

members support PEERS stories can help people wellnes Assets experiences

PEERS

Impact Report

2020-21





Dear Friends:

As you will see in this report, 2020-21 was both an unprecedented year of change and challenge for PEERS and one in which we continued to pursue our mission of transforming the world so that all people with mental health experiences are valued as full members of the community and supported in their recovery journey.

Mental health has received unprecedented attention during the pandemic, as many people who previously had not identified as having mental health challenges found themselves struggling. To further our aim of supporting people coping with mental health challenges and **eliminating mental health stigma**, we experimented with new forms of digital outreach and increased the frequency of our blog posts.

To protect the health of our participants and staff, we delivered all of our **peer support and wellness programs** remotely in 2020-21. The vast majority of PEERS participants reported that our groups, presentations, and workshops did the following:

- Provided useful information and/or support
- Helped them to better understand their mental health and wellness
- Normalized the experience of mental health challenges, helping to decrease stigma
- Developed a sense of collective agency, which is related to the key recovery elements of empowerment, social inclusion, and hope

Developing leadership among people with mental health experiences is a key aspect of modeling hope and recovery, challenging stigma, and advancing equity. Leadership development successes this past year included training African American Action Team members to facilitate Black Wellness & Resilience anti-stigma support groups, supporting members of our speakers' bureau hold their first-ever virtual summit, *Lift Every Voice and Speak: the Power of Voice*, and creating an opportunity for Spanish-speaking peers to inform Alameda County's Mental Health Services Act plan.

PEERS has demonstrated its ability to be responsive to challenges and to innovate programs to meet the growing needs of our community. It is an honor to serve as Interim Director for this vital organization during this time of change and to assist with the hiring of the next executive director. During my time at PEERS, I have witnessed a growing sense of purpose and confidence based on the demonstrated stability, accomplishments and lessons learned during this challenging period. As PEERS moves forward to celebrate its 20th anniversary and initiating a strategic planning process, I know the path forward looks very bright.

Louise Franklin
Interim Executive Director, PEERS

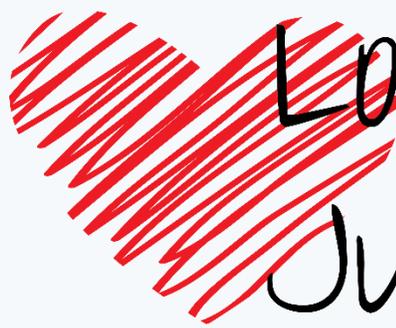
From Our Board President:

It is a pleasure to share PEERS' 2020-21 impact report with you. These recent years have been a time of challenge in Alameda County and the country on many levels. PEERS has risen to the occasion to address the ongoing social inequities that we understand to be at the root of many mental health struggles. Our resilience as an interconnected community and as a team – participants, staff, board, and supporters – has been illustrated time and time again.

The strength in our cooperation, problem solving skills, and dedication to the importance of lived experience, harm reduction, and self determination have enabled PEERS to serve Alameda County during the pandemic when we could not gather in person. In the following pages, you will learn more about how PEERS made an impact during 2020-21.

We are deeply appreciative of the leadership of Louise Franklin, who is ably serving as PEERS' interim executive director. As I write this, the PEERS Board of Directors is working diligently to recruit a new executive director with the help of Brakeley Search to lead our organization into its next chapter.

Leah Ingram
President, PEERS Board of Directors



Love more,
Judge less.

PEERS Mission

PEERS is a diverse community of people with mental health experiences. Our mission is to promote innovative peer-based wellness strategies. We create culturally rich, community-based mental health programs that honor diverse experiences and eliminate stigma and discrimination.



PEERS Vision



We envision a world where people can freely choose among many mental health options that address the needs of the whole person. We see a future where people with mental health experiences are valued for their essential contributions to society.

