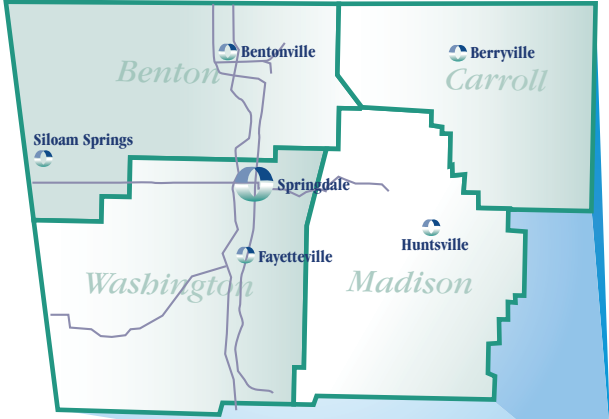




Ozark Guidance

P.O. BOX 6430
SPRINGDALE, AR 72766

1.800.234.7052 • www.ozarkguidance.org



Ozark Guidance

Leading the way in meeting the mental health
needs for all people of Northwest Arkansas



FOCUS ON 2010

A N N U A L R E P O R T



Ozark Guidance

40th Anniversary Edition



FACT: Mental illness is more prevalent than cancer, heart disease and diabetes

*Saving and changing lives
by providing compassionate, quality mental health services.*

- “I am very proud to be a member of the Ozark Guidance Board of Directors because I believe that Ozark Guidance is one of the finest nonprofit organizations in Northwest Arkansas. On a daily basis, the center's well qualified, dedicated staff breathes life into our mission. Most people do not realize that mental illness affects 20% of all children and 25% of the adult population. Ozark Guidance has sustained 40 years of providing mental health services in Northwest Arkansas because of the quality of our services, the support we enjoy from the community, and because our services are affordable and accessible.”

-Dana Samples, Chair, Ozark Guidance Board of Directors

- “Contributions to the Ozark Guidance Foundation help finance the vision of being the leader in meeting the mental health needs for all people of Northwest Arkansas. In 2010, the Foundation granted approximately \$335,000 to Ozark Guidance programs; serving thousands of children, families, and adults throughout Northwest Arkansas.”

