

2020: A Remarkable Response to the Pandemic

Notes from Board President, Duncan McRae, MD:

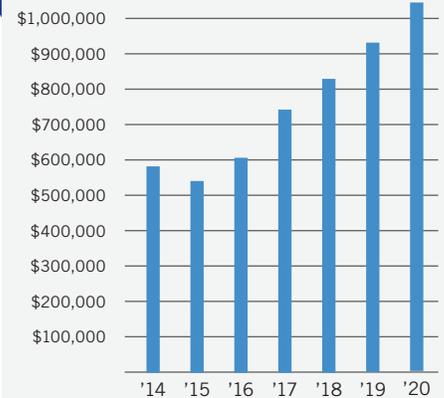
After a year into the pandemic, we are making yet another transition at the Center. In March 2020, over a two-week period, the Center went from 100% face-to-face counseling to 100% virtual teletherapy, which was no small about-face. Now, as more is known about the virus and about appropriate safety measures, the Center is becoming somewhat of a hybrid, incorporating both virtual and in-person counseling in its repertoire, responding to the needs of both the counselor and the client, but maintaining safety of both parties throughout the process.

Samaritan is thereby creating for itself a sustainable foundation, a way to get out of this mess of a pandemic and to flourish and continue to address the needs of its clients in new but effective ways. I doubt our Center will again look like it did before March 2020. Exactly what it will look like in the future is anyone's guess, but so far, I like what I see. And I think the clinicians like what they see. Our numbers, both financial and client visits, look promising. The Center continues to adjust to the infectious climate around us so that our clients' needs will always be met.

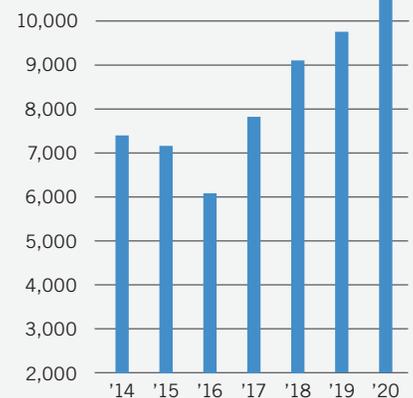
The Center secured a Paycheck Protection Plan (PPP) loan from the Small Business Administration which allowed the Center to keep all clinical and front office personnel employed, and the Prattville office open. The loan recently was forgiven in full by the SBA.

- > Samaritan Center counselors generated **\$1,020,304** in fees (\$922,00 in 2019) while conducting over **10,900** counseling hours (9,974 in 2019). New records for the Center.
- > New client intakes decreased to 1,315 in 2020 compared to 1,404 in 2019 due to suspending accepting new clients in April while the Center changed its business model to video- and telephone therapy. Most of the Center's new clients come from current client referrals.
- > 82.3% of Center expenses were covered by counseling fees versus 80.95% in 2019.
- > Excluding the PPP loan and related expenses, the Center ended 2020 with an operating surplus of **\$58,000** on revenues of **\$1,295,808**.
- > In 2020, **\$63,956** in counseling services were provided to un- and under-insured clients in **1,675** sessions compared to 2019 figures of \$38,521 through 1,286 counseling hours. The significant increase in demand on the Fund was caused by the ramifications of the COVID-19 pandemic: increased stress, depression and anxiety, as well as the loss of employment benefits. The Center's **Jeremiah 29:11 Fund** is used to subsidize this care. With generous grants from several individuals, corporate foundations and congregations, the Center will carry over \$17,000 for subsidized care in 2021.
- > The Year-End-Giving campaign resulted in **\$50,783**, up from \$43,462... Thanks, Y'all!!!!