PEERS Values

Hope • Collaboration • Strengths-Based • Cultural Responsiveness • Lived Experience • Peer Support • Social Inclusion • Self-Determination • Empowerment • Personal Responsibility

2020-21 Snapshot: By the Numbers

200 one-to-one
peer support calls



529 community
members reached
through anti-stigma
speaking engagements

56 workshops and
presentations

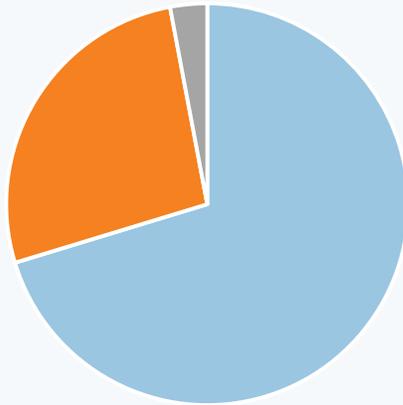
270 peer support group
sessions

858 youth and
youth providers
reached through
wellness workshops



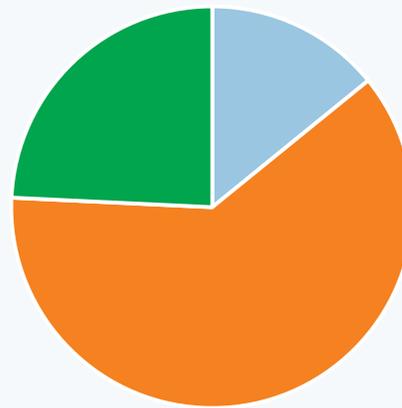
2020-21 Snapshot: PEERS Participants

Gender



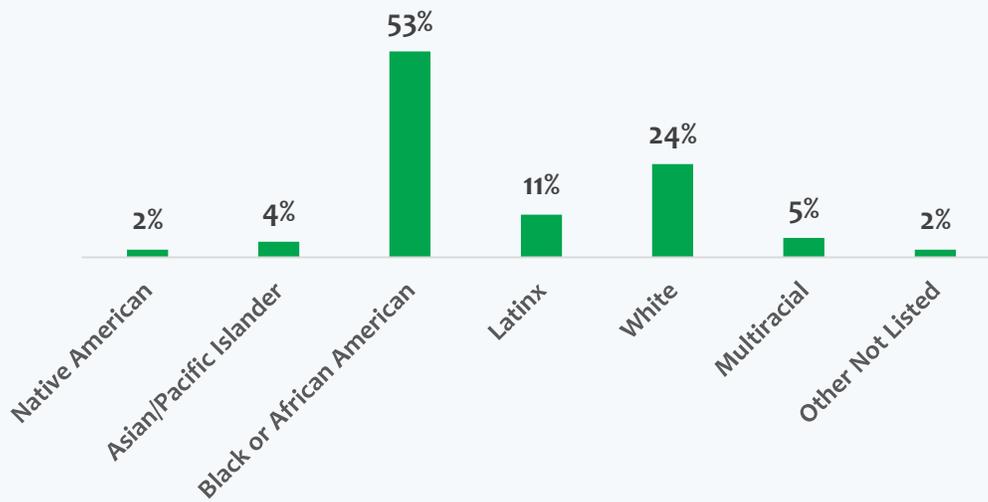
■ Women ■ Men ■ Transgender, Genderqueer, Other Gender

Age



■ 18-25 ■ 26-59 ■ 60+

Race/Ethnicity



Where We're Going in the Long Term



Participants experience increased wellness



People can freely choose among many mental health options that address the needs of the whole person



People with mental health experiences are valued for their essential contributions to society

How We're Going to Get There



Participants increase sense of hope, empowerment, and connection to community



Participants have greater awareness that they have multiple options for supporting their wellness



Participants experience less internalized stigma



Community members' perceptions of people with mental health experiences improve, decreasing stigma and discrimination

Participants increase sense of hope, empowerment, and connection to community



How we do this

Peer support groups are the core of our work. In 2020-21, the peer support groups we offered included:

- **Wellness Recovery Action Plan (WRAP):** Peers share stories, ideas and insights and come up with a personal plan for getting well and staying well.
- **Transition-Age Youth Leadership Club:** Leadership development and wellness for young people.
- **Buried in Treasures:** Support and skill-building to give participants tools to manage moderate to severe levels of clutter.
- **Hope & Faith:** Peer support around wellness among members of African American faith communities.

91% of PEERS

participants reported that the group or workshop helped them

have **hope.**

“I got affirmation that I do not need to... compare myself with others or to be perfect!!!”

“I liked how comfortable I felt to have a real conversation about my identity.”

“The love and support are so beautiful.”

Participants have greater awareness that they have multiple options for supporting their wellness



How we do this

Participants gain new information, skills, and tools to support their wellness through PEERS programs. In 2020-21, we offered the following:

- **Peer support groups** (for details, see p. 8)
- **Transition-age youth wellness workshops:** Workshops on multiple topics related to the social determinants of mental health.
- **Other wellness workshops:** Presented where community members gather; topics included racism and mental health, wellness in the LGBTQ community, spirituality and peer support, and more.