-Diane Shaw, Chair, Ozark Guidance Board of Trustees



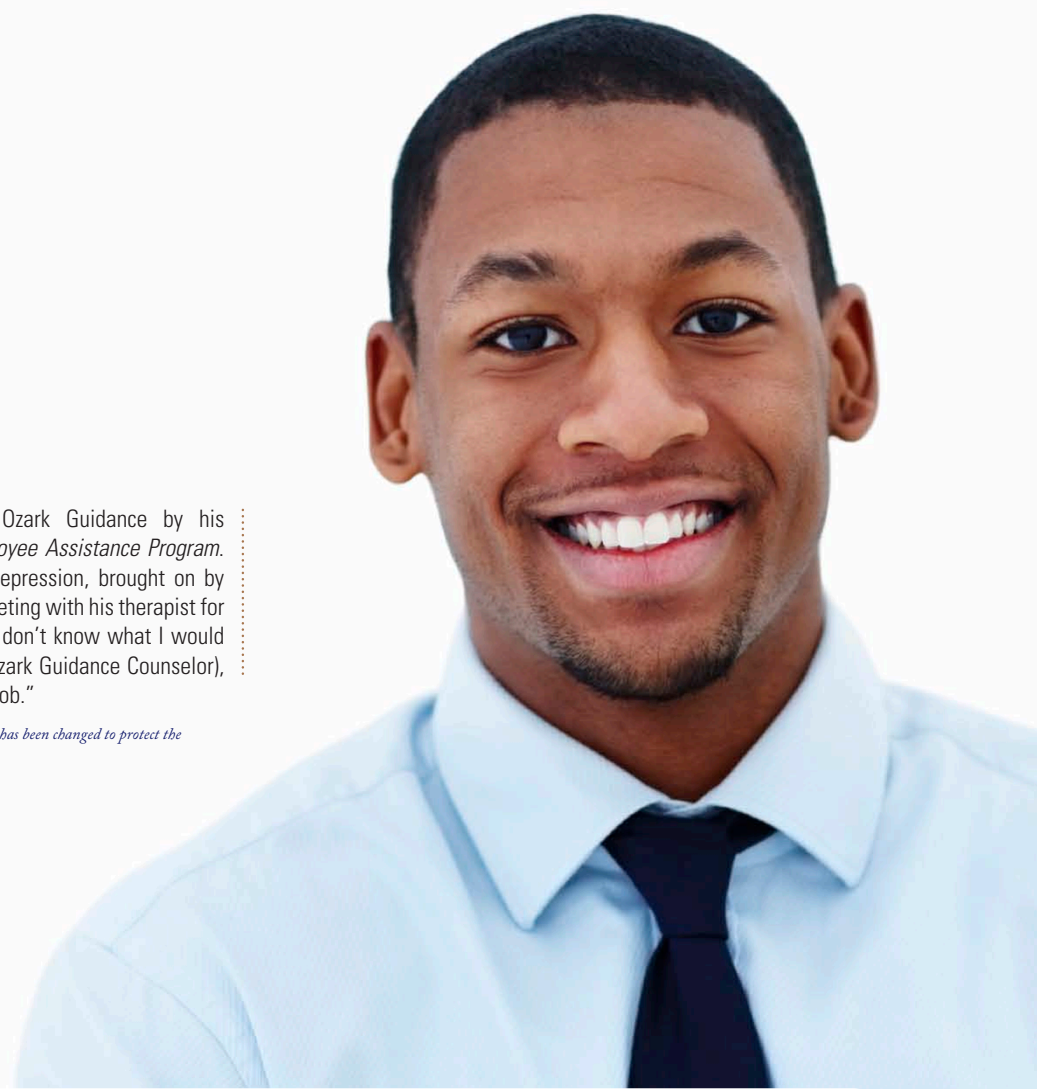
CORY'S STORY

One day while sitting in his office at Ozark Guidance, Jerry received a call from Iraq. The caller identified himself as First Sergeant, Tim McCoy and told Jerry that he was calling from his cell phone in Iraq for one of his soldiers who was sitting in the medical tent holding his weapon. Sergeant McCoy explained that Cory would not give up his weapon; however, after many hours of persuasion he had finally agreed to talk with Jerry.

Jerry remembered being Cory's counselor when he was a high school student suffering from anxiety and depression after the divorce of his parents. Jerry talked for over an hour with Cory on that hot August day and finally persuaded him to give Sergeant McCoy his gun. Several days later Sergeant McCoy called Jerry to thank him for his help and reported that Cory had been shipped to Germany to recover from what appeared to be post traumatic stress syndrome.

The name(s) in this story and the picture has been changed to protect the confidentiality of the client(s).





Shawn was referred to Ozark Guidance by his employer through the *Employee Assistance Program*. Shawn was experiencing depression, brought on by his recent divorce. After meeting with his therapist for six sessions, Shawn said, "I don't know what I would have done without Cheri (Ozark Guidance Counselor), she **saved my life** and my job."

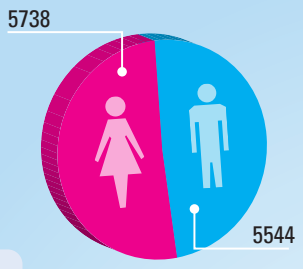
The name(s) in this story and the picture has been changed to protect the confidentiality of the client(s).

