

Fiscal Year

2024

July 2023 - June 2024

Annual Report

Mental Health America of the MidSouth
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A MESSAGE FROM OUR EXECUTIVE DIRECTOR

What a year this has been! This year has been full of growth, resilience, and significant progress for our organization. While every year brings its own unique opportunities and challenges, this one has been a true testament to the strength of our team, our board, and our unrelenting commitment to the communities we serve as we have strategically worked to pave the way the years to come.

I became Interim Executive Director in October and, in April, officially moved into the role of Executive Director after serving as Senior Director of Program Operations for the past six years. Through our programmatic strategic planning and our focus on data-driven, impactful programs, we have not only stayed true to our mission, but we've made meaningful strides in how we deliver services and support to the communities we serve. Our commitment to creating programs that make a tangible difference in people's lives has never been stronger.

Through our school-based mental health training initiative, we were able to launch a pilot program that provided scholarships to every school in a single county, ensuring that they could become suicide-safe and equipped with the tools to address mental health challenges head-on. This is an initiative we will continue to monitor to measure our impact. We refined our needs assessment process that allows us to continuously listen and respond to the voices of the community. These strategic changes will ensure that we remain aligned with the evolving needs of those we serve and will guide our priorities in the years to come.

Throughout the year, we have been laying the groundwork for several initiatives we expect to come to fruition in the coming years. This includes rolling out comprehensive training on suicide prevention for youth, building a library of parent resources, and continuing to help Tennesseans find the right help at the right time.

As we look back on this year, I am incredibly proud, not only of the work we have done, but of the progress we've made to create a sustainable, real impact on lives across Middle and West Tennessee.

Our staff has been nothing short of exceptional in moving our programs forward, reaching more students, delivering more training, and expanding our impact as we ensure promoting mental well-being, building resilience, and preventing crises becomes part of the framework of the communities we serve.

I am so grateful for the dedication and support of our team, our board, and our incredible partners. We are both excited and ready for the opportunities that lie ahead. The future is bright, and we look forward to continuing our work, growing together, and making an even greater impact in the year to come.

To brighter days ahead,

Amber Hampton, LCSW
Executive Director
Mental Health America of the MidSouth



OUR BOARD



DEB HENNESSEE

BOARD CHAIR



MATT SMITH

VICE CHAIR



SARAH ROBBINS

TREASURER



JOHN BAXTER

SECRETARY



RHONDA ASHLEY-DIXON

PAST CHAIR



BRENT BAXTER

MEMBER



ALLISON DIEHL, LCSW

MEMBER

FY 2024

OUR MISSION

Our mission is to improve the lives of persons living with mental health challenges by advocating for improved public policy, educating health service providers, and connecting individuals to the right help at the right time.

1 in 5



ADULTS & CHILDREN
IN TENNESSEE ARE
EXPERIENCING A
MENTAL HEALTH
CHALLENGE

ABOUT US

Founded in 1946, Mental Health America of the MidSouth serves as a resource for thousands of individuals across Middle and West Tennessee annually, teaching that while mental illness is real, it is treatable, and no one should face their struggles alone. Through education, training, and support, we are committed to building a community where stigma is eradicated and help is always accessible.

Our programming is extensive, from guiding caregivers through the journey of memory loss and empowering students to foster mental wellness and prevent bullying, to suicide prevention and training educators, therapists, and first responders. We work tirelessly to provide the right information at the right time, proving that the right education and support can transform lives and help people face life's toughest moments with confidence and strength.

By offering essential mental health screenings, resources, education, and community support, MHA bridges gaps in care and fosters resilience and well-being throughout all stages of life. Your support is crucial in ensuring that every individual in our community receives the help they need to promote their own mental health and wellbeing to live their happiest and healthiest life.

Committed to fostering community resilience and mental health equity, Mental Health America of the MidSouth advocates for mental wellness and support services for those impacted by mental health conditions and to ensure we build a community where everyone can thrive.

OUR PROGRAMS



CAREGIVER SUPPORT

Provides one-on-one educational sessions and resources to family caregivers caring for a loved one living with dementia and provides skills training to long-term care professionals for better outcomes.



