

2020 ANNUAL REVIEW

NICK FINNEGAN COUNSELING CENTER



OUR MISSION

Nick Finnegan Counseling Center strives to provide affordable and accessible counseling services to anyone regardless of differences such as age, finances or beliefs.

2020. For some, a year they can't wait to forget. But for the Nick Finnegan Counseling Center, it was another year to remember. Amid the lockdowns, isolation and general uncertainty, NFCC proved itself a nimble hand; moving quickly to offer online sessions so clients could keep their appointments. With the need for mental health care services more evident than ever, NFCC responded with more sessions than any year in its history – truly a blessing for the communities we serve that, like most others, are sorely lacking in quality affordable mental health care services.

As the Chair of the Nick Finnegan Counseling Center Foundation, I have been fortunate to witness up close the amazing efforts of the management and staff of NFCC as they moved quickly to address the challenges occasioned by the pandemic. Faced with a March 2020 stay-at-home order, NFCC personnel confronted its first daunting challenge: how to best serve clients when the personal relationship fostered by in-person counseling sessions (an integral part of the process) was not an option. Almost immediately, NFCC's team transitioned counselors and clients to telehealth. With the majority of clients moving to virtual sessions, this allowed for the possibility of utilizing the larger therapy spaces at the counseling center for a handful of socially distanced sessions (when permitted), to best meet the needs of those clients for whom telehealth was not ideal.

In the midst of the pandemic, the Foundation began operating and pursuing its vital mission—raising funds to support NFCC's provision of quality affordable mental health services to the entire community. Exceeding its fundraising goals despite the economic challenges of 2020, the Foundation offers an alternate giving platform for NFCC donors. With the support of the Foundation, 2021 and beyond offers NFCC the opportunity to continue to expand its services, with hopes that virtual options will complement a return to more regular in-person sessions.

On behalf of the Foundation and NFCC, I offer my heartfelt thanks for the continued support of so many donors and the decision of so many new donors to include NFCC and the Foundation in their giving plans.

Todd Greenwalt, Chair
The Nick Finnegan Counseling Center Foundation



Our Foundation Board of Directors

Todd Greenwalt (Chair), Michelle Shonbeck, Mary Elizabeth Hand, Bill Finnegan and Caroline Cron.

The Nick Finnegan Counseling Center Foundation commenced operations on January 1, 2020 to maximize fundraising opportunities to support NFCC's mission.

2020 Advisory Board

Joe Herman, *Chair*

Robert McFadden

Jennifer Bowen, *Vice Chair*

Julie Payne

Dr. Jay Allison

Claud Riddles

Dr. Linda Christians

Julie Samson

Carla Dawson

Shannon Smith Waiter

Sara Eggleston

Garhett Wagers

Alex Gallagher, *Past Chair*

Loyd Wright

Richard Hightower

Dr. Jennifer Welch

Telina Lee

Audrey Omenson

Dana Lepow

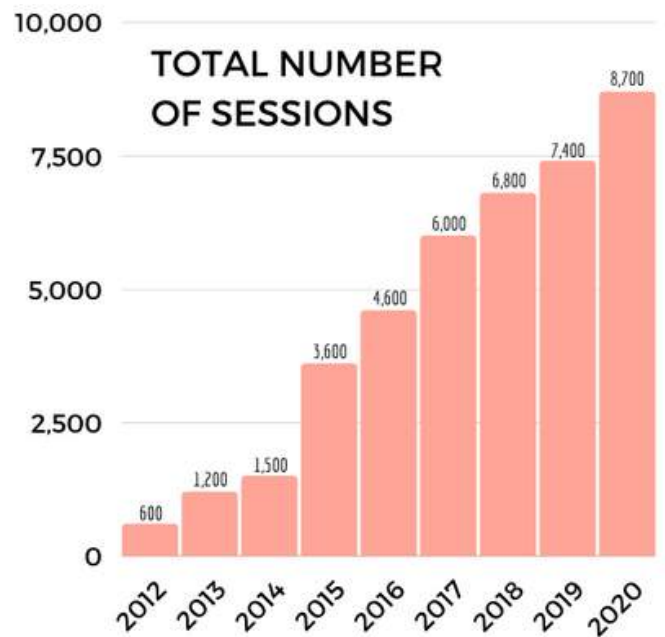
Clinical Director

Christy Maeker

WHERE OUR FUNDS GO

Clinical Staff	41.4%
Non Clinical Staff	29.9%
Personnel Benefits & Payroll Taxes	12.5%
Sliding Scale Expenses	6.6%
Facilities	5.2%
Other Expenses	1.5%
Continuing Education & Contract Services	1.2%
Security	1.1%
Malpractice Insurance	0.4%
Marketing	0.2%

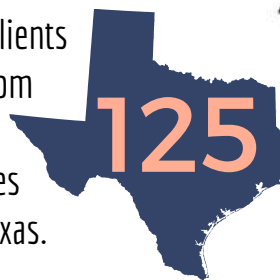
Please note: These numbers have not yet been through an independent audit.