TOTAL CLIENTS 14894

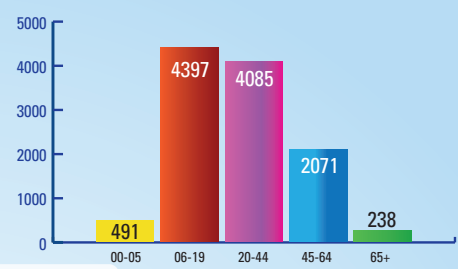
Medical/Clinical Services Total: 11282 Unduplicated

Education/Recovery Services Total: 3612 Unduplicated

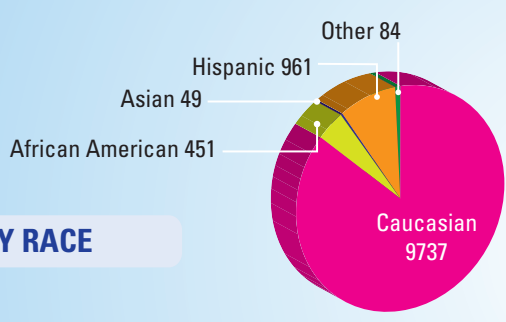
BY GENDER



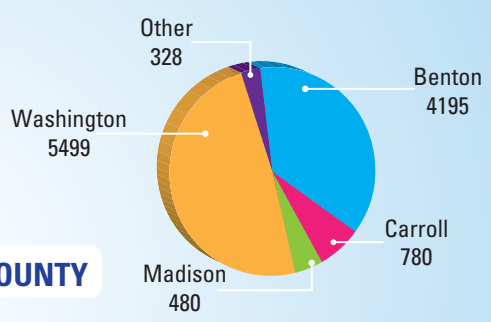
BY AGE



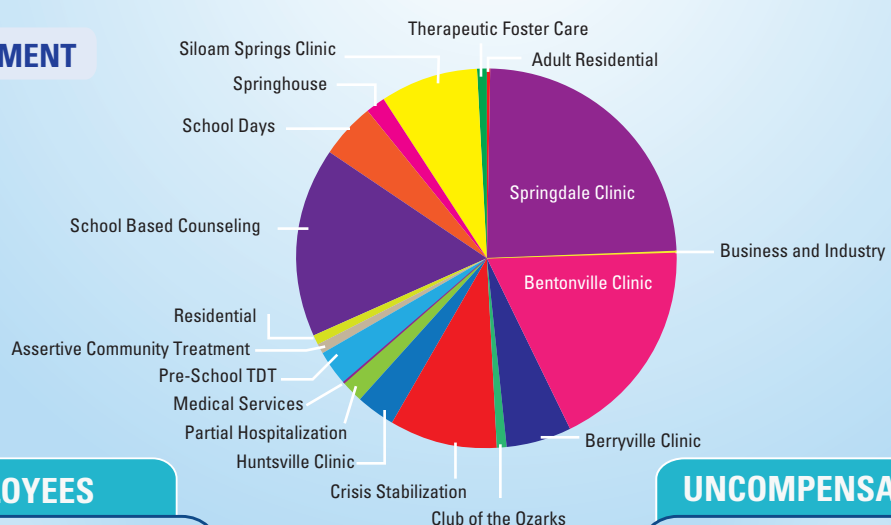
BY RACE



BY COUNTY



BY DEPARTMENT



EMPLOYEES

533

UNCOMPENSATED CARE

\$3,710,418

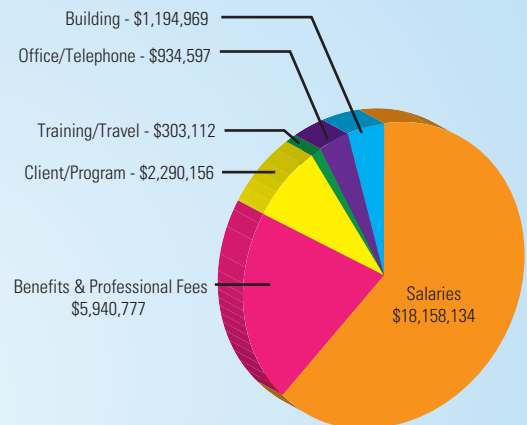
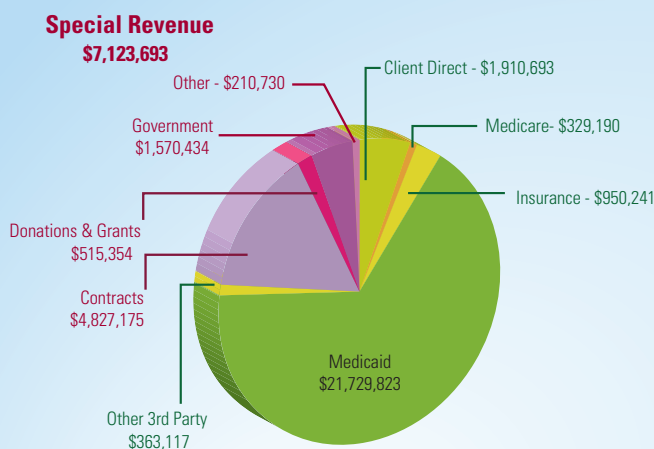




