



the winds of
change

2015 ANNUAL REPORT

clarity | child
guidance
center

The **pinwheel** is a symbol of **hope and joy** for children with mental illness. When the pinwheel is installed in a windy spot, it **comes to life**. Coming forward and sharing

“ our **personal stories** about mental illness can also be the breeze that **turns stigma into support**, and in turn, provide children with the help they so **desperately need.**”

— Justice Luz Elena Chapa
May 6, 2015

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“We have come so far with my child and as a family. It wasn’t that long ago we feared each day. We worried about the self injury, and overdoses and running away. Life was constant emotional crisis.

The care we received from Clarity has brought peace to our family. We really look forward to birthday celebrations because that means another year of healing has gone by. Another year that we have our child back.”

— Mother of Clarity patient

be the **wind of change**

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VISIT OUR CAMPUS

Meet Me @ Clarity is a chance to learn more about Clarity CGC during first Friday breakfasts on our campus.

To learn more or RSVP, email us at rsvp@claritycgc.org



Clarity Child Guidance Center's legacy dates back to 1886, when 13 caring women founded the Protestant Home for Destitute Children, an orphanage for children who had been left behind by society. The children who were never adopted by other families, and spent their entire childhood living at the orphanage, were most often the children suffering from mental, emotional or behavioral disorders. Over decades, the orphanage evolved to become a treatment facility for children in need of mental health care.

Nearly 130 years later, we are still helping children. Now Clarity CGC's mission is to help children, adolescents and families overcome the disabling effects of mental illness, and improve their ability to function successfully at home, at school and in the community.

In 2010, Southwest Mental Health Center merged with the Child Guidance Center to create Clarity Child Guidance Center (Clarity CGC). With this merger, we created the premiere resource for children's mental health in the community. Clarity CGC became the region's only nonprofit psychiatric hospital providing 52 beds and a continuum of care for children ages 3–17 experiencing mental illness. In 2015, we added 14 additional acute care beds, a six-bed observation area and a much needed 24/7 crisis assessment center to assist children who need help—nearly 80,000 children throughout Bexar County.

We help heal young minds and hearts.

.....
“The state of Virginia could learn a great deal from the way San Antonio social service agencies, police departments and local governments work with the mentally ill. And one of the shining examples is Clarity Child Guidance Center. I look forward to the day we can replicate your model of care for kids throughout our state.”

— Creigh Deeds
Virginia State Senator
Claritycon2015 Speaker



On behalf of the staff and governing board of Clarity Child Guidance Center (CGC), we are pleased to present the Clarity CGC annual report for 2015. The theme of this report is “The winds of change,” and given the events that transpired in 2015, this is a most appropriate description.

In our letter last year, we referred to 2014 as “...one of the most ambitious in the agency’s history.” We believe this past year surpassed the exceptional news of the previous year. The Clarity Child Guidance Center Crisis Assessment Center (CAC), and ceremonial ribbon-cutting signaled a new and innovative approach in our care for kids. With the introduction of the CAC, children in crisis will no longer spend hours in a local hospital emergency room waiting for care that is typically not available. The opening of the CAC means families will now have the right care, at the right place and the right time. While Clarity CGC has provided rapid assessments in the past, the CAC and its six observation beds provide a full crisis resource, including room for families to stay with their child—much like a traditional emergency room. It’s a welcome and needed change in caring for our kids.

In addition to the CAC, a new Unit 4, comprised of 14 acute care beds, was included as part of the first phase of our campus expansion. As presented in the following pages, the new facility is a warm, welcoming and healing environment. The new Therapeutic Recreation facility, Day Treatment and Outpatient offices will follow and be featured in next year’s report.

In addition to facilities news, there is an exciting new development in our partnership with the University of Texas Health Science Center at San Antonio (UTHSCSA). Clarity CGC has been privileged to serve as a teaching hospital for the UTHSCSA Department of Child & Adolescent Psychiatry since 1970. With the completion of our new Outpatient building in early 2016, the UTHSCSA team will relocate its offices to the new building. We are thrilled for the proximity and the partnership!

