

# We Can Do It!



Didi Hirsch  
MENTAL HEALTH SERVICES

**ANNUAL REPORT 2011**

# *Can You Use an Electric Mixer?*



TRANSFORMING LIVES SINCE 1942

# If So, You Can Learn to Operate a Drill.

Does the title sound politically incorrect? It wasn't when we entered World War II. Back then, it was one of many slogans used to inspire women to take on work previously regarded as too difficult. The cover of this Annual Report – We Can Do It! – was posted at a manufacturing site to boost women's performance.

The underlying messages of the 40s still ring true. We are capable of things that seem beyond our reach. Teams with a passion for their mission can achieve incredible results.

Passion is in abundance at Didi Hirsch. When directors visit each of our 11 centers and ask for suggestions, the answers are selfless and incredibly zealous: Let's buy the building next door and expand our Crisis Residential program. We need more funding to serve children in foster care. Let's do more in Orange County.

So it was no surprise that staff seized the day when 2011 brought us a cornucopia filled with opportunities. Many began with grant proposals. Typically due in six weeks, they can be hundreds of pages long, and the competition is stiff. Led by grants officer Janine Perron, the process takes a village. Therapists, psychiatrists, program evaluators, contract analysts (and many others) team up late at night and on weekends.

The process this year reminded me of cod fishing, which involves multiple lines with multiple hooks. The results were just as bountiful. We received 18 county, state, federal and foundation grants totaling more than \$10 million over the next 3 years. Here's

a sampling of their goals: reduce the shortage of mental health professionals by introducing Physicians' Assistants to community mental health; develop a statewide suicide prevention network; create a community plan to improve the physical and mental health of Armenians; upgrade internet security; train volunteers to help others through difficult life changes; launch online chat support on our suicide hotline.

Of the many other opportunities we seized, two called for incredible teamwork and complex logistics. In a change that involved over 1,800 clients, 95 staff and furniture to fill 28,500 square feet, we moved our Inglewood services from a site with multiple problems to a welcoming space remodeled just for us.

Last, but certainly not least, in December 2010, we were approached by Verdugo Mental Health, which had declared bankruptcy and hoped we would step in. Such a momentous decision demanded a lot of the Board and staff – including courage. But, never did I hear, "Do we have to?" That's just not the Didi Hirsch way. Instead, the opportunity met with pride and excitement. On May 20, 2011, we opened our 11th center – Didi Hirsch Glendale, preserving services for more than 2,000 kids and adults.

Yes. We can do it. And we did!



Kita S. Curry, Ph.D.  
President/CEO



# Teamwork Makes the Dream Work

After losing her job, her car and her home, Angela, 26, was finally ready to kick her nine-year addiction to methamphetamines. But she couldn't do it alone.

The Echo Park woman checked into a residential substance abuse treatment program, but was so distressed by her separation from her 5-year-old daughter that she left after just two nights.

Then Angela heard about Didi Hirsch's outpatient substance abuse program, which includes weekly individual therapy and twice-a-week group therapy sessions. Knowing she wouldn't be successful in her sobriety if she continued to live with her alcoholic mother, Angela asked her aunt for help.

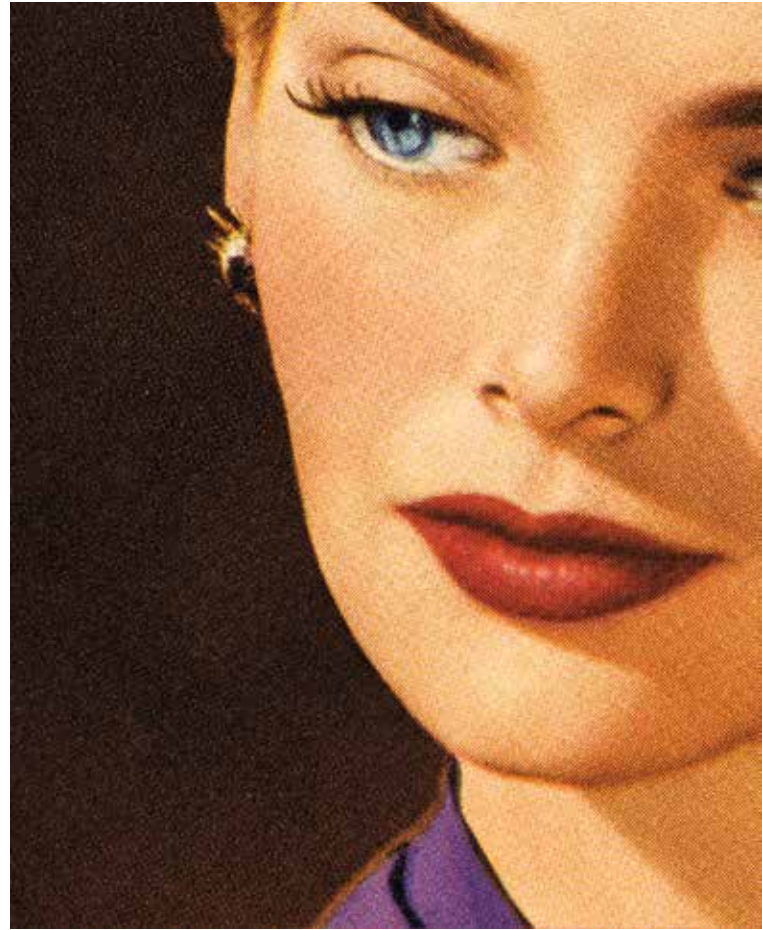
The two women made a deal: Angela and her daughter could move into her aunt's home if Angela would attend Didi Hirsch's six-month outpatient program and take drug tests to prove she wasn't using.

