



# 2022 Annual Report

Helping Our Communities Live Their Brightest Lives

**BRIGHTLI**



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# Helping Each of Us Live Our Brightest Lives



Photo courtesy of Burrell Foundation's "Art of Being ME" exhibit.

Meet Kate. When she was 12, she thought she needed to look different to be loved. "I thought for people to enjoy being around me, I needed to have that perfect body." But her feelings were about more than how she looked. "People think it's physical and they're like 'Oh, you just want to be skinnier,' but it's a mentality; it's people wanting to have control over something. If they're having a hard time in life, that's their coping skill they go to, that's how they control and that's the only thing they can control."

Kate had an eating disorder. Her condition worsened and she and her family knew they needed help. "There were days when I was actually scared I was going to die and some days I didn't even care... My family became depressed. They tried so hard to get me to eat and felt helpless and couldn't do anything about it."

**“ There were days when I was actually scared I was going to die and some days I didn't even care. ”**

Kate was admitted to an inpatient program that she says saved her life. "I am almost 15 and still have super challenging days but can say that I have come such a long way. I was on the brink of death and thankfully had the support I needed and am still here today... I can deal with hard days and hard battles now because I have the tools. When I am weak, I have learned to lean on my support team. I want to share this story with others and let them know they are not alone."

She encourages others to hear her story and take action to survive the struggles. "There's really no easy way of saying it; it's going to be hard. You can't start recovery without struggling and you can't get through this unless you step outside of your comfort zone. Even if you are afraid and you're terrified to do it, still do it afraid and know that the other side is way better than where you're at right now. It's so worth it."

**“ Even if you are afraid and you're terrified to do it, still do it afraid and know that the other side is way better than where you're at right now. ”**



## Shine Stronger. Shine Brighter.

Stories like Kate's are why we do what we do. We believe that inside each of us, there is an ember of light. Sometimes that ember is bright and blazing. Other times that ember struggles, at risk of being extinguished. This light is shaped by where we came from, our experiences, how we were raised, our culture, our personalities, and our DNA. That's where Brightli comes in. Through our member organizations, we help all of our embers shine stronger. That way, we can all live our brightest lives.



## A Note from our CEO

A year ago, as I authored this note for the Burrell Behavioral Health (Burrell) annual report recapping a successful 2021, I also issued a warning: that the mental health impacts of COVID-19 were going to get worse before they got better. Unfortunately, I was right. This fallout, coupled with a nationwide shortage of professionals qualified to provide mental health services, has put us on the brink of a whole new kind of crisis.

But there was good news: I wasn't anticipating *only* a year of increased demand and wait times in 2022. Early last year Burrell finalized two important new partnerships: a merger with Independence-based Comprehensive Mental Health Services and a strategic partnership – which included the formation of a new parent company, Brightli – with Preferred Family Healthcare (PFH).

Even then, in the face of a mental health crisis, I knew we were taking a major step forward for mental health in Missouri and beyond. But one year in, even I am astonished by the things we've accomplished as a Brightli system, just a few of which you'll read about in the pages to follow.

### A few of my favorites:

- A key goal of Brightli is to provide a wide range of care for the communities we serve. On page 12 we highlight pieces of this spectrum, including community-based primary and dental care through our Federally-Qualified Health Center partners, life-changing services for the developmentally disabled, and expert psychiatric and medical services provided by the Brightli Medical Group.

- Across the Brightli system we are working hard to mitigate this mental health crisis through a growing network of 24/7 facilities, state-led 988 suicide lifeline response efforts, and innovative options for clients on a wait list to begin services. We are indebted to local, state and national leaders for their interest and investment in helping us shoulder this load. You'll see just a few of these legislative efforts and civic relationships highlighted on page 20.
- And of course the best care doesn't happen without the best staff in the business. Brightli employs nearly 5,000 people serving clients in four states. On page 22 we highlight these teams and their efforts.

And these highlights only scratch the surface of our plans to meet the challenges facing our communities and our nation. I'm excited by the progress of 2022; in 2023 I anticipate we will start bringing the pieces together and continue solving them in real and lasting ways.

Dr. C.J. Davis,  
CEO, Brightli



## A note from our President

I've been thinking a lot lately about the growth of Preferred Family Healthcare (PFH) and the legacy we are creating. Perhaps that's inevitable when your first office is in a barn in a wind-swept north Missouri field and – nearly four decades later – PFH has nearly 100 locations in four states (and counting). There's pride that comes with growing something, whether that's a business or crops.

But to borrow a phrase from my son, himself a leader in this organization: Yes I'm proud, but I'm not satisfied. Like most Midwesterners, PFH has always had an independent spirit, but a year or two ago one thing became abundantly clear: To leave the legacy we want to leave, we were going to need a partner. The final line of the old African proverb, repeated by many over the years, rang very true: "If you want to go far, go together."