We are grateful for the successful and collaborative partnerships we have with so many funders, community partners and friends of Clarity CGC. It’s their enthusiastic support of our vision to care for more kids that is truly the wind that powers our symbol of hope and healing—the pinwheel.

Of course this would not be possible without the dedicated and professional staff who are core to what we do at Clarity CGC. They are an inspiration to us all.

“The winds of change” are truly felt throughout our campus. You made this possible. Thank you for caring.

Sincerely,

Mark Howard
Governing Board Chair

Frederick W. Hines
President & CEO

positive changes



1



CLINIC SUCCESS: Positive change is coming with a much needed increase in mental health service capacity. In 2015, Clarity CGC fulfilled a community promise to increase access to mental health care for children and adolescents. Our first Clarity Child Guidance Clinic delivered a full year of services, providing 390 children over 3,500 services, including outpatient therapy and day treatment programs.

2



RELATIONSHIPS: We also strengthened our partnership with the UTHSCSA's Department of Child & Adolescent Psychiatry by reaching an agreement to have the department relocate to our campus as part of our campus expansion! The partnerships didn't end there—we also began a unique relationship with the Baylor College of Medicine to provide training to their first-year pediatric residents.

3



CAMPUS EXPANSION: We broke ground on the most significant campus expansion since our founding and we celebrated a ribbon cutting of the first phase, our first Crisis Assessment Center, which is projected to serve an additional 1,000 children annually. This center is designed to help alleviate the shortage of acute care beds, while also helping local hospital emergency rooms where children experiencing a psychiatric crisis are often waiting hours for care.

New Crisis Assessment Center





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TRAINING & EDUCATION: Training and education continued in a significant way, as Clarity CGC hosted our third annual Claritycon™, a summit on children's mental health. Over 350 professionals attended this conference that featured renowned speakers, such as Virginia State Senator Creigh Deeds, who had been profiled on *60 Minutes* and in the *Washington Post*.



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EDUCATION: Others found education through our YouTube channel, which has more than 75,000 views, and over 36,000 minutes of content streamed to increase knowledge and education about children's mental health. Our website receives over 60,000 visits a year from professionals, families and donors looking for "warning signs" and other information. Over 300 tours and presentations were hosted for over 4,000 attendees, and we created or maintained relationships with over 250 referral partners. All of these efforts were to inspire or educate attendees as we strive to heal young minds and hearts.



6

ADVOCACY: To inspire advocacy in order to affect systemic change, Clarity CGC led the charge in creating opportunities for people to give of their time, talent and treasure. We helped sponsor a mayoral forum as the city determined who would lead us to be a "city on the rise." We advocated in Austin and with local legislators to enable effective mental health policies and funding. Internally, we continued to advance towards full utilization of electronic medical records that will enable us to see data and trends in a meaningful way.



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AWARENESS: Overall, the media supported the Clarity CGC message with news coverage in 55 radio, TV, web and print stories for a public relations value of over \$462,000. Another \$982,000 in value was derived from stations airing our public service announcements. That's more than \$1.4 million in coverage for Clarity CGC that we received at no cost. We also crafted and released 50 e-newsletters in the year. An increased focus on building a subscriber database was successful and grew our list to nearly 5,000, and our readers open and click-through our e-news at significant rates.

7

"Through our relationship with Clarity Child Guidance Center, we are able to reach more families with beneficial parenting support groups and classes. When two non-profits collaborate like this, it truly doubles the reach and effectiveness of providing essential family & community support. And ultimately, it's the children who benefit the most!"

— Kim Jefferies, Chief Executive Officer,
Brighton Center

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ADVOCATE

Join our One in Five Minds campaign and help break down the stigma of mental health by taking the One in Five Minds Pledge at www.1in5minds.org

8



SUPPORT: As a community-based nonprofit, Clarity CGC requires the support of individuals, foundations and corporations to enable services. A record-breaking three million dollars was raised in the fiscal year, not including the amazing support of the United Way of San Antonio and Bexar County. Clarity CGC also participated in the DSRIP/1115 Waiver, with several hundreds of thousands of dollars funding new services to the community.