ERASE THE STIGMA - YOUTH

Our innovative school-based program strives to break down stigma that surrounds mental health and teaches students about managing bullies, bad days, big feelings and emotions, finding trusted adults, and other topics.



MULTICULTURAL OUTREACH

MHA's Spanish-speaking case managers connect unaccompanied minors and their families with mental health, financial, education, legal, and other vital resources here in the MidSouth.



MENTAL HEALTH SCREENINGS

Free and anonymous online mental health screening providing resources and education for individuals who may be experiencing a mental health challenge and assisting them in finding next steps.



EDUCATION AND TRAINING

MHA concentrates on various mental health topics, providing community education to enhance and maintain positive mental well-being. Moreover, we offer specialized training programs for professionals including social workers, therapists, counselors, lawyers, healthcare providers, and others involved in mental health support.



SUICIDE PREVENTION

Training is available at no cost to provide participants with the necessary skills to prevent suicide within communities. Additionally, MHA houses a Zero Suicide Initiative. This evidence-based program helps healthcare systems enhance client outcomes and implement comprehensive suicide prevention strategies.

PEOPLE WE'VE SERVED



CAREGIVERS

3,562

Caregivers Reached



Our Caregiver Support Program serves 13 counties in Middle TN and will be expanding to West TN in the upcoming fiscal year! One of the many ways we serve our caregivers is by having one-on-one consultations to educate and troubleshoot the challenges that come with navigating dementia diagnosis.

89

One-on-one sessions with caregivers of loved ones living with dementia focused on support, education, and self-care

1,121

trained in caregiver-specific topics including Normal vs. Not Normal Aging, How to Take Away the Car Keys, Joining the Journey of Dementia, and more!



"I feel so much lighter. It's like my lungs have fresh air again"
– Caregiver after a Caregiver Conversation

"We'd be so lost without guidance from professionals like you."
– Anonymous Caregiver



PROFESSIONALS

[CONTINUING EDUCATION
AND TRAINING]

1,246

ONLINE LEARNERS



MHA of the MidSouth is an approved provider through the National Board of Certified Counselors



Visit our online learning platform
Learning.MHAMidSouth.org



Are you an expert in your field?
CALL FOR SPEAKERS FOR 2026!





STUDENTS
23,957

Students Reached

In addition to student education we include parent & guardian training sessions to foster a supportive home environment. These sessions provide families with tools to recognize signs of mental health struggles and guidance on how to support their children effectively. By involving parents and guardians, youth are able to build a network of support both at school and at home.

15

schools received full scholarships for evidence-based suicide prevention programs — creating suicide-safe environments for students, families, and educators

78

Parents and guardians trained

“Thank you again for your Breaking Stigmas session yesterday! The information shared was very beneficial. I loved how you catered it to teens and adults. Our on-site counselor was able to gain two new clients! Your presence was greatly appreciated.”

1,612

students trained in Signs of Suicide

Through the SOS program, 1612 middle & high school students have been equipped with essential skills to recognize signs of depression and suicide in themselves & their peers. Utilizing the ACT® method—Acknowledge, Care, Tell—students learn to identify warning signs & seek help when needed.

This evidence-based approach has been shown to reduce suicide attempts by **64%**.



EMPOWERING STUDENTS, PARENTS, AND TEACHERS

BUILDING A SUICIDE-SAFER COMMUNITY, ONE TRAINING AT A TIME



HEALTHCARE WORKERS

270 

HEALTHCARE WORKERS TRAINED IN BEST PRACTICES FOR SUICIDE PREVENTION HEALTHCARE SETTINGS

2,150 

OTHER INDIVIDUALS TRAINED IN SUICIDE PREVENTION STRATEGIES INCLUDING WARNING SIGN RECOGNITION AND HOW TO INTERVENE WITH CONFIDENCE

"MHA fundamentally changed our perspective, and our approach to patient care."
– ZSI Partner Agency



UNACCOMPANIED CHILDREN

726
Served

MHA's Spanish-speaking case managers provide comprehensive services, connecting unaccompanied minors and their families with community resources such as mental and physical health services, legal consultations, and school enrollment.