Six months later, Angela was completely sober for the first time since she was 14 years old, working in her aunt's company and enjoying time with her daughter, who had just started kindergarten.

"I think what helped me the most was being able to relate to other people's stories," Angela says. "I also learned a lot of things I didn't know about myself and my addiction."

Angela, who was 11 when she first tried her mother's cocaine and went to continuation school to earn her high school diploma, says she tried to protect her daughter from her addiction by avoiding spending time with her when she was high. As a result, Angela missed out on a lot of her daughter's early life.

"Now that I'm sober, I feel so much better," Angela says. "I'm with my daughter every day. I take her to school. I pick her up. I'm involved in everything she does on a daily basis. I get to experience motherhood and we both love it."



Substance abuse counselor Jennifer Baird, who works in the Metro office, says she was skeptical about Angela's willingness to stop using drugs because her aunt, rather than Angela, made the initial call. But, she says, Angela has been diligent about her recovery and has been working well with all the people who can provide support and assistance. Now she is an inspiration to others in her group.

"It helps that her aunt was really good about setting boundaries," Jennifer says. "But Angela deserves a lot of credit for what she's overcome. I'm truly blown away by her progress."

# Even Longshormen Get the Blues

Roger was a part-time longshoreman at the Port of Los Angeles whose dreams had become derailed by mental illness.

Out of work for nearly a year, homeless and no longer able to afford his medications, Roger came to Excelsior House – which provides short-term housing for people with serious mental illness – to get his life back on track.

Like its sister program, Jump Street, Excelsior House provides residents an opportunity to live in a 28-day program, which provides counseling and teaches coping skills to people who have been living on the street, were recently hospitalized for mental illness or were encouraged to seek help by a concerned family member.

Roger was only in the program a few days when he was offered part-time work loading and unloading ships, a coveted opportunity for someone hoping for financial stability through longshoreman work.

When Roger talked to the Excelsior House staff about the job offer, they agreed to provide him with the support and encouragement he needed to pursue his dream and adapted the 28-day program to meet his needs.

“When I came to Excelsior House, I was carrying a heavy load in more ways than one,” says Roger, who now lives on his own and is working toward becoming a full-time longshoreman. “I don’t think I would have made it without their support and help.”



## SHORT-TERM CRISIS COUNSELING AND CRISIS INTERVENTION

We provide immediate short-term counseling for individuals and families experiencing a crisis following a life-changing event, such as the death of a loved one, loss of a job, assault, or life-threatening illness. We also provide short-term counseling for those overcome with thoughts, feelings, or habits that were once manageable and now seem out of control. These thoughts or feelings can range from excessive worry, to phobias, to an inability to cope with a loss.

As a result of participation in our Adult Intensive Mental Health Services clients lives improve in measurable ways.

Hospitalizations decreased 55%  
Homelessness decreased 47%  
Incarcerations decreased 21%

# Keep It Up Brother

Debbie, a foster mom, came into Didi Hirsch's Inglewood office because she needed a therapist to approve her pending adoption of 10-month-old Latisha. Debbie had been caring for Latisha ever since she was taken away from her birth mother who had been abusing drugs and was living with a physically abusive live-in boyfriend.

Clinical supervisor Terry Nestel was touched by how excited Debbie was to adopt Latisha. But Nestel, a licensed marriage and family therapist who specializes in infant mental health, also knew that adoptive parents sometimes underestimate the special challenges of taking care of a baby who has suffered neglect, abuse or other traumas.

Debbie and Latisha started meeting with Nestel once a week to undergo a special kind of attachment therapy proven to work with young traumatized children. They played games, listened to music and found ways to laugh together – all simple but powerful components of Didi Hirsch's Birth-to-Five family therapy program. Later, when Latisha started intentionally dropping a doll, Nestel recognized the behavior as an attempt to convey feelings of insecurity and coached Debbie to provide the toddler with a reassuring hug.

"Our goal is to help parents and children work through violence and hopelessness," Nestel says. "When they form strong family bonds, they can experience pleasure, love and emotional security in their relationship."

The therapy succeeded in helping Latisha develop a healthy attachment to Debbie, who continued to bring her in even after the adoption was approved. Although they recently stopped their weekly sessions, Debbie knows she can return for therapy whenever she needs extra support.