9



SATISFACTION: Our “voice of the consumer” surveys revealed that our loyalty rate for our inpatient/acute care services was 85%*, far above the local benchmark, and several times throughout the year we were above our national, aspirational benchmark of the Mayo Clinic, Rochester! Our outpatient psychiatry teaching partnership with UTHSCSA's loyalty rate has grown 11% over three years to 82%*, while our outpatient therapists' loyalty rate has grown 5% over the past three years to reach 91%*. Further, nine out of 10 parents tell us their child has improved as a result of treatment, with the majority stating the improvement was “significant.”

**Percent of parents who would definitely recommend us to friends*

10



MORALE: Our own employees rated us highly as well, and we received a “Top Workplaces” designation from the *San Antonio Express-News*. Employee loyalty extended to the United Way as well, as 100% of staff pledged and provided over \$101,000 in funds toward our local campaign.

Methodist Healthcare Ministries of South Texas, Inc. is dedicated to creating access to health care for the uninsured in South Texas through direct services, community partnerships and strategic grant-making. We partner with Clarity Child Guidance Center because they provide mental health care to families, regardless of their ability to pay. We are enthusiastic supporters of their mission because it is making a difference in the lives of families who desperately need help throughout our community.

— Kevin C. Moriarty, President & CEO

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advocating for children

a vast audience, including more than 3,000 pledges to the campaign and over 6,000 Facebook fans. The campaign awareness rate among parents in the community has risen from zero to 4.5%, while campaign awareness among professionals has grown from 29% to 44% since the inception of One in Five Minds.



One in Five Minds created TEDx San Antonio's first local TEDx Salon on Children's Mental Health.

One in Five Minds sponsored the Claritycon™ luncheon speaker, Virginia State Senator Creigh Deeds, who shared his passion for changing the way society views mental illness.

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MARCH '13

OCT. '14

SPRING '15

JUNE

Launch of One in Five Minds

Event 1: On April 30th, we launched Maynictures™, inviting all San Antonio women to paint their nails with a one-in-five color pattern in recognition of Children's Mental Health Month in May.

Event 2: May 5th – proclaimed as One in Five Minds Day at the Bexar County Court.

Event 3: May 6th – One in Five Minds organized a surprise installation of over 3,000 pinwheels in front of the Alamo. It was followed by a press conference where Judge Nelson Wolff, Justice Luz Elena Chapa, and Dr. Steven Pliszka spoke.



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FOLLOW US

Pledge, Learn and Share on www.1in5minds.org or on our social media channels.

- [Facebook.com/1in5minds](https://www.facebook.com/1in5minds)
- [Twitter.com/@1in5minds](https://twitter.com/@1in5minds)

making a positive impact



	inpatient/day treatment	outpatient
Total Patients	1,730	5,714
Number of visits	15,172 (days)	44,306 (visits)

inpatient (primary diagnosis)

% of patients

● Mood Disorders (including bipolar disorders & depressive disorders)	89%
● Psychotic Disorders	10%
● Other Psychiatric Disorders	1%

outpatient (primary diagnosis)

% of patients

● ADHD ¹ & other neurodevelopmental disorders	49%
● Mood Disorders (including bipolar disorders and depressive disorders)	27%
● Anxiety Disorder	11%
● Trauma Related Disorders	6%
● Schizophrenia spectrum (and other psychotic disorders)	2%
● Conduct Disorders	2%
● Other Psychiatric Disorders	3%

SATISFACTION RATE: (% OF PARENTS WHO REPORT THAT OUR PROVIDERS LISTEN, CARE AND COMMUNICATE)²

Inpatient medical,
clinical and
nursing team

97%

Outpatient
clinical and
medical teams

97%

¹ A substantial portion of children diagnosed with ADHD are also diagnosed with Oppositional Defiant Disorder, Conduct Disorder, Mood Disorders, Anxiety Disorders, Learning Disorders and/or Communication Disorders.