OTHERS WE SERVE

FIREST RESPONDERS, COMMUNITY MEMBERS, CLERGY, ASSISTED LIVING ADMINISTRATORS, CERTIFIED PEER RECOVERY SPECIALISTS, NURSES, PSYCHOLOGISTS, LAW ENFORCEMENT OFFICERS, LAWYERS, MARKETING PROFESSIONALS, COLLEGE STUDENTS, AND SO MANY MORE.

409,480

TOTAL SERVED IN FY2024

Online screening is one of the quickest and easiest ways to determine whether you are experiencing symptoms of a mental health condition.



MENTAL HEALTH SCREENINGS



18-34

Most screened age group



51%

Of screeners report they are not currently receiving treatment



23,058

Positive screenings

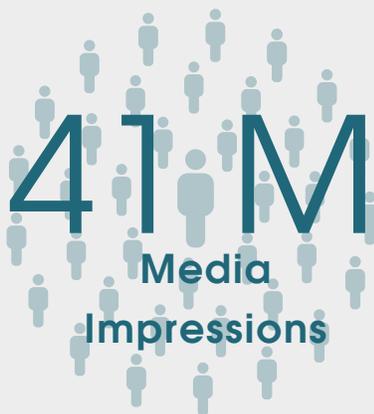
TAKE A FREE AND ANONYMOUS MENTAL HEALTH SCREENING AND GET RESOURCES TODAY





MEDIA HIGHLIGHTS

MEDIA & SOCIAL PRESENCE



6,772

Facebook Impressions



4,989

Instagram Impressions



6,185

LinkedIn Impressions

WEBSITE USERS

134,226

New Users

GET INVOLVED

GIVE US A FOLLOW



Give us a follow & join our mailing list of over 5,000 MENTAL HEALTH ADVOCATES!



LEADERSHIP AWARD
DINNER
MR. MARTY DICKENS

LEADERSHIP AWARD
DINNER
MR. MARTY DICKENS

Jack C Massey Leadership Award Dinner



THE 2023 HONOREE Mr. Marty Dickens

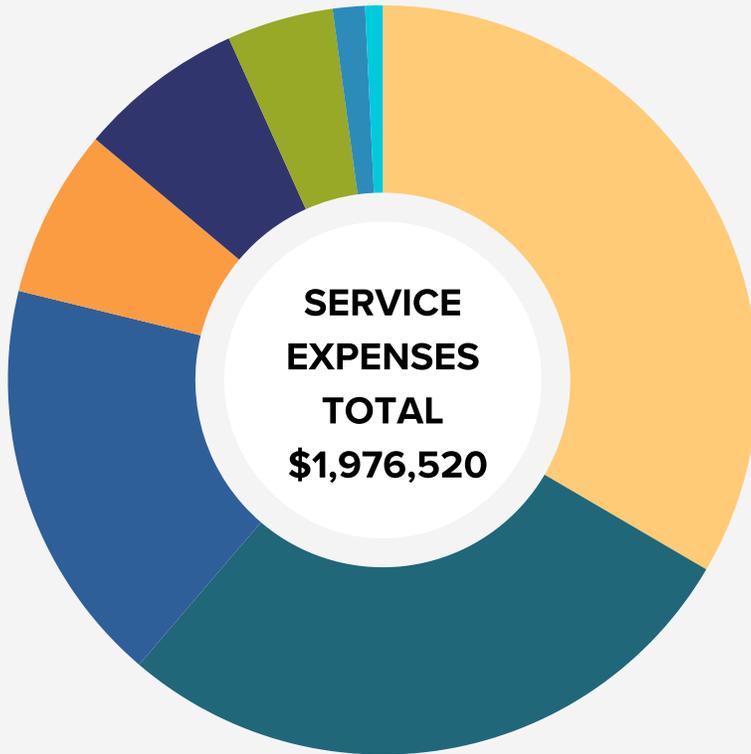


The Jack C. Massey Leadership Award, established in partnership with Mr. Massey in 1986, honors individuals whose leadership and vision improve lives across diverse communities. Recipients exemplify integrity, innovation, and service, earning respect across many spheres. Each honoree receives a bronze medallion sculpted by Alan LeQuire, featuring Mr. Massey's profile and symbols of Tennessee and mental health.