## PARENTING EDUCATION

We offer parenting classes to the community that incorporate information on positive and effective discipline techniques, child development, anger management, and supportive resources. Many of the parents in our programs are monolingual Spanish speaking. Didi Hirsch has 53 licensed Bilingual Therapists who have had specialized training and coursework.





# All we need is an opportunity

Over 10% of U.S. children between the ages of birth to five experience emotional problems that interfere with their development. Less than 1% are identified and provided with help and assistance.

Given proper care and support, children can bounce back from stress and keep growing.

## OUTPATIENT MENTAL HEALTH SERVICES FOR CHILDREN AND FAMILIES

Programs at our Glendale, Inglewood, Mar Vista, Metro and South Los Angeles Centers provide outpatient mental health services to children and youth experiencing depression, anxiety, psychosis, attention deficit/hyperactivity disorder, delinquency and/or other issues. We provide individual, group, and family therapy, as well as case management and medication management.

## INTENSIVE MENTAL HEALTH SERVICES FOR CHILDREN

We provide in-home and community-based services to children and families who have demonstrated a need for temporary, intensive mental health services. A therapist/case manager team works closely with families to develop their strengths, identify new ways of functioning as a family, and connect with needed resources to provide stability to the family.

We also offer specialized mental health services for children who have experienced or are at risk of physical, sexual, or emotional abuse or neglect.



## SCHOOL-BASED SERVICES

We provide mental health services to children and teens in over 60 schools. Therapists work closely with teachers to prevent the development of further emotional and behavioral problems, and help increase a child's chance of success in the classroom.



# A Job Worth Doing

## EMPLOYMENT SERVICES

Our employment services help adults with chronic mental illness find and keep a job. Clients learn computer skills, resume preparation, and interview strategies, such as how to dress appropriately for job interviews. After finding employment, clients continue to receive supportive services to help them be successful in the work place.

Like many other adults who suffer from schizophrenia, Damon was unemployed, dependent on family members and living with delusions when he came to Didi Hirsch in 1998 seeking help.

He began receiving counseling and support from a Didi Hirsch case manager who encouraged him to take classes at a local college and to enter Didi Hirsch's Employment Services Program, which helps adults with chronic mental illness find and keep a job. The program provides classes in computer skills, resume building and interview strategies, as well as ongoing support services to clients following employment.

Damon earned a certificate that allowed him to work as a private security guard and soon landed the first job of his adult life as a parking lot security guard at a bank, where he worked for seven years. When he was laid off, he returned to school to earn a certificate toward his profession and is now in training for another security guard position.

Two years ago, Damon's accomplishments were recognized at the "Connections for Life Through Employment and Education" event held by the California Endowment Center for Healthy Communities in downtown Los Angeles. Damon, now 52, was one of four people with mental illness who were honored for achieving independence through employment and education.

In recognition of the role Didi Hirsch played in his recovery, Damon volunteers regularly at the wellness center on Sepulveda, where he runs the mini-mart and donation closet, and mentors other people with mental illness. "I try to encourage others there as much as possible," he says. "Just like others encouraged me."





# Give Wellness a Chance

## WELLNESS CENTERS

Wellness Centers at Didi Hirsch in Culver City, Glendale and Inglewood offer an array of classes, groups and projects, which foster physical, mental, and spiritual well-being. The Wellness Center extends its membership to adults and young adults experiencing mental illness who are stable and self-sufficient. Members in the program regain old skills and develop new ones. The experience of working together and socializing helps to break down barriers that have isolated them from the community.

Karen always has a warm smile when you see her at the Wellness Center these days. But this was not always so.

Karen first became depressed in her early 20s. She struggled for over a decade, self medicating with drugs and alcohol, until she finally got help eight years ago. With therapy and medication she has had three years of sobriety and has forged a career where she can use her experience to help others. Karen is a Peer Advocate at Didi Hirsch's Wellness Centers.

"I get so much satisfaction leading groups, AA meetings, and relaxation workshops for the clients of Didi Hirsch and talking to them on the same level. With my depression under control, I look forward to increasing my skills and helping others."

Karen was recently awarded a scholarship to continue her studies in Peer Advocacy.

## OUTPATIENT TREATMENT FOR ADULTS

Programs at our Headquarters and Inglewood Center provide outpatient mental health services to adults with serious mental illnesses, including schizophrenia, bipolar disorder, and severe depression. Our trained mental health staff provides individual and group therapy, case management, and psychiatric medication management. Clients who need intensive service receive care at home and in their community.



# You're Speaking my Language

Suicide is the ninth leading cause of death among Asian-Americans across all age groups, compared to tenth among Anglo Americans. Yet, Asian-Americans are less likely to seek professional counseling for psychological distress, according to 2006 statistics from the Centers for Disease Control and Prevention.