² Top two-box score consisting of "always" and "usually" responses.

positive financial statement

Fiscal year 2015 was a year of significant investments in the necessary growth of our facilities. Financial stewardship of insurance revenue and donor gifts enables us to fulfill our mission by providing the level of staff support and the specialized programs our children need. This year's positive results are affected by two major factors: our success in fundraising for the campus expansion, and a recovery of an underpayment of the government's Disproportionate Share Hospitals (DSH) funds in 2013 and 2014.

income / fy 2015

Income from patient services	\$14,925,912
Disproportionate Share Hospital payment due for FY2015	\$2,007,058
Other income	\$773,165
United Way contribution	\$1,055,660
Unrealized Gains on Investments	\$425,330
All other contributions	
Foundations	\$566,838
Corporations	\$52,358
Individuals	\$282,935

income for capital investment

DSRIP / 1115 Waiver ⁽¹⁾	\$1,305,571
Foundations	\$2,245,537

Total	\$23,640,364
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expenses

Cost of programs	\$18,087,428
Cost of the center's management	\$2,109,644
Cost of fundraising	\$517,712

Total	\$20,714,784
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Net income⁽²⁾	\$2,925,580
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staff : Medical Team – **55** Clinical Team – **39** Nursing Team – **147**

77% of all staff is direct care

(1) DSRIP: delivery system reform incentive payment pool. The delivery system reform incentive payment pool provides earned incentive payments to hospitals and other providers upon their achieving certain goals that are intended to improve the quality and lower the cost of care. (2) Includes DSH for 2013 costs to reimburse credit line and funds set aside for Capital Investment.



Phase 1 Foundation Donors*

Amy Shelton McNutt Charitable Trust
 Baptist Health Foundation of San Antonio
 Buddy and Nova Herin
 Ed Rachal Foundation
 Faye L. and William L. Cowden Charitable Foundation
 Frost Bank
 The Greehey Family Foundation
 James B. and Lois R. Archer Charitable Foundation
 Kronkosky Charitable Foundation
 Methodist Healthcare Ministries of South Texas, Inc
 Michael and Barbara Gentry
 Northside Lions Charitable Foundation
 San Antonio Medical Foundation
 Shield-Ayres Foundation
 Southerland Communities, LLC
 St. Luke's Lutheran Health Ministries, Inc
 Sundt Foundation
 The Meadows Foundation
 University Health System
 through the Medicaid 1115 Waiver
 Valero Energy Foundation

**As of December 1, 2015*

Phase 2 Foundation Donors*

Amy Shelton McNutt Charitable Trust
 Ed Rachal Foundation
 Faye L. and William L. Cowden Charitable Foundation
 GDC Marketing & Ideation
 Klesse Foundation
 Mays Family Foundation
 Nancy Smith Hurd Foundation
 St. Luke's Lutheran Health Ministries, Inc
 The Charity Ball Association of San Antonio, Inc
 The Greehey Family Foundation
 Williams

Thank you to our
 Phase 1 and Phase 2
 Foundation Donors
 for their support
 in our new campus
 expansion.

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DONATE

Donations are critical for providing needed services, including psychological testing, inpatient hospitalization and day treatment, as well as individual, group and family therapies. Your donation can help make a difference. Donate to help heal young minds and hearts at claritydonate.org

Donors*

Corporations, Foundations

Ainsworth Trucking
 Alamo Group
 Allstate Giving Campaign
 Amy Shelton McNutt Charitable Trust
 AT&T Employee Giving Campaign
 Baptist Health Foundation of San Antonio
 Benevity Community Impact Fund
 Birdies for Charity
 Boeing Company
 C.H. Guenther & Son, Inc.
 Catto & Catto, LLP
 Cecilia Young Willard Helping Fund
 Clinical Trials of Texas
 Community Bible Church
 Community First Health Plans
 Contractors Building Supply Co.
 David Mills Custom Homes
 Dixie Starnes Wenger Foundation
 Dynamite Sno, Inc. dba Bahama Buck's
 Ed Rachal Foundation
 ETS Cares
 Faye L. and William L. Cowden Charitable Foundation