FINANCIAL SUMMARY

SERVICE EXPENSES



ADVOCACY
\$14,936

CONTINUING EDUCATION
\$27,437

CAREGIVER SUPPORT
\$90,723

MENTAL HEALTH AWARENESS TRAINING
\$141,437

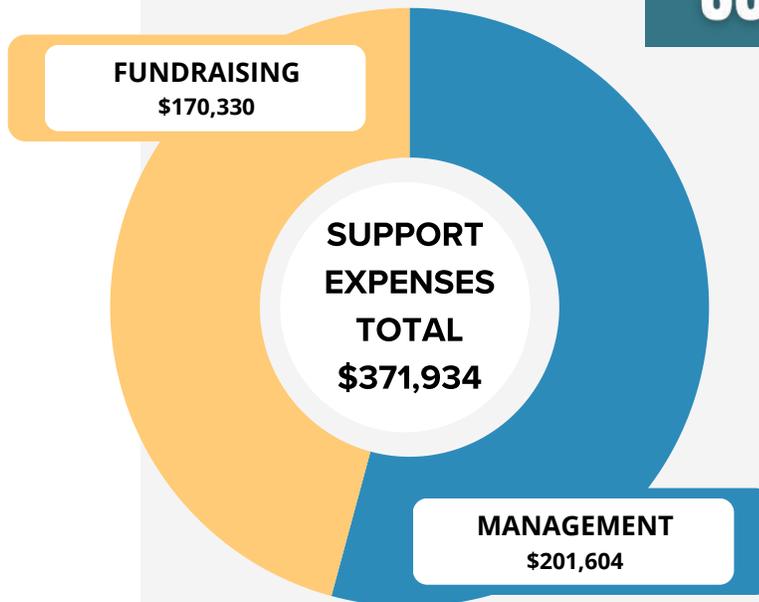
ERASE THE STIGMA
\$143,997

SCREENINGS & OTHER SERVICES
\$347,126

ZERO SUICIDE
\$549,986

MULTICULTURAL OUTREACH
\$660,878

SUPPORT EXPENSES

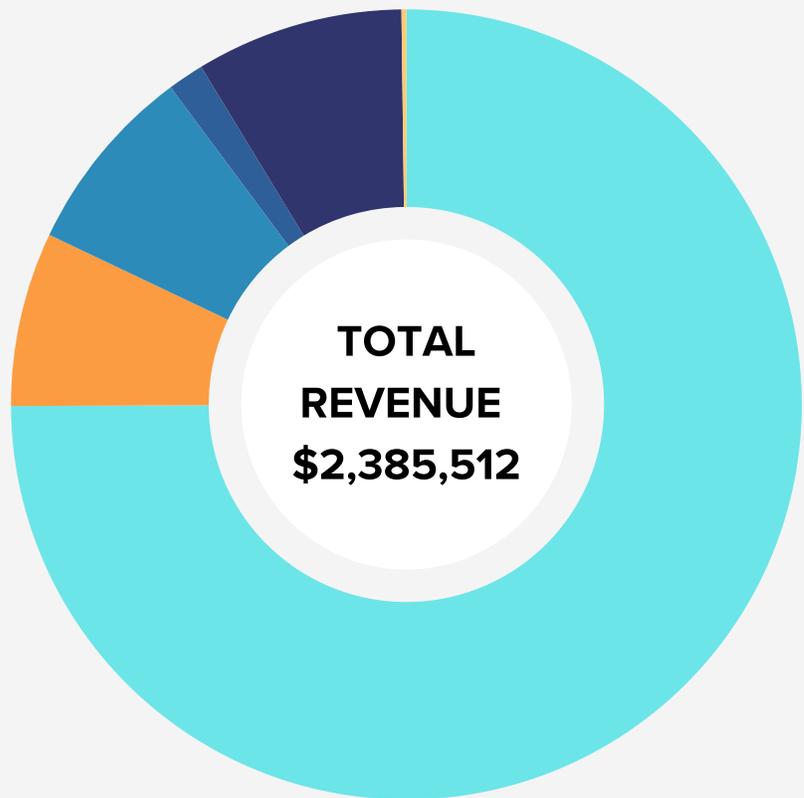
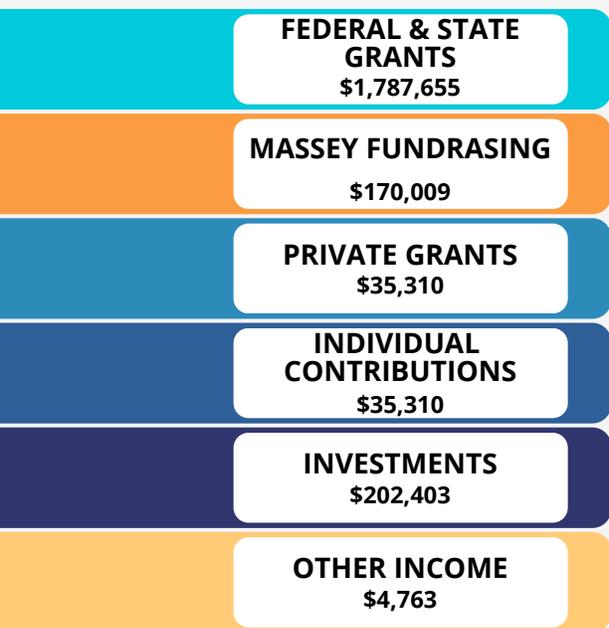


FUNDRAISING
\$170,330

MANAGEMENT
\$201,604

TOTAL EXPENSES
\$2,348,454

TOTAL REVENUE



Net Assets

FY 22: \$3,315,101

FY 23: \$3,845,937

FY 24: \$3,882,995

Net Change in Net Assets: \$37,058

Recognized Supporters

Adam Fargo
AIMHiTN
Albert and Marjorie Dale
Andrew Allen Charitable Foundation
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Anne M Gernert
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Jeannie Hastings

Recognized Supporters

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Stephanie Hastings
Stephen Smith
Sylvia R Leins
Tennessee Hospital Association
TN Dept of Mental Health & Substance Abuse Services

Recognized Supporters

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United Way of Rutherford & Cannon Counties Inc
United Way of Sumner County
USCRI
University of TN- College of Social Work
Vanderbilt Behavioral Health

Vanderbilt University Medical Center
Victor S. Johnson III
Volunteer Behavioral Health Care System
Waddell Family Fund
Walker Batts
Wesley D Turner
West End Home Foundation
Westminster Presbyterian Church
William F Carpenter III
William and Lin Andrews
William and Molly Jackson
With Help Comes Hope
Zhaklina Spencer & Mental Health Songwriter Nights

"Your generosity fuels change.
Thank you for investing in mental
health and resilience in
Tennessee."

Thank You

Mental Health Advocates,

Thank you to all our community members, sponsors, donors, and all who support Mental Health America of the MidSouth. We appreciate your support in making Tennessee a healthier place to live!

DONATE

Thanks to supporters like you, we are able to continue to assist our community in breaking down barriers to mental health awareness to create a happier and healthier future for all. If you are interested in contributing to Mental Health America of the MidSouth, please click or scan the QR Code.



SCAN QR CODE TO FOLLOW US ON SOCIALS, VISIT OUR WEBSITE, OR MAKE A DONATION TODAY.

We extend our heartfelt thanks to all our supporters. Your generosity and commitment have made a significant difference! We strive to accurately acknowledge all of our supporters. If we have inadvertently omitted, please accept our sincere apologies and reach out to us for correction.

forinfo@mhamidsouth.org

CONTACT



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