To meet the mental health needs of Asian-Americans across Southern California, Didi Hirsch's Suicide Prevention Center has been funded by the California Mental Health Services Authority to add Korean- and Vietnamese-speaking crisis counselors to the hotline. By the end of the year, Korean- and Vietnamese-speaking crisis counselors should be available to callers eight hours a day, seven days a week.

"Many Asian cultures have a lot of stigma around suicide and mental illness, which makes it hard for people to talk to family members or friends when they are in a crisis," says Dr. Thomas J. Han, a member of Didi Hirsch's Board of Directors. "By adding Vietnamese and Korean language services to our hotline, we're hoping more people in these communities will reach out for help."

Ji Eun Lee, a Korean- and English-speaking crisis counselor who started working for the hotline as a volunteer before she was hired as a bilingual counselor, says that many Korean callers seem to feel more comfortable speaking to her in Korean, even if they are fluent in English.

"There is a layer of connection and understanding that occurs when you speak the language and understand the culture," Lee says. "It voids miscommunication and seems to provide a level of relief they might not otherwise get."

Call toll-free in Los Angeles or  
Orange County anytime day or night:  
877-7CRISIS or 877-727-4747  
There is hope. We can help.

오렌지카운티무료전화로언제든지  
전화 가능:  
877-7CRISIS 또는 877-727-4747  
희망은있습니다. 저희가돕겠습니다.

Lineas telefonicas de emergencia  
las 24 horas  
Centro de Prevencion del Suicidio  
LINEA GRATUITA PARA LOS ANGELES y  
EL CONDADO DE ORANGE  
(877) 727-4747 or (877) 7-CRISIS

Gọi miễn phí từ Hạt Cam bất cứ lúc nào:  
877-7-CRISIS hoặc  
877-727-4747  
Có hy vọng. Chúng tôi có thể giúp.



# Twenty Four Seven

## SPC

Widely recognized as a national leader in the field this past year, our **Suicide Prevention Center** received \$4 million in multi-year grants and contracts – a record amount – this past year to significantly expand its services. The new funding, which comes from county, state and federal sources, allows the Suicide Prevention Center to make its 24-hour crisis hotline accessible to several groups of non-English speaking callers, to bolster its bereavement and suicide awareness programs and and expand warmlines.

Our Suicide Prevention Center will also lead an effort by CalMHSA, a statewide organization of mental health service agencies, to coordinate and organize the state's network of suicide prevention centers. Didi Hirsch submitted the funding proposal in partnership with the California Crisis Center's Consortium, which is comprised of crisis centers in Alameda, Contra Costa, Los Angeles, Marin, Sacramento, San Francisco, San Mateo, Shasta and Yolo counties.

Although our crisis counselors have always taken calls from counties throughout Southern California, Didi Hirsch is now receiving grant money from CalMHSA to expand the crisis lines in Orange, Los Angeles, Riverside, San Bernardino and Ventura counties.

"All of these grants have the same ultimate goal, to provide support to people at risk of suicide so no one in need of help falls through the cracks," says Lyn Morris, director of the Suicide Prevention Center.

## SAS

Surviving the suicide of someone close is one of the most traumatic experiences a person can ever endure. Didi Hirsch's **Survivors After Suicide** groups were among the first in the nation organized to provide a safe and supportive place for people who have lost loved ones to suicide to talk about their pain and grief without feeling stigmatized. The groups meet for eight weeks in several locations around Los Angeles and Orange Counties. Monthly drop-in groups are provided to anyone who has completed an eight-week support group. SAS also holds a large potluck gathering twice a year for participants to get to know one another and remember lost loved ones.



# Unsung Heroes

The folks who keep the machines humming at Didi Hirsch had an especially challenging year in 2011, yet somehow managed to perform their duties with grace and good humor.

After stepping in after the financially troubled Verdugo Mental Health closed its doors, we wanted to make sure the Glendale facility's 2,000 clients experienced no interruption in their mental health services. We also needed to connect the new office with Didi Hirsch's other sites.

The planning of the task required round-the-clock effort from our information technology staff. And to make matters worse, we needed the upgrades and installations accomplished in a single, very long weekend.

Between Friday and Monday, Didi Hirsch's unsung IT heroes installed 140 patch cables, 115 phone extensions and directories, 90 telephones, 75 new computers, monitors and internet connections, 20 printers, two time clocks and one dedicated file server.

They did such an excellent job that we asked them for a repeat performance in August when we moved our Inglewood Center to its new location on Prairie Avenue.



Need it yesterday? No problem!



Syed Raza, Brett Lesovsky, Jacob Khatchadourian, Ron Grohman, Diane Adamson, Adam Reese, Emma Acevedo, Kiem Tang, Scott Kaestner, Allan Sarmiento



# Can You Dig It ?

VIA AVANTA is our residential program in Pacoima that provides a safe and supportive living environment to women struggling to overcome addictions to drugs and alcohol, as well as mental health and domestic violence issues. The program welcomes children up to age six, who can live with their mothers while they receive counseling in parenting, managing stress, life skills and work training.