\$97,000

TOTAL AMOUNT COVERED BY NFCC FOR CLIENTS WHO UTILIZED OUR SLIDING SCALE.

In 2020, clients came from different zip codes in Texas.



89%
of client sessions from **MAR - DEC** were via Telehealth

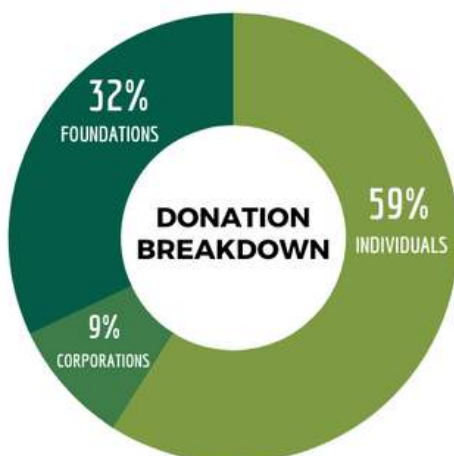
In 2020, 21% of our clients were minors (ages 17 and younger)

NICK FINNEGAN COUNSELING CENTER
Because COUNSELING MATTERS fund

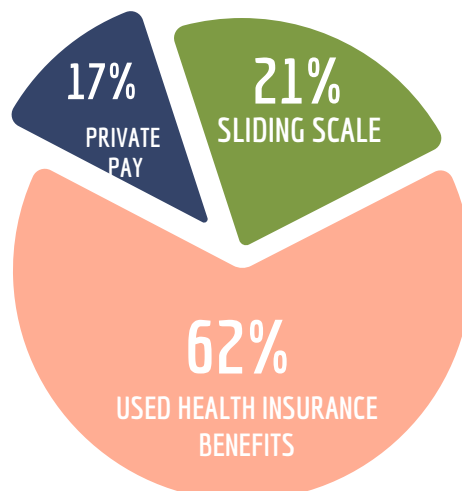
★ NFCC's Because Counseling Matters Fund provides essential support for the everyday needs of the counseling center. It helps us pay our counselors and offset our rates which allows us to fulfill our mission every day!

★ Since 2019, we have raised over \$75,000 towards the Because Counseling Matters Fund. That means roughly 670 counseling sessions have been covered through donations to the Because Counseling Matters Fund.

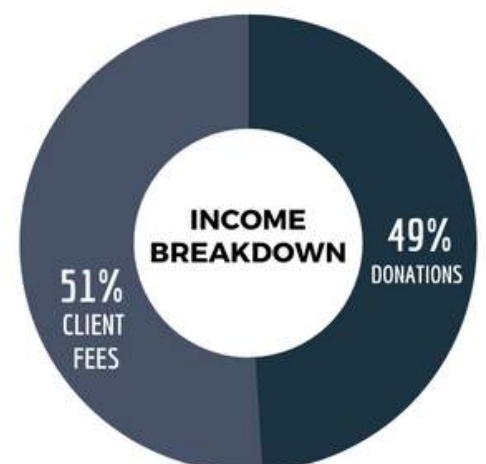
DONATION BREAKDOWN



HOW CLIENTS PAY



INCOME BREAKDOWN



our counselors help with issues including...

- Addiction
- ADHD
- Adoption
- Anger
- Anxiety
- Autism Spectrum
- Blended families
- Body image issues
- Bullying
- Couples
- Depression
- Disordered eating
- Disruptive behaviors
- Divorce/separation
- Domestic Violence
- EMDR
- Family conflict
- Grief
- LGBTQ+
- Medical diagnoses
- Parenting
- Postpartum
- Pre-marital
- PTSD
- Relationship issues
- Sibling problems
- Self harm behaviors
- Self-esteem
- Social skills
- Spiritually based counseling
- Substance abuse
- Trauma

...we also have an extensive referral database for needs beyond this list. We're here to help!

ABOUT OUR TEAM

Our Executive Director manages our Clinical Director &

9

administrative staff

which includes *client services, development & outreach*

from our lead clinician

2020 was a daunting year for everyone. It presented us with both challenges and opportunities to grow. This was true for me personally and professionally. It is uncommon for clinicians to be experiencing the same things as our clients, at the same time. The pandemic had us doing just that - searching for new coping tools that we could help ourselves and our clients learn to implement in our ever changing world. All of us here at NFCC had a chance to stretch and grow as individuals and as clinicians.

The positive side of this pandemic was that the introduction of telehealth at NFCC helped us make therapy more accessible and decrease barriers to receiving care.



Heather Timmis, MA, LMFT-S
Lead Clinician

I look forward to leading our counseling team as we continue to blend telehealth and in-person sessions in the coming year.