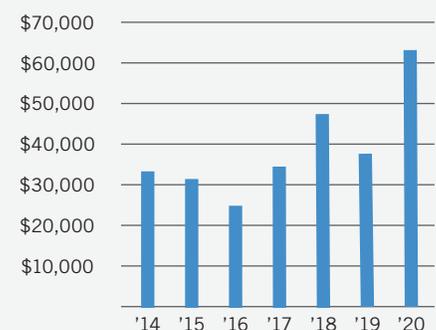
COUNSELING FEES



COUNSELING HOURS



JEREMIAH 29:11 CLIENT ASSISTANCE



2020 FINANCIAL OVERVIEW:

Fundraising Event Income	\$96,177
Jeremiah 29:11 Contributions	\$70,548
Other Contributions	\$108,672
Counseling Fees	\$1,020,304
Total Income	\$1,464,408
Total Expenses	\$1,308,810

2021 BOARD OF DIRECTORS

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- > The 11th Annual River Region Ethics in Business Awards Program enjoyed another successful year, netting over **\$53,000**. The event was changed back to a luncheon meeting and lived-streamed to a city-wide audience. Award recipients were:
 - Maury Smith Award for Individual Excellence—Nan Hobbs Barganier
 - Non-Profit Award—Girl Scouts of Southern Alabama
 - Small Business Award—State Farm Insurance, Willie Durham, Agent
 - Medium Business Award—East Taylor Dental Associates
 - Large Business Award—International Paper

The 12th Annual Ethics Awards event is scheduled for Thursday, October 7 and will take a new direction in 2021. This year the Center will honor/recognize organizations, institutions, agencies, etc. who were/are “heroes” in getting our community through the pandemic and toward a new normal. The categories for recognition will be Medical, Faith Based Organizations, Institutions, Public and Private Sectors, and Individuals. Sponsorships are available. Call Christy Holding at 334-262-7787 ext. 202 or go to www.riverregionethics.com for more information.

- > The Center’s spring fundraising event “Taste and Tour” was cancelled due to pandemic gathering restrictions.
- > The Brighter Futures MGM task force is now producing videos on educating parents. Under the theme “**Little Things Matter**,” videos on “Raising Children in the Age of Social Media” and “Suicide Awareness” were produced and circulated community-wide through task force members’ websites. Those two videos, as well as 2019’s “Bullying Awareness”, may be viewed at: www.brighterfuturesmgm.com
Share it from your Facebook account at: facebook.com/myserquest/videos/445200742781396/
- > The Center remains fully accredited by the Solihnten (formerly Samaritan) Institute.

- > The Center achieved HIPAA Certification.
- > Center Associate Licensed Counselors continued working with the students at Valiant Cross Academy.

WHAT’S NEW WITH THE STAFF?

- > Center counseling staff numbers 19, which includes a psychologist, Licensed Professional Counselors, Marital and Family Licensed Counselors, an Associate Licensed Counselor and one intern.
- > Clinicians continue to offer additional late afternoon, evening and weekend appointments to meet the needs of the community.
- > Clinicians were provided with laptop computers in order to conduct video-therapy through a HIPAA secure environment.

WHAT’S NEW WITH THE CENTER’S BOARD?

- > Duncan McRae, MD, continues the position of President of the Board for 2021.
- > Other 2021 officers are Pete Cobb, Vice President; Elizabeth DuBard, Secretary; Steve Rutledge, Treasurer; and Jessica Taylor, Immediate Past President.
- > Lee Herman, Bill Mitchell, and Libba Roby retired from the Board at the end of 2020 after many years of dedicated service.
- > New members on the 2021 Board are Kirk Hatcher, Holly Caraway McCorkle, Terry Mitchell, and Kimberly Robinson.
- > The Center continues to place a high priority on diversity on its Board and clinical staff to support the diversity of the community.

WHAT’S UP IN 2021?

- > The Center will have two focused fundraising campaigns: Jeremiah 29:11 Fund to support subsidized care and the annual Year-End-Giving campaign.
- > The Center will expand its use of social media to communicate messages of Center activities and mental health information.
- > A Clergy Outreach and Education initiative will launch in mid-2021.



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