While their mothers are getting support and counseling, children participate in developmentally appropriate activities throughout the day, which also includes time for mother-child bonding experiences such as a gardening project that provides vegetables and herbs for their meals.

“Gardening is a little like recovery,” says Via Avanta chef Chelsea Goodreau, who organized the gardening project to encourage healthy eating, to keep food costs down and to give the mothers and their children something fun to do together. “You have to take care of it a little every day in order for it to bloom.”



## PROJECT 50

As part of a multi-agency team, we provide substance abuse outreach and treatment to vulnerable adults living on Skid Row. Project 50 focuses on those who are at high risk of dying due to chronic and severe physical illnesses, mental disorders and addictions.

# New and Improved

To assure that Didi Hirsch provides the highest quality mental health and substance abuse services, our Outcomes Department continually gathers information about our current treatment models and reviews various measurements of success. Measurements of success include subjective information a client might report such as how he or she is feeling following treatment and objective data such as the number of days a child missed school before and after participating in a treatment program. We use this information to evaluate our effectiveness, adjust our practices and set future goals. Outcomes data is especially useful for understanding how different ethnic, gender and age groups might respond to different treatment models, which helps us make sure our programs are culturally sensitive and appropriate for every member of our diverse community.

## TECHNOLOGY

Didi Hirsch's family counselors have been using a computer-based program to improve diagnosis and treatment for children with mental health issues. Known as MAP for Managing Adaptive Practices, this software incorporates data from more than 500 research studies and provides graphs and other visual aids to help children, caretakers and therapists chart the child's clinical progress and accurately track improvement.

MAP is among the most popular of six "evidence-based practices" that were adopted last year by Didi Hirsch's family division, says Matt Meyer, vice president of Didi Hirsch's Best Practices division. So far, more than 50 counselors have received training in MAP.



**QR CODE** is a bar code that became popular when cell phones with cameras became mainstream. With your camera phone you take a picture and the software turns the code into information.

With the correct application, this QR links you to the Didi Hirsch Website. QR codes can store a significant amount of information and have applications for record keeping, quick inventory, and communication solutions.



# What's up Doc?

When someone has mental health issues, they may not display symptoms in obvious ways. The skills for detecting these often subtle signs are part of the training and work experience we provide future social workers, family therapists, nurses and psychiatrists.

Each year, Didi Hirsch offers a Pre-Doctoral internship, Post-Doctoral Fellowship and Masters Clinical Level internship to educate and provide experience to mental health caregivers. We also have a training program for general care providers who are often the first contact for people when their life is not going the way it should.

The Primary Care Physician Assistants program is a partnership between Didi Hirsch and the Keck School of Medicine at USC, to give physician assistants real-world experience to recognize the signs of mental illness. We also partner with several local nursing schools to provide clinical experience for nursing students. Starting in 2012, Didi Hirsch will host third and fourth year psychiatry residents from the David Geffen School of Medicine at UCLA during their community psychiatry rotation.

Students who train with Didi Hirsch staff see clients in various programs and have an opportunity to provide mental health care to children and adults who are in crisis or facing challenges. The students leave Didi Hirsch with sensitivity to the nuances of mental health and wellness and the real world experience they need to help make a difference.



Medical Director,  
Curley L. Bonds, M.D.

## TRAINING

Each year, we train future social workers, psychologists, marriage and family therapists, nurses, and psychiatrists with practicum and work experience through our comprehensive training program. Our predoctoral psychology internship program is accredited by the American Psychological Association and our master's level internships follow regulations and standards set forth by the California Board of Behavioral Sciences.

## ACCREDITATION

Employment Services  
by CARF

Predoctoral Psychology Internship Program  
by the American Psychological Association

Suicide Prevention Center  
by the American Association of Suicidology

# PIE CHARTS



**87¢** OF EVERY DOLLAR GOES  
DIRECTLY TO PROVIDING SERVICES

**NOW  
SERVING  
73,565**

Didi Hirsch's clients  
rank our services  
higher than most  
Southern California  
providers, with over  
90% expressing  
satisfaction with  
their care