FACT: Mental illness annually affects one in five children and one in four adults

REVENUE

EXPENSES



Fee For Service Revenue

\$25,283,064

TOTAL REVENUE \$32,406,757

TOTAL EXPENSE \$28,821,745

NET REVENUE

Revenue before discounts/bad debts	\$3,585,012
less discounts/bad debts	\$3,710,418
Net Loss	\$125,406

Ozark Guidance is a **local, not-for-profit** organization, believing people from all walks of life should be able to receive quality mental health services. For those without insurance or other means to pay there is a sliding fee schedule. Ozark Guidance is one of the few community mental health centers in the country with a foundation and endowment. The Ozark Guidance Foundation uses private, philanthropic resources to fund, develop, and promote the work of Ozark Guidance. 100% of all donations are dedicated to client services; **no** administrative fees or secondary expenses are deducted from donations to the Ozark Guidance Foundation.

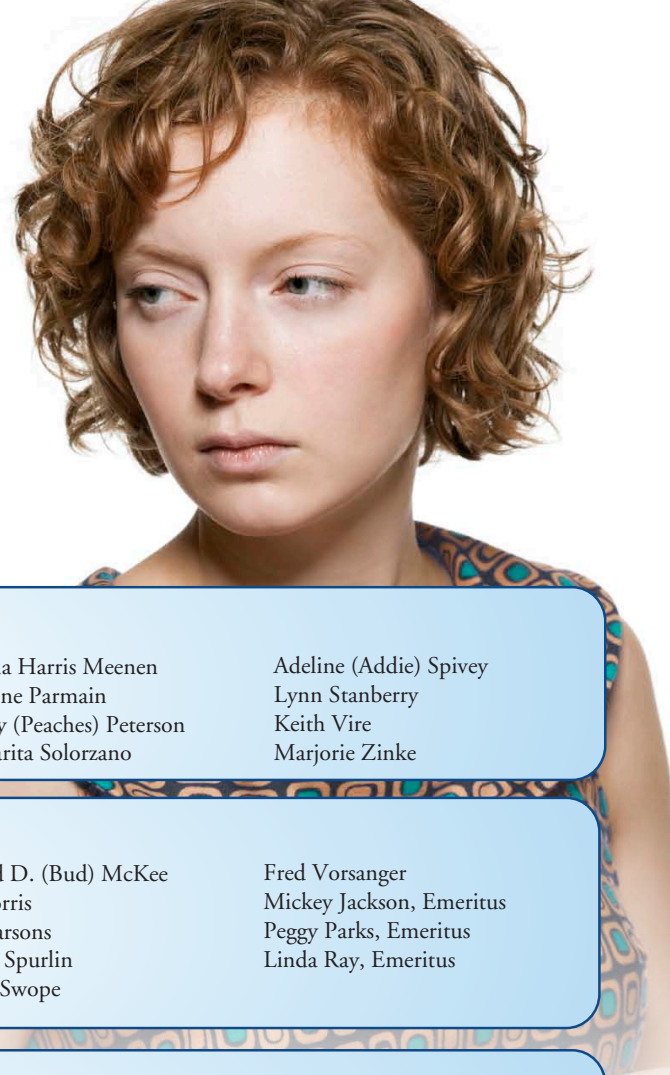


JENNIFER'S STORY

Jennifer is a three year old girl that was referred to Ozark Guidance from the Department of Human Services. Jennifer's mother, Kathy, is a single parent who is unable to hold a job because of her substance abuse; her live-in boyfriend is an alcoholic. One day Jennifer got off the pre-school bus at Ozark Guidance wearing the same shirt that she had worn the previous day, with the same stains and dirt that she had collected on the playground. Her shorts were wrong side out and she had her shoes untied and on the wrong feet. Jennifer's teacher, Ms. Amy, noticed Jennifer's state of disarray and quickly gave her clean clothing, washed her face and fed her breakfast. Around 11:00 AM that morning Jennifer's mother called to see if Jennifer was at Ozark Guidance. Apparently, Kathy and her boyfriend had been "partying" all night and little Jennifer had dressed herself, got on the Ozark Guidance bus and made it to school by herself. Ozark Guidance is a safe haven for thousands of children who live in Northwest Arkansas.

The name(s) in this story and the picture has been changed to protect the confidentiality of the client(s).





FACT: Mental Illness is a family illness, affecting every member of the family

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DIRECTOR'S CIRCLE MEMBERS 2010

\$1000+ Annual Donation

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Best Buy	Northwest Medical Center Auxiliary
Bordinos	Packaging Specialties, Inc.
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Brick House Kitchen	Prairie Grove Telephone Company
David Lewis	Professional Business Systems
Carroll County Community Foundation	Regions Bank
Catering Unlimited, Mark Henry	Regions Insurance
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CitiScapes Metro Monthly	Marsha Reinert
