



**STRENGTHENING, PROTECTING AND RESTORING
LIVES FOR A HEALTHY COMMUNITY**



2009 ANNUAL REPORT

LETTER FROM LEADERSHIP

A Year in Review

This has been a transformative year for Suncoast Center, Inc. The ongoing economic strain that has impacted our nation and neighborhoods has also created challenges in meeting the immense need in our community. Facing such great challenges, the agency looked forward and focused on our mission. With the increasing community needs in mind, the agency sharpened its focus on growth, advocacy and integration of medical and mental health care services.

Growth

This past March, Suncoast Center celebrated the addition of Help A Child, Inc. with a symbolic ribbon tying ceremony. The merger is an important accomplishment for the agency and the community, coming together as one to cut overhead costs and allowing us to serve more children and families in need. Help A Child brings over 30 years of experience in the field of child abuse prevention and providing quality and compassionate services to child victims and their families. In 2008, Help A Child achieved a significant milestone and became a fully accredited Children's Advocacy Center by the National Children's Alliance. Suncoast Center and Help A Child have progressive plans for the future to enhance services for the victims of child abuse in our community.

Suncoast Center is now a primary provider of case management services in Pinellas County, alongside Directions for Mental Health, Inc. This expansion of our case management services gave way to new case management service locations. Now our services are easily-accessible to those who are in great need. Two full-time case managers are staffed at the Sixth Judicial Circuit Public Defenders Office and one full-time case manager is staffed at Personal Enrichment Through Mental Health Services (PEMHS).

In addition to more service locations, the agency expanded programs and implemented new programs. The Help A Child merger brought in 6 new programs including the Child Protection Team, Medical Foster Care, Safe Start

Partnership Center, Child Abuse Recovery Services, Parent Aide and Sexual Assault Victims Exams programs. We also expanded Forensic Focused Outreach services countywide and became a provider of Behavioral Health Network Services (BNET) for children and families.

Advocacy

Suncoast Center continued our mission of advocacy and efforts to eliminate the stigma of mental illness. We believe in giving our clients a voice at our major events. At our 12th Annual Sunrise Luncheon, three courageous clients took the stage and told the crowd of over 300 their personal stories of overcoming obstacles and restoring their lives. In like fashion, we invited our clients to showcase their artistic abilities at our Illuminating Hope event, in which we joined with NAMI Pinellas County, Inc.'s Sunset Stroll Advocacy Event. This past fall, over 350 guests attended Help A Child's 10th Annual Cooking for Kids event at the St. Petersburg Coliseum raising over \$40,000 for child abuse prevention services. The agency also hosted a Meet and Greet this year and invited community leaders to our Wellness and Recovery Center for a discussion on mental health needs in our community.

Integration of medical and mental health care

Alarming statistics regarding persons with mental illness were published in 2006 by National Association of State Mental Health Program Directors (NASMHPD). This report indicated, "Early mortality among people with serious mental illnesses is clearly linked to the lack of access to primary care services." Therefore this year, Suncoast Center has partnered with Professional Health Care, Inc. to offer disadvantaged clients access to general medical care from the convenience of our main facility.

We continue to look for innovative partnerships in our community to help bridge this alarming gap. We believe we can make a significant difference in the lives of many individuals and families by treating the whole person. We look forward to continuing our work on increasing primary care access for persons with mental illness in the coming year.



Barbara Daire

Barbara Daire, LCSW
President/CEO



George Matz

George Matz
Chair, Board of Trustees

THE SEASON OF GIVING

Welcoming Donations

This holiday season, please support Suncoast Center. In turn, we can continue to serve those in need in our community. Suncoast Center, Inc. provides a broad spectrum of services from behavioral health services, substance abuse prevention, child abuse prevention and many more.

At the end of the year, we ask for your help, to be a part of Suncoast Center's mission in the new year. Our agency needs extra help and support during this challenging economic time, because the demand for our services continues to increase. Please consider making a tax-deductible donation to Suncoast Center.