Fortunately, we were in a position to be picky. We couldn't settle for just any partner; it was important that they complement PFH's culture and identity while growing opportunity through an expanded territory, diversifying our funding sources, and increasing our scope of services provided. In Burrell Behavioral Health we have found that partner, and I couldn't be more excited. As President of the exciting new venture, Brightli, I'm honored to bring PFH's talented team to the table, as well as nearly 40 years of leadership in the ever-changing landscape of healthcare.

CEO C.J. Davis and I have had many conversations over the last year about our hopes and dreams for this company. Our goal is for Brightli to lead and inspire new conversations while remaining true to the ideals of quality and service (for our patients and for our employees) that got us here. Accomplishing this will require a combination of bold, visionary innovation and honest, hard work. I feel absolutely confident in saying this Brightli team is the right one to get us there.

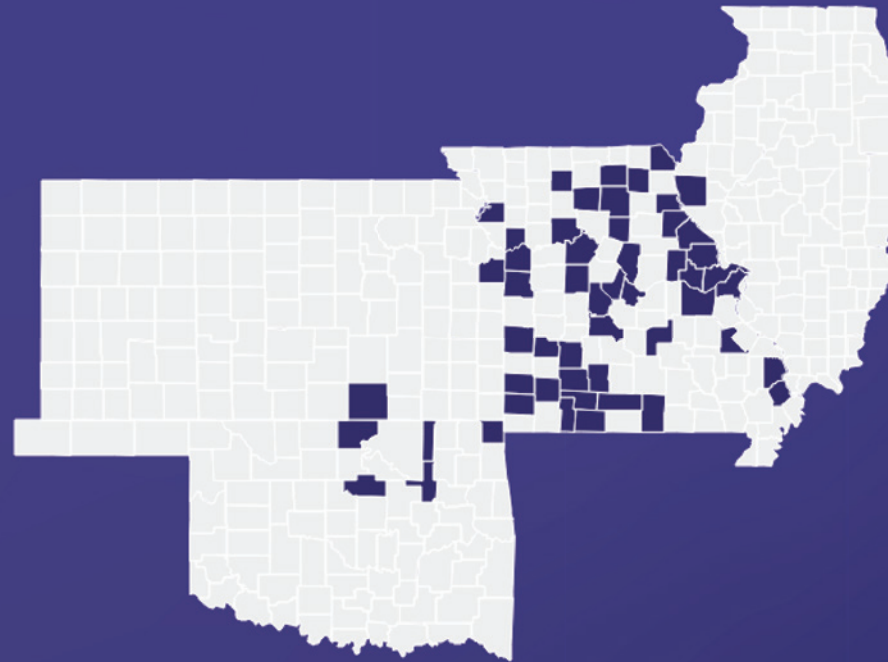
Mike Schwend,  
President, Brightli

# About BRIGHTLI

Brightli is on a mission: A mission to improve client care. A mission to reduce the financial burden of Community Mental Health Centers by sharing resources. A mission to have a larger voice in advocacy to increase access to mental health and substance use care in our communities. And a mission to evolve the behavioral health industry to better meet the needs of our clients. We are doing this by forming a new behavioral health organization under a new model. Under one parent company, multiple organizations are able to collaborate, share resources and system supports, increase recruiting and retention efforts, increase access to specialized care, and meet the growing demand for behavioral and addiction recovery care.

Brightli's top-line subsidiaries include Burrell Behavioral Health (Burrell) and Preferred Family Healthcare (PFH). While these organizations operate independently and are governed by separate boards of directors, their operations and services benefit from this model. Alone, organizations may be able to navigate the current tumultuous healthcare environment, but we believe that together we can do so much more than survive. Our communities need us now more than ever, and by working together we are ready to answer their call for years to come.

- ▶ **200 Locations**
- ▶ **4 States**
- ▶ **19 Subsidiaries and/or Affiliates**
- ▶ **5k+ Employees**
- ▶ **\$391M Revenue**



## Executive Team

C.J. Davis,  
*Chief Executive Officer*

Mike Schwend,  
*President*

Adam Andreassen,  
*Chief Operating Officer*

Jennifer Gagnon,  
*Chief Financial Officer*

Stacey Hudson,  
*Chief Human Resources Officer*

Andrew Schwend,  
*Chief Strategy Officer*

Dr. Garima Singh,  
*Chief Medical Officer*

Tom Weber,  
*Chief Administrative Officer*

## Board of Directors

Anthony Henderson

Don Crosby

Elphanie "Sissy" Swift

Dr. Hal Higdon

Nick Sanders

Chief Paul Williams (Chair)

Phyllis Wolfram

Robert "Butch" Berry

Sandy Kinsey

# Subsidiaries



A growing Community Mental Health Center that connects with more than 40,000 clients across 18 counties in Missouri. Learn more at **BurrellCenter.com**. In the Kansas City, Mo. area, Burrell operates under the name Comprehensive Mental Health Services. Learn more about these services at **thecmhs.com**.