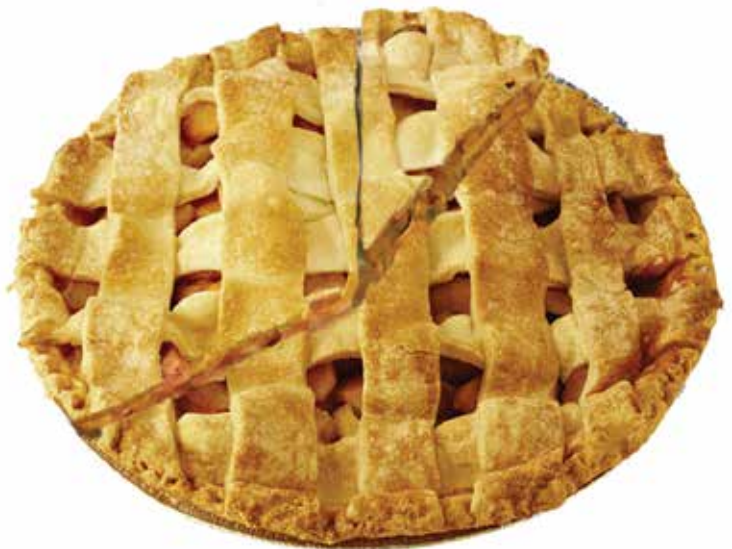
## SERVICE

MENTAL HEALTH CLIENTS  
6,460

EDUCATION AND PREVENTION  
PARTICIPANTS  
24,836

CRISIS LINE CALLERS  
42,269

\*Total calls for the year = 44,494  
(includes repeat callers)





# Good Care is About People, Not Numbers



A cookoff contest between staff for the tastiest mac 'n cheese resulted in a delicious good time. With finance wizard VP John McGann moderating, Members of the Wellness Center at Sepulveda Headquarters chose a reduced fat and calorie mac 'n cheese recipe made in a crock pot.

## MAC 'n CHEESE

2 cups elbow macaroni  
1 can (12 oz) reduced fat  
evaporated milk  
1 1/2 nonfat milk  
1/3 cup egg substitue  
1 tablespoon butter melted  
8 oz Velveeta reduced fat cheese  
2 cups cheddar cheese grated  
  
Cook noodles  
mix ingredients  
cook in crockpot  
on low for 3 hours  
stir and top with cheese

Didi Hirsch is committed to encouraging healthy habits for both clients and staff. Clients of the Wellness Center and staff members are encouraged to participate in half hour group walks to improve their physical health. Just as walking reduces stress, mindfulness groups at Didi Hirsch teach clients and staff how to relax and become aware of themselves and their bodies. Both activities are effective in helping with mental illness.


Staff had a friendly Weight Loss Challenge with weigh-ins, exercise walks and group support. The winning team lost 3.2% of their combined weight.


# LOCATIONS


## DIDI HIRSCH MENTAL HEALTH SERVICES


### Headquarters


4760 South Sepulveda Boulevard  
Culver City, California 90230  
Main Office: (310) 390-6612


 **Culver-Palms Center**  
11133 Washington Boulevard  
Culver City, CA 90232  
Phone: (310) 895-2300


 **Excelsior House**  
1007 Myrtle Avenue  
Inglewood, CA 90301  
Phone: (310) 412-4191

 **Glendale Center**  
1540 East Colorado Street  
Glendale, CA 91205  
Phone: (818) 244-7257


 **Inglewood Center**  
323 North Prairie Avenue  
Inglewood, CA 90301  
Phone: (310) 677-7808


 **Jump Street**  
1233 South La Cienega Boulevard  
Los Angeles, CA 90035  
Phone: (310) 855-0031

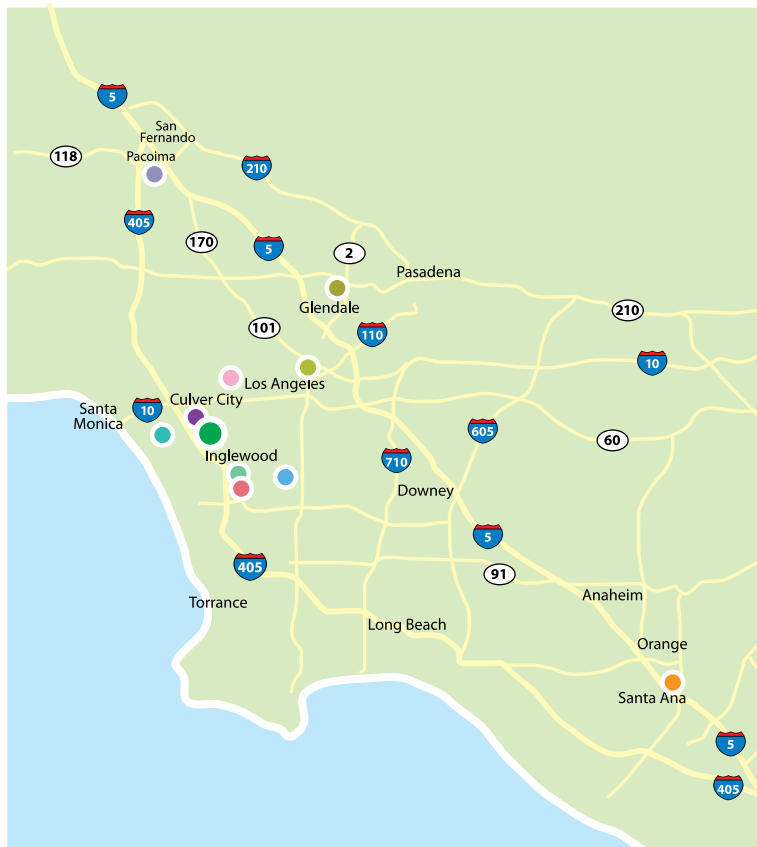
 **Mar Vista Center**  
12420 Venice Boulevard Suite 200  
Los Angeles, CA 90066  
Phone: (310) 751-1200

