **IMPACTFUL** NONPROFITS.”

The Women's Initiative  
1101 East High Street, Suite A  
Charlottesville, VA 22902

**ADDRESS CORRECTION REQUESTED**



Louise McNamee, Bebe Heiner

“This year is a real milestone for me personally as I step down as Board Chair of The Women’s Initiative. I do this with a profound sense of gratitude to our staff, volunteers and Board of Directors, because they have worked so well to ground this agency in solid organizational principles and sound financial footing while keeping focused on the original vision and mission. Under the experienced and capable leadership of new Board Chair Louise McNamee and Executive Director Elizabeth Irvin this agency is helping more women more effectively than ever.”

-Bebe Heiner, Founder and Past Chair

PROVIDING **WOMEN** WITH  
EFFECTIVE **COUNSELING**  
SOCIAL **SUPPORT** AND  
**EDUCATION** SO THEY CAN  
**TRANSFORM** LIFE  
CHALLENGES INTO POSITIVE  
**CHANGE** AND **GROWTH**

2014  
ANNUAL  
REPORT