## Services

- Individual Therapy & Counseling
- Recovery Services
- Psychiatry & Medication Management
- Educational & Therapeutic Groups
- 24/7 Crisis Intervention & Walk-In Services
- Medication-Assisted Treatment
- Telehealth Services
- Adult Stabilization
- Community Support Services
- Residential Treatment
- Autism Services
- Diagnostic Testing & Evaluations
- Developmental Disability Support
- Youth Services, Including School-Based
- Specialty Services, Including Eating Disorders and ADHD



A community-based health care organization that offers a range of services in nearly 100 locations in Missouri, Oklahoma, Kansas, and Illinois. Includes Clarity Healthcare, a Federally Qualified Health Center, housing companies, Dayspring Community Services, and 2GetherTech, a technology solution for independent living for those with disabilities. Learn more about these services at **pfh.org**.

## Services

- Individual Therapy & Counseling
- Substance Use Services
- Developmental Disabilities Services
- Domestic Violence & Sexual Assault Services
- Mental Health Awareness Training
- 24/7 Crisis Intervention & Walk-In Services
- Applied Behavior Analysis
- Telehealth Services
- Psychiatry & Medication Management
- Residential Treatment
- Employment Services
- Child Welfare
- Medical Services
- Dental Services

# Welcoming, Serving, & Celebrating All

Through our subsidiaries, Brightli is dedicated to serving all people, all year long, through learning, collaboration and action. We value and celebrate diversity and inclusion among those we serve, our workforce, and our communities. Our philosophy is that all people deserve the opportunity to pursue a

fulfilling career path and have access to competent care in a safe, informed, and respectful environment. We aspire to improve the overall experience for each person, organization, and community that we are able to connect with, with the intent of positively affecting societal change.





# Igniting Brighter Lives

## Improving Access Amid a Mental Health Crisis

As we predicted during the pandemic, the mental health crisis is worsening. Reduced stigma and increased demand, coupled with a workforce shortage, especially among licensed mental health providers and nurses, have reduced access just as more people are willing to seek it. This is more than a local challenge: The American Psychological Association reports that 60 percent of psychologists do not have openings and 40 percent have wait lists of more than 10 patients. Burrell and PFH have not been immune to these trends. But we are not accepting this as the new normal. Everyone deserves quality behavioral health care – especially when in a crisis – and we know robust workforce development programs alone will not be enough. This is why we are continually reexamining and refining how people get into care, especially during their initial moments of crisis or intense need.

Much like other healthcare approaches, Burrell and PFH have prioritized ensuring immediate access to care when an urgent or emergent need arises. We do this through walk-in clinics and 24/7 behavioral crisis centers and crisis lines. While access to longer-term specialty therapy and psychological testing have been most affected by workforce shortages, we also recognize that many people feel better after a few brief consultations; just as importantly, research continues to highlight how vital group care is at improving outcomes and reducing suicide risk.

For these reasons, we have introduced many new ways of getting care fast. For certain individuals, brief one-on-one and group sessions may be an effective bridge to their longer-term specialty services. More often, it may be the only care necessary to return to a dynamic and fulfilling life. This refined approach has begun rolling out but will pick up momentum in the coming months.

F Y 2 2 O U T C O M E S

## How We're Serving Our Clients & Communities





# Program Highlights

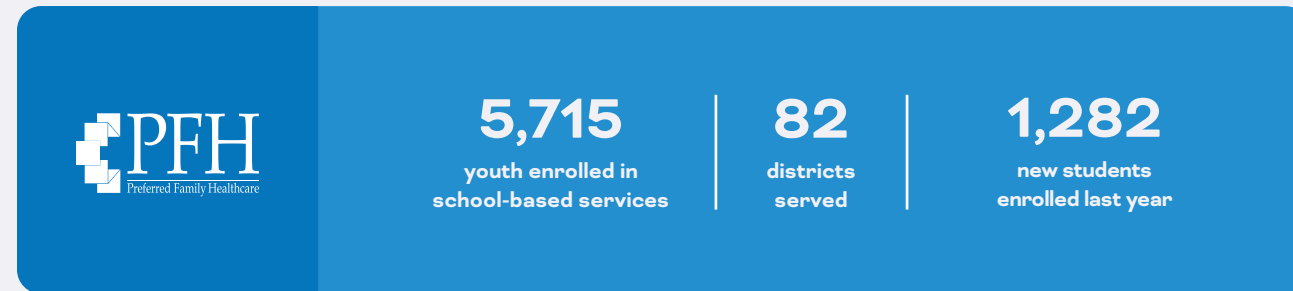
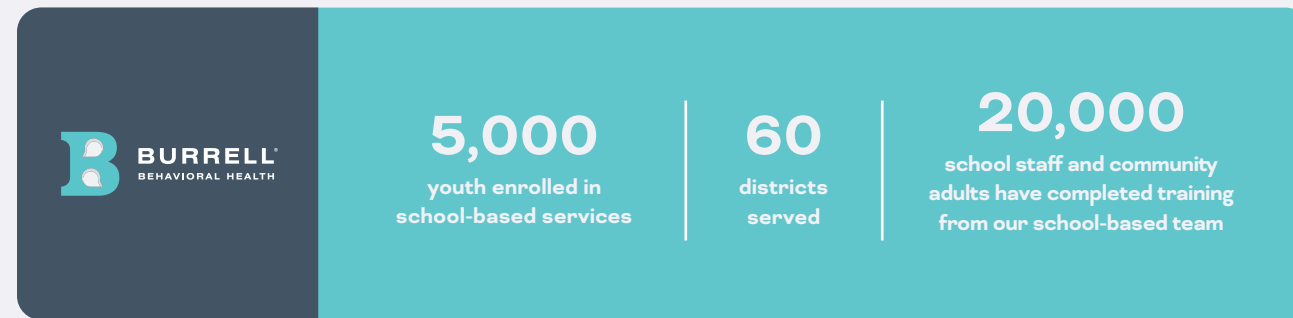
Through Burrell and PFH, Brightli offers numerous programs to support our clients and our communities. The following are highlights of a few of these programs.