 **Metro Center**  
672 South La Fayette Park Place, Suite 6  
Los Angeles, CA 90057  
Phone: (213) 381-3626

 **Orange County Center**  
2021 East 4th Street, Suite 204  
Santa Ana, CA 92705  
Phone: (714) 547-0885

 **S. Mark Taper Foundation Center**  
1328 West Manchester Avenue  
Los Angeles, CA 90044  
Phone: (323) 778-9593

 **Via Avanta**  
Pacoima, CA  
Phone: (818) 897-2609



# SUMMARY FINANCIAL INFORMATION

## STATEMENT OF ACTIVITIES

FY 10/11

FY 09/10

### Revenue

|                            |              |              |
|----------------------------|--------------|--------------|
| Government Contracts       | \$24,431,292 | \$21,822,330 |
| Contributions and Grants   | 418,840      | 294,542      |
| United Way                 | 96,297       | 101,746      |
| Special Events (Net)       | 288,799      | 264,818      |
| Patient Fees               | 146,632      | 142,684      |
| Donated Goods and Services | 966,532      | 720,183      |
| Other                      | 53,269       | 197,523      |

|               |              |              |
|---------------|--------------|--------------|
| Total Revenue | \$26,401,661 | \$23,543,826 |
|---------------|--------------|--------------|

### Expenses

|                            |              |              |
|----------------------------|--------------|--------------|
| Personnel                  | \$19,837,402 | \$18,099,278 |
| Operating                  | 2,877,954    | 2,312,056    |
| Occupancy                  | 1,983,402    | 1,800,056    |
| Depreciation               | 706,146      | 533,479      |
| Donated Goods and Services | 966,532      | 720,183      |

|                |              |              |
|----------------|--------------|--------------|
| Total Expenses | \$26,371,436 | \$23,465,052 |
|----------------|--------------|--------------|

|                                 |          |          |
|---------------------------------|----------|----------|
| Excess of Revenue over Expenses | \$30,225 | \$78,774 |
|---------------------------------|----------|----------|

## STATEMENT OF FINANCIAL POSITION

### Assets

|                              |              |              |
|------------------------------|--------------|--------------|
| Cash and Cash Equivalents    | \$3,515,803  | \$4,688,969  |
| Accounts Receivable/Prepaid  | 2,941,181    | 1,496,361    |
| Property and Equipment (Net) | 10,143,089   | 5,256,919    |
| Total Assets                 | \$16,600,073 | \$11,442,249 |

### Liabilities

|                          |              |             |
|--------------------------|--------------|-------------|
| Accounts Payable/Accrued | \$4,797,523  | \$4,324,604 |
| Capital Lease Obligation | 610,665      | 836,203     |
| Notes Payable            | 5,704,633    | 824,415     |
| Total Liabilities        | \$11,112,821 | \$5,985,222 |

|            |             |             |
|------------|-------------|-------------|
| Net Assets | \$5,487,252 | \$5,457,027 |
|------------|-------------|-------------|

|                                  |              |              |
|----------------------------------|--------------|--------------|
| Total Liabilities and Net Assets | \$16,600,073 | \$11,442,249 |
|----------------------------------|--------------|--------------|



# Never, never, never give up



CONGRESSMAN PATRICK J. KENNEDY



JAMIE MASADA



LOGAN and NOAH MILLER

A United States congressman, a comedy club owner and two filmmaking brothers who share Didi Hirsch's determination to never give up on helping those living with mental illness were honored at our 15th Annual *Erasing the Stigma Leadership Awards* in April 2011.

Drawing from his personal struggles with addiction, U.S. Congressman Patrick Kennedy championed historic legislation that puts the treatment of mental illness and addiction on equal footing with other diseases – a cause shared by his father, Edward M. Kennedy. For his advocacy, along with his recent launch of Moonshot, a 10-year brain exploration campaign that Kennedy calls a “race to inner space,” Congressman Kennedy received a 2011 Leadership Award.

When Jamie Masada immigrated to the United States, comedians became his family. At 16, he founded the Laugh Factory to help comedians receive fair pay for their work. This year, Mr. Masada brought in psychologists to provide free therapy to his family of comedians to help cope with depression, tackle substance abuse and prevent suicide – issues that plague creative artists. For offering innovative solutions, Jamie Masada received a 2011 Leadership Award.

Filmmakers Logan and Noah Miller received the *Beatrice Stern Media Award*, which is named for our beloved, pioneering board member, who passed away in September. The Miller brothers were honored for chronicling their father's lifelong battle with alcoholism in *Touching Home*, a film they co-wrote, directed, and produced.

Chaired by Didi Hirsch board member, Gail Kamer Lieberfarb and emceed by news anchor Christine Devine, the event held at the Beverly Hilton Hotel raised more than \$320,000.