The NFCC staff showed such commitment to the mission as we worked passionately to serve our community during COVID-19. Mental Health struggles have escalated tremendously from the stress that this pandemic has put on us and the effects will last for years to come. NFCC is determined to be a part of the solution, and we thank our donors for continuing to support us. Their gifts enable us to continue helping our community and are making such a meaningful difference.

Mary Elizabeth Hand, MEd
Executive Director

Our Clinical Director is one of

10 fully licensed counselors who also manages

3 associate level counselors **Supervised by Audrey Omenson, MA, LPC-S*

- and -

2 practicum students per semester



Community Talk Partners

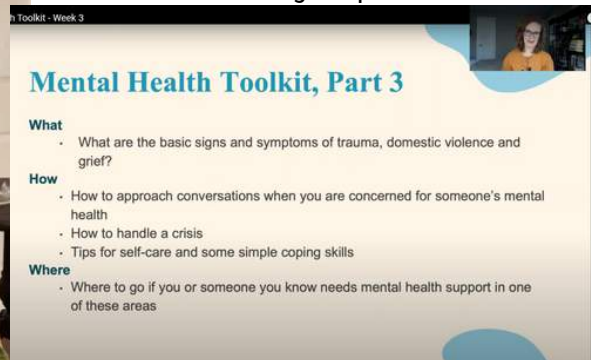
- Commonwealth Elementary School
- Houston Congregation for Reform Judaism
- Houston LPC Association
- Reconstruction of a Survivor
- St. John the Divine Church
- St. Luke's United Methodist Church
- St. Martin's Episcopal Church
- University of St. Thomas
- The Harris School

Outreach

From January through March, our counselors were able to provide in-person talks for a handful of our community partners. Then, after the world went on an unexpected pause to restructure life during a pandemic, we saw an immense need for free online mental health tools.

To respond to that need, we created a COVID-19 resource page on our website and revved up our online video content in April with our first ever weekly Instagram TV series, *Calm in the Chaos*, which was extended through Mental Health Awareness Month (May). We also moved forward with our 3-week Mental Health Toolkit Training, led by NFCC's Clinical Director, Audrey Omenson, MA, LPC-S, which like most other things was reimagined as a webinar.

Led by Outreach Counselor, Tracy Lehman, MA, LMFT, our counselors contributed written articles and several free counselor talk videos, which were shared on social media. Tracy's video on Boundaries had over 4,000 views on IGTV! We also posted videos on trauma, anxiety, anger management and completed a back-to-school during the pandemic series.



It was a joy to provide outreach to our communities in new ways and we'll continue to stretch our reach in 2021.

According to the Kaiser Family Foundation, in July 2020 over half (53%) of adults in the United States reported that their mental health was negatively impacted due to worry and stress over the virus, which was significantly higher than the 32% reported in March 2020. **Awareness of, access to, and affordability of** community mental health resources are three major factors in determining whether a person is able to get the support they need during times of increased stress -- NFCC prioritizes all three.

The Foundation

Nick Finnegan Counseling Center Foundation raised \$188K in operational grants which supports NFCC's efforts to keep counseling affordable and accessible



CIS Update

Thanks to The Children's Fund, Inc., we continued our partnership with Communities in Schools and have provided free counseling to students at two Houston school campuses

About our 2020 Fundraisers

With the safety of our donors, staff and clients as our top priority, we made the difficult decision to host our Annual Crawfish Boil and Tree of Life Gala as virtual events.

10th Annual Crack 'em for a Cause Crawfish Boil

Our Annual Crawfish Boil was chaired by Allison & Chuck Helms, Madeleine & Joe Herman and Kelly & David Leonard. This event included a stellar online raffle and raised over \$90,000 for NFCC.

Save
the
Date!

Crack 'em for a Cause
APRIL 10, 2021

finnegancounseling.org/crawfish-boil



12th Annual Tree of Life Gala



Our Annual Tree of Life Gala was chaired by Amy & Tod Greenwood and Mary Margaret & Jay Greer. Although we could not gather in person, our website transformed to a virtual gala and featured a robust online auction and video messages from our event chairs, auctioneers and Angels Among Us Award Honoree. We also premiered our annual video with a focus on how the counseling center was able to thrive throughout the pandemic. With the support of our donors, NFCC raised over \$280,000 through this successful virtual event!



Auctioneers Randy Helms and Stuart Ford tell supporters how their donations go a long way to help the community.



Event Chairs: Amy & Tod Greenwood and Mary Margaret & Jay Greer welcomed our online audience with a hopeful message about how our community will come out of this pandemic, stronger.



Auctioneer (and ICU Nurse) Becky Helms shares about the importance of mental health after her hospital shift.

LOOKING FOR
WAYS TO HELP?

Invite a friend to follow us on social media. Share this annual report with a friend or neighbor and tell them about NFCC. **Our #1 referral source is word of mouth!**



Follow us @



NickFinnCounsel