## Crisis Services

Care for Anyone, Anywhere, at Any Time

You can't plan a crisis. That's why our full continuum of crisis care is available 24/7 for our clients and communities. We provide crisis care through our Behavioral Crisis Centers, mobile crisis teams and our crisis phone lines. In 2022, Burrell celebrated the second anniversary of the Behavioral Crisis Center in Springfield, Mo., and opened a new Behavioral Crisis Center in Columbia, Mo. It's estimated that the services provided in Springfield saved the county approximately \$7.16M dollars by diverting behavioral crisis care from emergency rooms and jails. 2022 also featured the launch of the National Suicide Prevention Lifeline's new three-digit number, 988. Burrell's Crisis Team experienced a 45 percent increase in crisis calls after the launch of 988, answering approximately 1,430 calls each month and leading the state in response time and percentage of fielded calls. Burrell's crisis response also includes the Mobile Crisis Team, with nine teams across Missouri who work with law enforcement to respond to behavioral health needs. Burrell's crisis response also includes co-responder teams in Independence and Springfield that respond with law enforcement for behavioral health needs. These teams can respond to all counties we serve in southwest and central Missouri and the Kansas City area. PFH operates a Crisis Stabilization Unit in St. Louis, Mo., providing crisis services to more than 220 clients in 2022. These clients reported a 97 percent satisfaction rate. Sixty-eight percent of the total clients were referred from emergency rooms.



## School-Based Services

Early Interventions & Access to Care

According to the CDC, one in five students has a diagnosable mental illness. However, the time from when they start to show symptoms of mental health needs and when they actually begin to receive care is approximately 11 years. And only 20 percent of those kids receive care from a mental health provider. Seventy percent of kids who do receive a mental health intervention will receive it in school. This reality creates an enormous stress on our school systems who are under-resourced to meet these students' needs. Burrell and PFH both offer an integrated approach with school districts by bringing services into schools to provide expanded access to care. It has been proven that integration eliminates barriers to care and provides additional resources for schools and families. It also helps students be more successful in school, increases attendance rates, improves discipline rates and increases graduation rates.



# Program Highlights (continued)

## Brightli Medical Group

Medical Expertise & Provider Alignment

A key component in any continuum of behavioral health care is the vital role played by medical professionals. Brightli Medical Group provides services including psychiatry, addiction medicine, rapid access units, healthcare home, pharmacy, integrated health and other medical specialties, such as Transcranial Magnetic Stimulation (TMS). These doctors, nurse practitioners and physician's assistants help our clients by prescribing life-changing medications for mental illness, managing inpatient beds for health care partners, and administering life-saving doses of Suboxone for opioid-use disorder. Nurses and integrated mental health professionals supplement our other outpatient service lines, provide compassionate care in clinical settings, integrate with partner organizations for on-site mental health consultations, and visit clients in their homes. Brightli Medical Group is one of the largest provider teams among Community Mental Health Centers in the nation, and one of the fastest growing, increasing our physicians by 88 percent in the last year. In 2022, this growing team was able to decrease new patient wait times by 74 percent, increase patients served by 137 percent and maintain a 95 percent patient satisfaction rate.