# ERASING THE STIGMA 2011



Christine Devine, Emcee



The Mar Vistans,  
Peter Curry  
Rob Menapace  
Ron Dziubla



Gail Kamer Lieberfarb,  
Event Chair



Tom Dreesen,  
presenter to  
Jamie Masada



Dr. Antonio Damasio  
Dr. Kita S. Curry  
Ambassador Nancy Rubin



Philanthropist and  
previous honoree,  
Garen Staglin,  
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# ALIVE & RUNNING







Wearing T-shirts bearing the names and photos of loved ones lost to suicide, more than 1,200 people participated in Didi Hirsch's 13th Annual Alive and Running 5K Walk/Run on September 26, 2011, raising a record \$220,000 for the Suicide Prevention Center.

Japanese drummers set the pace for the run, which took place in ideal running weather at Westchester Parkway next to Los Angeles International Airport. The race started and ended beside a grassy area featuring Active Minds' "Send Silence Packing" exhibit – a moving display of 1,100 backpacks, representing the number of college students who take their lives every year.

Social media, especially Facebook, played an important role in the event's success. The event website [www.AliveAndRunning.com](http://www.AliveAndRunning.com) allowed team members to include a personal note about why they were running and provided easy links for posting it on their own Facebook pages or Twitter accounts.



# RALLY THE TROOPS

The economic recession of the past four years has brought unemployment, hunger and emotional instability to many of our friends, families and community members. As overwhelming as these challenges seem, we can overcome them in the same way we faced hard times in the past: by coming together, rolling up our sleeves and rising to the occasion with hard work and hope. For 70 years, Didi Hirsch Mental Health Services has been helping people in distress from poverty, mental illness, addiction and abuse find a path toward wellness, sobriety and employment. As Chairman of the Board, I feel a great sense of pride and respect for what we've been able to accomplish these many years and yet, I am also humbled by the work that lies ahead. We face a growing need for mental health services in our community, but if we work together we can continue to help people live productively with mental illness, get off drugs and alcohol, find jobs and learn how to be better parents.



Together we can do it!

A handwritten signature in black ink that reads "Martin J. Frank".

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## 2011

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Many thanks to the dedicated volunteers that provided 19,504 hours  
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L.A. County Department of Public Health:  
Substance Abuse Prevention and Control

Substance Abuse and Mental Health Services Administration

Federal Emergency Management Agency:  
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United Way of Greater Los Angeles

Curtis Hill, Kim Kowsky – Thank You for Your “Didication”



# IN MEMORIAM

## Beatrice Stern



### A Mighty Acorn Grows

Some years ago, we used the same title to celebrate Beatrice Stern. It's just as fitting today as we mourn her passing on September 17, 2011. She may have been barely five feet tall, but her impact on Didi Hirsch Mental Health Services was huge throughout the 40 years she served on our Board of Directors.

Bea was ahead of her time. A field manager for the Civil Aeronautics Administration, she took flying lessons until World War II grounded her. After moving to California, Bea became an assistant to the groundbreaking architect Richard Neutra. She became friends with our namesake Didi Hirsch, who shared her immense compassion for those in psychological or physical pain. Together, they supported Los Angeles Psychiatric Service, which became Didi Hirsch Mental Health Services in 1974. It was a trailblazing choice as mental health was hardly a popular cause in the 70s. Stigma was pervasive. Mental illnesses were considered a moral weakness, personal failing, or even a sign of possession by the devil.

Bea was an indomitable advocate for mental health long before the 90s became "the decade of the brain." Through her outreach and personal generosity, she raised more than half a million dollars for Didi Hirsch. To dispel the silence associated with mental illness, she candidly shared her own family history of suicide. She helped launch and chaired our *Erasing the Stigma Leadership Awards* for many years. She and her family also created and funded the *Beatrice Stern Media Award*, which honors those who have used the media to erase the stigma of mental illness, and the Beatrice Stern Scholarship, which funds deserving Didi Hirsch interns.

Bea's enduring legacy lives on in the good work she helped make possible.  
Didi Hirsch would not be where it is today without her.



## MISSION STATEMENT

**Didi Hirsch transforms lives by providing quality mental health and substance abuse services in communities where stigma or poverty limit access.**

### **Accessible**

We offer services at our centers and in neighborhood settings that are welcoming, culturally respectful and responsive to underserved communities.

### **Comprehensive**

We provide a continuum of prevention, early intervention and treatment services for individuals, families and the community.

### **Collaborative**

We partner with clients, families and community groups to set goals, identify priorities and evaluate results.

### **Innovative**

We train staff and future professionals to use state-of-the-art principles in a culture of learning and team excellence.

### **Accountable**

We produce measurable clinical and fiscal outcomes, seek opportunities for growth, and evolve as needs change to ensure our long-term viability and value.

### **Committed**

We are dedicated to erasing the stigma and discrimination associated with mental illness and addiction and advocating for access to care.