Magic 107.9, KIX 104	Rick's Bakery
Consolidated Mill Supply, Inc.	Ruth's Chris Steak House
Corazon Unique Home Furnishing	Schmieding Foundation
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David and Cathy Evans	Terra Studios
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Jeanie and Mike Hill	Windstream
Tim Hudson and Charlotte Taylor	Linda and Donald (Buddy) Wray
Nancy Jeffery	

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Care Foundation, Inc.	Peggy and Donald Parks
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CitiScapes Metro Monthly	Prairie Grove Telephone Company
Cox Communications	Marsha and Jerry Reinert
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Northwest Arkansas Community Foundation	

While every effort was made to compile a complete list, any errors or omissions are inadvertent

= Director's Circle Life Member
\$10,000 Cumulative Donations





*Mental Wellness is
Everyone's Concern*



Leading the way in meeting the mental health needs for all people of Northwest Arkansas

Mental Wellness Awareness Campaign

According to the U.S. Surgeon General, mental illness is a common medical condition that affects one in four adults and one in five children on an annual basis within the United States.

Ozark Guidance is launching a *Mental Wellness Awareness Campaign* to help breakdown the stigmas associated with mental illnesses.

- “Even though mental illness is more prevalent than cancer, heart disease and diabetes, the stigma in our society continues to exist that causes people to be unwilling to seek professional help for fear of being unfairly labeled as mentally weak and incapable of handling difficult times. Yet mental illness is a very treatable medical condition that is not reflective of a person’s character or intelligence.”

-Tom Petrizzo, Chief Executive Officer

Mental Health First Aid

Mental Health First Aid is one of the primary components of the Mental Wellness Awareness Campaign. This program was originally developed in Australia and brought to the United States. Ozark Guidance is the first mental health provider in Arkansas to be certified and able to provide this specialized training for nonprofit organizations, business leaders, human resource professionals, educational professionals and numerous groups that will be able to benefit from this life-skills training.

- “We believe that the time has come to actively address this medical need in our society. Ozark Guidance is proposing to partner with corporate and community leaders to positively impact public perception regarding mental illness. Our goal is to promote better understanding and acceptance of the importance of both mental and physical health.”

-Jane Guyton, Chief Advancement Officer

MENTAL WELLNESS PARTNERS