## Social Services

Life-Changing Services for Children and the Developmentally Disabled

PFH's Social Services provides child welfare, employment services and services for the developmentally disabled. These services provide life-changing care to more than 6,100 clients. Child welfare services include support to children in foster care. Employment services provides job and career assistance to individuals with intellectual and developmental disabilities, as well as employers throughout our service areas. Intellectual & Developmental Disabilities services focus on care that is individualized, community-based, and designed to enhance an individual's quality of life. We support people in building their own lives, in their own homes, and in their own communities by: improving physical health and development, improving language and communication, learning social skills, achieving increased levels of learning and reasoning, meeting health and safety needs, participating in community activities, learning household and independent living skills, accessing jobs, and learning to advocate for themselves.



## Primary Care & Dental Services

Caring for Our Clients Whole Health

PFH offers primary care and dental services through the Federally Qualified Health Center, Clarity Healthcare. Clarity operates 20 clinics in Missouri and Illinois, as well as three mobile clinics. Clarity also provides school-based services to 11 school districts including two physical onsite clinics. In addition, Clarity provides psychiatry, outpatient mental health services, pharmacy, addiction medicine, and employment services. They serve more than 10,000 clients each year with approximately 48,000 patient encounters. Clarity also provides services to Burrell clients in a shared space in Columbia, Mo.

Burrell also partners with the Federally Qualified Health Center, Fordland Clinic. Fordland provides family practice, dental, and mental health services with a focus on prevention. They operate three clinics in southwest Missouri.

**“ All of the doctors are extremely knowledgeable. The hygienists, assistants and front desk staff are all incredibly friendly and caring. Highly recommend. ”**  
– Matthew, Clarity Patient

**“ The staff are so friendly. They remember my name and treat everyone with courtesy and respect. ”**  
– Lindsey, Clarity Patient

# Program Highlights (continued)

## Addiction Recovery Fighting the Opioid Crisis

Our communities continue to fight another epidemic – the opioid crisis. According to the CDC, overdose deaths involving opioids has increased by more than eight times over the last 20 years. Burrell and PFH are fighting back by providing addiction recovery education, support and treatment services to those in need. Our philosophy and approach is to deliver individualized services that support each person's unique recovery efforts.

PFH offers services for youth and adults, including general recovery treatment services, clinically and/or medically supported withdrawal management, peer services, Medication Assisted Treatment for Alcohol and Opioid Use Disorder, and residential services and programs. PFH has two Women & Children's programs that allow for mother's to bring children (under the age of 12) with them into residential treatment. PFH also operates the Dunnica Sobering Support Center in St. Louis, Mo. This is a 24/7 clinic where actively intoxicated people can safely recover from acute intoxication while receiving basic medical monitoring.

Burrell offers services for youth and adults, including general recovery treatment services, clinically supported withdrawal management, peer services, and Medication Assisted Treatment for Alcohol and Opioid Use Disorder. Burrell has one Women & Children's program that allows for mother's to bring children (under the age of 12) with them into residential treatment. Burrell also operates three behavioral crisis centers that offer immediate care for those in substance-use crisis. In addition, all facilities across Burrell and PFH are equipped with Narcan, which is a potentially lifesaving medication designed to help reverse the effects of an opioid overdose in minutes.





# Igniting Brighter Conversations

## How We're Advocating for Our Clients & Communities

Building and maintaining relationships with elected officials is vital to our ability to advocate for or against critical legislation, secure and maintain essential funding, raise awareness of our company's mission and issues, and, ultimately, save lives. As a joint system, one of the largest community healthcare providers in the state, Brightli is poised to be leaders in the public policy arena.

We are fortunate to have elected officials – from our various cities and counties to Jefferson City to Washington D.C. – who understand and value the impact of mental health. In 2022, we engaged a number of these leaders to educate them on our programs and needs and to show appreciation for their leadership.

From hosting the Missouri Behavioral Health Council, three private Art of Being ME exhibit experiences, and multiple tours of our Behavioral Crisis Centers, Brightli has made a commitment to engage stakeholders from across the state. Throughout each these engagements,

Burrell Behavioral Health and Preferred Family Healthcare staff spent time building relationships with over two dozen elected officials including Missouri Governor Mike Parson, Lieutenant Governor Mike Kehoe, State Senator Lincoln Hough, and Department of Mental Health executives, just to name a few.

**“ It is important for us to build and strengthen these relationships to ensure that policies are created in the best interest of our communities and the individuals we serve. ”**

**– C.J. Davis, Brightli CEO**





# Igniting Brighter Employee Experiences

## How We're Caring for Our Teams

The services and healing change provided through Burrell and PFH come down to one thing: our people. The people who dedicate their lives to these respective missions are the reason why we can create access to critical behavioral health services and inspire hope, courage, and healing. We believe it is important to care for team members by asking for feedback and implementing real change to provide a meaningful work experience. Human resources services are provided to these organizations through Brightli, which cared for our employees in the following ways:

### Celebrating Our Team

Whether it's a personal accomplishment or a team success, we love celebrating our wins together! At Burrell, employee appreciation and recognition is led by the Burrell Employee Engagement Team (BEET). This group hosted its first annual "Above and Beyond" Award Luncheon, recognizing employees nominated by their peers for going above the call of duty to serve our clients and our teams.