“I liked that we talked about self care and I got more ideas on what I can do that could help me .”

“I brought a concern and a trigger to group and I felt heard and safe.”

“[The facilitator] made it really easy to talk about how this virus impacted my life in the worst way -- and finding outlets to feel better.”

93% of participants see themselves **using what they learned** from PEERS in the future.

89% understand more about their mental health and wellness.

Participants experience less internalized stigma



How we do this

Leadership development among people with mental health challenges combats internalized stigma. In 2020-21, PEERS offered the following:

- **Lift Every Voice and Speak:** Speakers' bureau members tell their stories in the community.
- **WRAP Facilitator Training and Mentoring:** Certification and ongoing support for peers leading WRAP groups.
- **Everyone Counts Campaign:** African American Action Team plans and leads anti-stigma efforts.
- **Transition-Age Youth Leadership Club:** Leadership development and wellness for young people.

"I liked the commonalities, the thoroughness and warmth..."

"I am not alone when it comes to de-cluttering my life...."

"I love our combined wisdom."

94% of

participants reported that the group helped them feel that mental health challenges are

normal and common.

97% reported that

they **feel better about**

themselves as a result of PEERS services.

Community members' perceptions of people with mental health experiences improve, decreasing stigma and discrimination



How we do this

Positive images and stories about people with mental health experiences help change community members' attitudes. In 2020-21, PEERS reached people in the following ways:

- **Lift Every Voice and Speak:** Speakers' bureau members tell their stories in the community.
- **Media:** Email blasts, blog posts, social media, and traditional media stories countering stigma.
- **Community Outreach:** Disseminating anti-stigma messages through visibility at virtual community events.

99% of audience members in speakers' bureau presentations reported that after the presentation, they feel people with mental health experiences can **grow, change, and recover.**

"A diagnosis doesn't define a person."

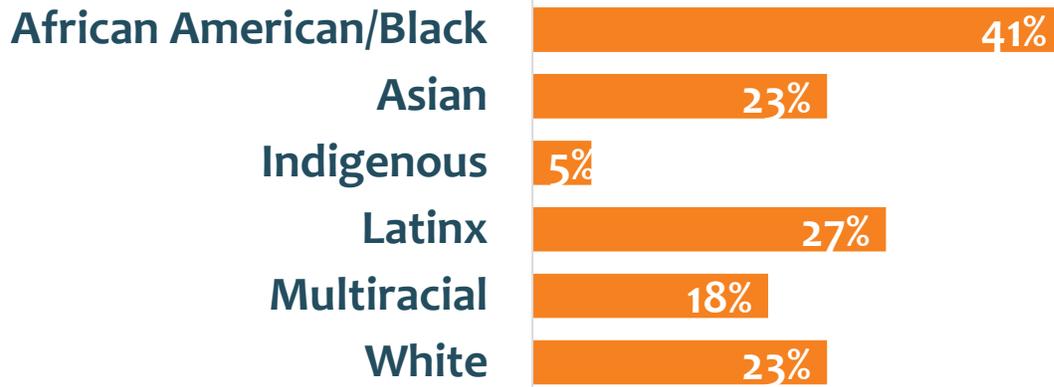
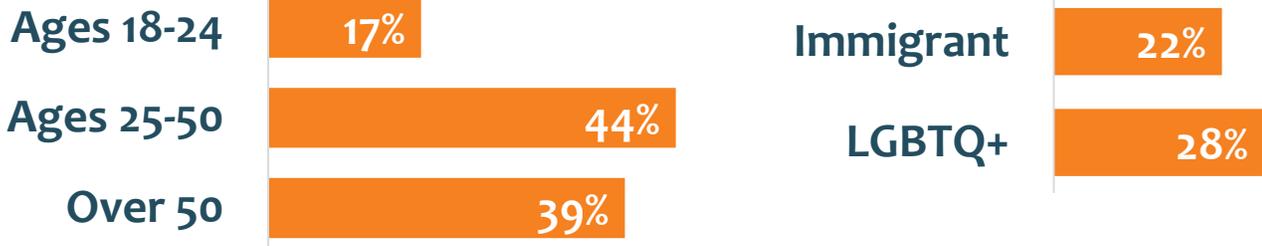
"Hearing directly about people's experiences, their healing, how they are advocating for themselves in the system and actively supporting others was a much-missed and much-needed perspective."