Frost Bank
 Fulcrum Biometrics, LLC.
 Gambrinus Company
 Genevieve and Ward Orsinger Foundation
 Give with Liberty
 Gordon Hartman Family Foundation
 Gorman Foundation
 Grande Communications
 Grande Cares Club
 H.E. Stumberg Foundation
 HCA Caring for the Community
 H-E-B Tournament of Champions
 Hogg Foundation for Mental Health
 Jackson Walker, LLP
 John Calvin Presbyterian Church
 Junior League of San Antonio
 Klesse Foundation
 Longhorn Recycling, L.P.
 Marcia and Otto Koehler Foundation
 Marietta K. Randall Foundation Trust
 Marold Law Firm, LLC.
 Mary A. Peterson Wyatt Charitable Trust
 Mays Family Foundation

Meridell Achievement Center
 Methodist Healthcare Ministries of South Texas, Inc.
 Myra Stafford Pryor Charitable Trust
 Nancy Smith Hurd Foundation
 Nathalie & Gladys Dalkowitz Charitable Trust
 Nguyen Logistics, LLC.
 Northside Lions Charitable Foundation
 Norton Rose Fulbright
 OneBeacon Government Risks
 Rathole Drilling, Inc.
 Saint Susie Charitable Foundation
 San Antonio Area Foundation
 Tesoro Corporation
 The Greehey Family Foundation
 The Meadows Foundation, Inc.
 United Way of San Antonio and Bexar County
 Valero Energy Foundation
 Williams
 Wired
 Zachry Construction Corporation



*As of June 30, 2015

"We are proud of our 20-year partnership with Clarity Child Guidance Center to provide mental health care for tens of thousands of children. The strength of this partnership is built on the mutual respect we have for each other's mission, the collaborative relationship we take in our care for kids, and the high quality of people that staff both our organizations. It is a unique partnership and continues to expand to meet the growing needs of the families in this region."

— Soad Michelsen, MD
 President, Southwest Psychiatric Physicians
 Senior Medical Director,
 Clarity Child Guidance Center

Individuals*

UP TO \$15,000

Michael and Barbara Gentry
Ami Gordon
Bernard and Patricia Jensen

UP TO \$9,999

Allyn Archer
Fred and Velma Hines
George Hixon
Mark Howard
Rob McClane
Maj. Gen. Josue Robles, Jr. (Ret.)

UP TO \$4,999

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Jeff and Carolyn Smith
Johnny and Carol Triesch

Mark and Yvette Vickery
Clifford and Bebe Waller
Paul Wolf, Jr.

UP TO \$999

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Charles and Nancy Cheever
Douglas and Alice Denham
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Susan Gallagher
David and Rebecca Helterbrand
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Karl Koch, PhD
Hugh Lothery
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Soad Michelsen, MD
William and Rebecca Moehrig
Sandra Pounds
Kay Scroggins
John Sparks, Sr., MD, LFAPA
Josh White

UP TO \$500

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Heather Adams
Harold Allen, DSW, LMSW-ACP
Vance Arnold
Wayne Bachman
Denise Barkhurst
Marion Bell
Cris Bleich
Wilbert Bourquin
Jessica Bristow
Michele Brown
Kim Bruno

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Patricia Carrizales
Robert and Carol Carver
Richard Cavender
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Cynthia Harris
Connie Hernandez
Ellen Holden-Di Giosia

*As of June 30, 2015

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- YouTube/HopeForChildren1
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H-E-B
Cheryl Hornsby
Lackland Baptist Church
Migdalia "Mimi" Pierce, MA, LPC
University of Texas at San Antonio
USAA Season of Sharing
Katherine Zajac

**As of June 30, 2015*



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