At PFH, CARE teams continued to create and promote opportunities for staff interaction, team building, associate engagement, and staff appreciation. Employees recognized each other's accomplishments through a feedback tool garnering 1,800 recognitions provided by peers. These areas of positive feedback included recognition of teamwork, gratitude, customer service, accountability, and competence.

### Engagement Survey & Action Plans

Receiving employee feedback, and making positive changes based on that information, is key to building culture and employee engagement. To do this, Brightli's Human Resources team leads an annual engagement survey process. Employees are asked to provide anonymous feedback on a variety of employment topics, such as management, compensation, benefits, daily work life, career growth, communication, and more. Management then works with department leaders to use this feedback to create action plans to address employee concerns and implement their ideas.

Not only does this process work to increase employee engagement, it in turn leads to positive business outcomes including reduced turnover, improved safety, better client care, and increased attendance and productivity.



**85%** of Burrell employees participated in the 2022 employee engagement survey

**74%** of PFH employees participated in the 2022 employee engagement survey, an 11.75% increase from 2021

# How We're Caring for Our Teams (continued)

## Diversity, Equity & Inclusion

Brightli values and celebrates diversity, equity, inclusion, and belonging among those we serve, our workforce and our communities. Our unwavering commitment to inclusion is rooted in neuroscience, with recognition that serving our health and well-being mission is only possible with inclusion at the heart.

### In 2022, The Office of DEI:

- Enhanced and expanded visibility and accessibility to:
  - The office through DEI contact cards, drop-in hours, DEI peer review, Brave and Safe Spaces, a DEI Newsletter, DEI book clubs, a DEI landing page on our website;
  - Inclusive excellence in employment and care through the hiring of a Language Coordinator, and by adding a language toggle switch to the Burrell website.
- Formally updated and adopted an Inclusion statement, further guiding our inclusive employment and care culture.
- Through grants and collaborations, provided numerous DEI best practice trainings, reaching thousands of team and community members and equipping additional team members to bring Inclusion to life within their departments
- Was elevated to a Brightli system function, now supporting Burrell and PFH



# How We're Caring for Our Teams (continued)

## Keeping Employees Informed

We know from employee feedback that you can never have too much communication when it comes to organization news, updates, vision and plans. To help our employees stay informed, the Marketing and Communications team sends weekly emails highlighting events, news, and coming changes, as well as new employees, work anniversaries and team member shout outs. This team also works with regional presidents to host monthly Zoom calls, titled All Systems Go. During All Systems Go, employees get to hear news and updates from their regional presidents and other organization leaders, as well as have their questions answered during a Q&A period at the end of each call.

## Be Well at Brightli

Be Well at Brightli is a system support that offers mental health experiences for Burrell and PFH employees. These experiences are rooted in self-care, connection and evidence-based practices to help employees reduce and manage stress, and ensure they're taking time to care for their health and wellness throughout the daily challenges of life. Let's Be Well together!

## Training & Development

Brightli Human Resources has spent 2022 developing a Training & Development Team. This new team will be tasked to develop training and development strategies and oversee related initiatives for the system.



# How We're Caring for Our Teams (continued)

## Clinical Education & Supervision

Education, Growth & Development for Our Teams

The Brightli Clinical Education & Supervision Department oversees the continuing education, growth, and professional development of our system's clinical providers. This includes end-to-end coordination, hosting, and support for a monthly speaker series and other educational opportunities for attaining continuing education credits required for professional licensure; oversight, coordination, and support of clinical supervision for student trainees from a vast array of disciplines and degree programs, pre-doctoral psychology interns, provisionally licensed providers, and individuals pursuing BCBA internships throughout the system; and other special training events. Members of the team are proud to announce Burrell's recent approval from the American Psychological Association (APA) to provide sponsored continuing education credits for eligible clinical education opportunities for the next five years, and the team will also be assuming responsibility for the oversight and monitoring of PFH's continuing education sponsorship through the National Board of Certified Counselors (NBCC) going forward, as well.

Additionally, Burrell is proud to collaborate with Missouri State University to begin a Doctor of Psychology (Psy.D) program in Springfield, Mo. Several Brightli leaders currently serve alongside MSU Psychology Department faculty as part of the Collaboration Advisory Board, which steers high-level aspects of the partnership related to the program. As part of the Psy.D program, Burrell will provide the clinical opportunities and training support for Psy.D students throughout their four years of seated coursework and practicum experiences. Students will participate in a minimum of five practicum rotations in Burrell facilities in addition to other on-site opportunities, and Burrell staff will serve as part-time faculty for the program.