"Thank you for showing us what resilience and courage and strength look like."

PEERS Staff Snapshot

18 Staff Members (14.5 FTE) in 2020-21

All are peers and/or family members of peers



Racial/ethnic identity categories total more than 100% because some staff identify with more than one identity.



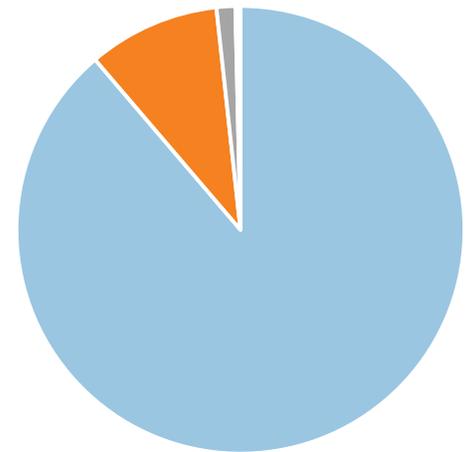
Financial Statement

Statement of Financial Position

	2020-21	2019-20
ASSETS		
Current Assets	\$907,784	\$883,873
Fixed Assets	-	-
Other Assets	\$5,435	\$9,503
Total Assets	\$913,219	\$893,376
LIABILITIES AND NET ASSETS		
Current Liabilities	\$258,492	\$399,233
Net Assets		
With Donor Restrictions	-	-
Without Donor Restrictions	\$654,727	\$494,143
Total Liabilities and Net Assets	\$913,219	\$893,376

REVENUE: \$1,881,204

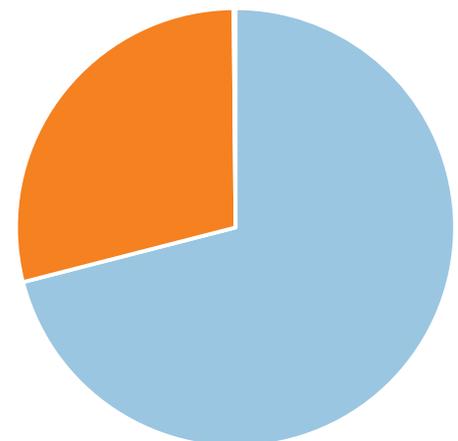
- Contract Income 88.8%
- Grants 9.5%
- Fee-for-Service Income 1.4%
- Donations 0.1%
- Interest & Other Income 0.2%



Statement of Activities

	2020-21	2019-20
REVENUE		
Contract Income	\$1,669,667	\$1,870,556
Grants	\$179,160	-
Fee-for-Service Income	\$25,498	\$10,425
Donations	\$2,675	\$192
Interest & Other Income	\$4,204	\$1,347
Net Assets Released from Restriction	-	-
Total Revenue	\$1,881,204	\$1,882,520
EXPENSES		
Program Services	\$1,221,536	\$1,403,889
Administration and General	\$496,628	\$475,464
Fundraising	\$2,456	-
Total Expenses	\$1,720,620	\$1,879,353
Net Assets, beginning of year	\$494,143	\$490,976
Net Assets, end of year	\$654,727	\$494,143
Change in Net Assets	\$160,584	\$3,167

EXPENSES: \$1,720,620



- Program Services 71.0%
- Administration and General 28.9%
- Fundraising 0.1%

Community Partners and Funders in 2020-21

Funders and Partners



Alameda County Pool of Consumer Champions (POCC)
BestNow! Alameda County Network of Mental Health Clients
Black Men Speak
California Association of Mental Health Peer-Run Organizations (CAMHPRO)
Church by the Side of the Road
East Bay Community Recovery Project
East Oakland Senior Center, Aging & Adult Services, City of Oakland
Glad Tidings Church of God in Christ
Health & Human Resource Education Center
La Familia Counseling Center
South County Homeless Project
TRUST Clinic
University of California, Davis
Word Assembly Church

Donors

Amazon Smile
Lawrence Arida
Benevity Community Impact Fund
The Blackbaud Giving Fund
Facebook Fundraising
Zak Glosserman
Shoshanna Howard
Network for Good
Travis Nichols
Lynda Pires
Matthew Wood
Norma Zamora