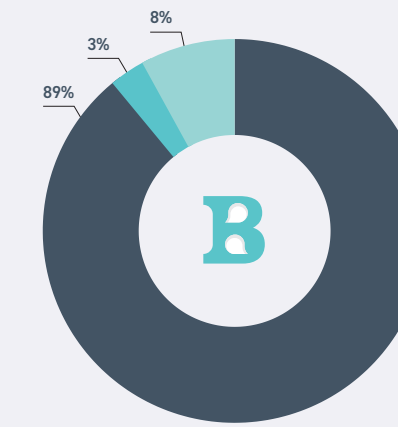
# Igniting Brighter Sustainability



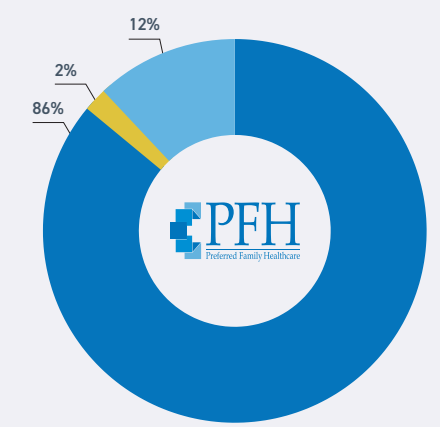
## How We're Ensuring Our Future

We take pride in our sound business decisions and financial expertise, which allow us to protect our financial stability. This stability is directly tied to our ability to fulfill our mission and serve our clients and communities.

### Revenue

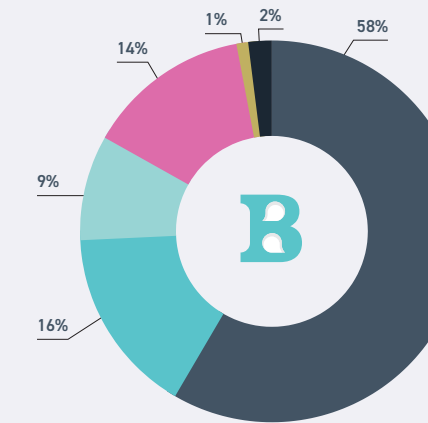


Net Client Service Revenue  
 Grant & Contribution Revenue  
 Rent and Other  
 FY 2022 Revenue: \$184,722,829

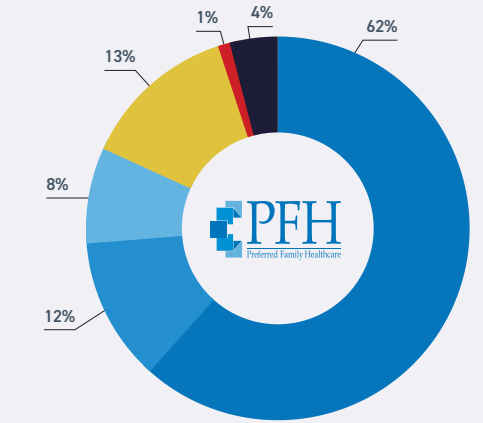


Net Client Service Revenue  
 Grant & Contribution Revenue  
 Rent and Other  
 FY 2022 Revenue: \$142,052,923

### Expenses



Salaries and Wages  
 Employee Benefits  
 Purchased Services, Agreements and Professional Fees  
 Program and Pharmacy  
 Communication  
 Rent, Building, Depreciation and Interest



Salaries and Wages  
 Employee Benefits  
 Purchased Services, Agreements and Professional Fees  
 Program and Pharmacy  
 Communication  
 Rent, Building, Depreciation and Interest



# Igniting Brighter Communities

## How We're Engaging with Our Clients & Communities

We believe that community engagement is at the heart of our mission to promote mental health and well-being. For Burrell and PFH, this commitment goes beyond providing direct care to clients. It means actively participating in our communities and leveraging resources to create greater awareness around mental health issues, while fostering a culture of overall health education. Through strategic sponsorships and events, curated experiences and community involvement, these teams are able to give back and make a meaningful impact in the lives of those who need it the most. By promoting conversations around the tough issues surrounding mental health and overall health disparities, we are proud to be a driving force of change in our communities.



### Sponsorships & Events

PFH and Burrell are both passionate about giving back to their communities. We believe that by supporting those who are doing meaningful work, we can amplify the impact of our collective efforts and make a real difference. We are grateful for the opportunity to support the important work of other community agencies and look forward to continuing to do so in the future. In 2022, Burrell provided more than 70 sponsorships and PFH Family provided more than 110 sponsorships and donations.

### A.R.T.C.

PFH's Achieving Resiliency, Responsibility & Recovery Through Creativity (A.R.T.C.®) program combines prevention education and treatment by using client-chosen creative strategies, such as visual arts and music. A.R.T.C.® provides creative opportunities for all clients in Recovery Services and Behavioral Healthcare programs through groups, individualized treatment plans, and community events showcasing client talents. This program is then brought to our communities by showcasing client artwork in public spaces such as community events and art fairs.





# How We're Engaging with Our Clients & Communities (continued)



## Be Well Initiatives

Through intentional self-care and connection, Burrell's Be Well Initiatives brings brain science to life to help our communities experience hope and healing. This includes free experiences for our communities through social media, private experiences for businesses, organizations, and at conferences, and the Be Well Community Movement, which installs Be Well Bells throughout our communities. Be Well Bells ring in a new narrative about mental health. Designed by local artists and displayed at local businesses, the bells start conversations about mental health and feature QR codes that can connect viewers to immediate mental health resources within Burrell Behavioral Health. The Be Well Community Movement and the Be Well Bells aim to inspire hope for a better tomorrow.

Be Well Initiatives also participates in community events to help make mental health, self-care and overall wellness a part of everyday life. 2022 engagements included Springfield Artsfest, Cider Days, the Downtown Springfield Christmas Parade (with an award-winning float this year!), Shelter Insurance's Health Fair, Dickerson Park Zoo's Flamingle, Center for Music Therapy and Wellness' Rockin' Roll Bike and Music Festival, Roots N Blues Betsy Farris Memorial Run, and a partnership with the Springfield Cardinals.



## Be Well also provided:

- ▶ **100+** Be Well Experiences
- ▶ **2 retreats** for the public and employees
- ▶ More than **100 newsletters**
- ▶ **12 self-care challenges**

## Burrell Foundation

Promoting mental well-being and enriching lives in our communities is the mission of the Burrell Foundation. As the charitable arm of Burrell, the Foundation works to support the advancement of behavioral health and inspire hope in our communities through connection, advocacy and philanthropy. Provided below is a brief look at the work our Foundation completed in 2022. For more details, see the Foundation's Impact Report at [burrellfoundation.org/report](https://burrellfoundation.org/report).

The Burrell Foundation will be becoming the Brightli Foundation in the near future to provide support to all of Brightli's member organizations.

## 2022 Highlights

- ▶ Grants Secured: **\$35,692**
- ▶ New Donor Relationships: **145**
- ▶ Monetary Donations: **\$105,359.61**
- ▶ In-kind Donations: **\$57,695.50**
- ▶ New Community Partnerships: **25+**

## Art of Being ME

The Burrell Foundation, in collaboration with artist Randy Bacon, is proud to present the Art of Being ME. This exhibit features personal stories of more than 25 individuals who share their lived experiences with mental health and substance use. The Burrell Foundation hopes this powerful, meaningful art educates communities about mental health, normalizes the experiences of those who live with challenges, and inspires others to share their stories.

The Art of Being ME exhibition traveled over 1,872 miles in 2022 and will continue its journey at even more locations in 2023, including: Osage Beach, Columbia, Springfield, Kansas City, and Jefferson City. To learn more about upcoming exhibitions, or to bring the Art of Being ME exhibit to your organization or event, contact us or visit [BurrellFoundation.org](https://BurrellFoundation.org).



# How We're Engaging with Our Clients & Communities (continued)

## ONE

Suicide is not a topic of conversation that is comfortable or easy. Burrell's initiative, ONE (Our Networks Engaged), equips communities and organizations with the tools to talk honestly about suicide. Businesses and individuals who pledge to participate receive free training on how to recognize mental health warning signs, talk about suicide with loved ones and connect them with resources to help. Burrell helps those who take the organizational pledge to implement mental health wellness programs in the workplace. To date, more than 400 individuals and 23 business have signed this pledge. Through ONE, Burrell hopes to help its neighbors learn more about mental health to prevent suicide and save lives.



## Prevention

PFH and Burrell (through Comprehensive Mental Health Services) both operate prevention teams. These prevention teams are part of the Missouri Division of Behavioral Health's prevention initiative. The goals of the prevention teams are to reduce alcohol, tobacco and other drug use among youth and adults within communities served, and to assist communities in developing and maintaining coalitions, tasks forces, and teams to combat substance use issues through prevention practices, programs, and policies. These teams work with youth, schools, and other agencies, as well as running special social media pages, to share information and tools to help prevent the use of drugs and alcohol.



# BRIGHTLI



## Live Brightli

Live your brightest life by prioritizing your mental health.  
Learn how at [livebrightli.org](https://livebrightli.org).

## Partner Brightli

Interested in partnering or becoming a member of Brightli?  
Contact us at [info@livebrightli.org](mailto:info@livebrightli.org).

## Give Brightli

Give back to your community by investing in community mental health.  
Visit [burrellfoundation.org](https://burrellfoundation.org) to learn more and give.

[Livebrightli.org](https://livebrightli.org)

**Member Organizations:** [burrellcenter.com](https://burrellcenter.com) | [pfh.org](https://pfh.org) | [thecmhs.com](https://thecmhs.com) | [burrellfoundation.org](https://burrellfoundation.org)