For more information about donations or ways to help Suncoast Center, please call (727) 327-7656 ext. 4175

WAYS TO GIVE

- Make a donation online www.suncoastcenter.org
- Call (727) 327-7656 ext. 4175
- Make a donation of clothing, toiletries and/or household items
- Attend or sponsor the upcoming Sunrise Awards Luncheon



Find us on
Facebook

Did you know?

You can do your normal holiday shopping with your favorite online retailers such as Wal-Mart, Apple, Best Buy, Macys, etc. and help Suncoast Center at the same time. Websites such as www.goodshop.com and www.igive.com will donate a percentage of the sale to the charity of your choice; there is no additional charge to the online shopper. This holiday season please consider designating Suncoast Center as your charity of choice on www.goodshop.com or www.igive.com.



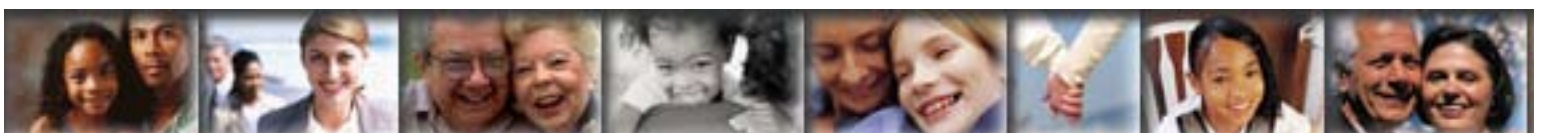
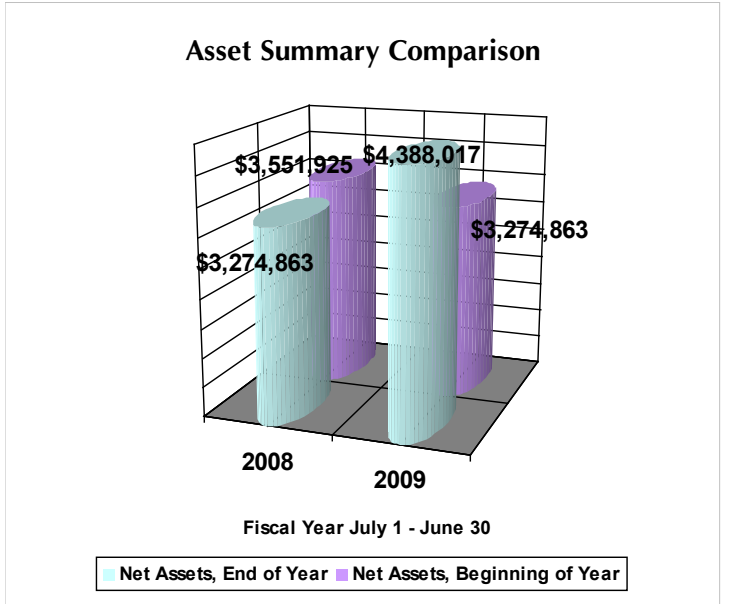
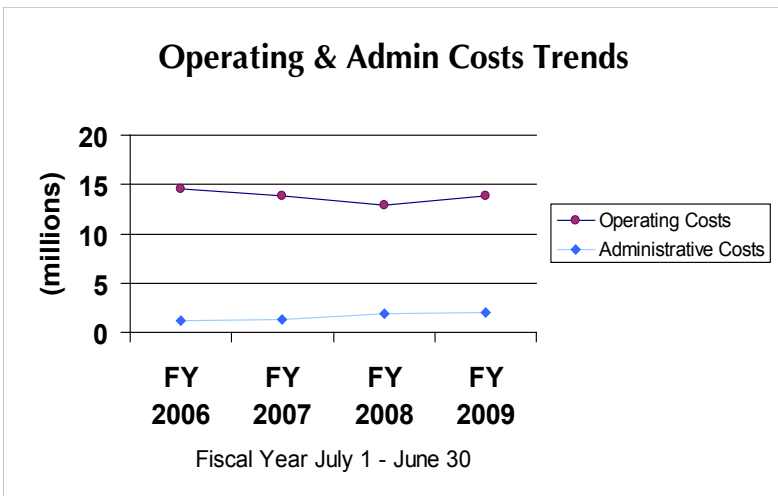
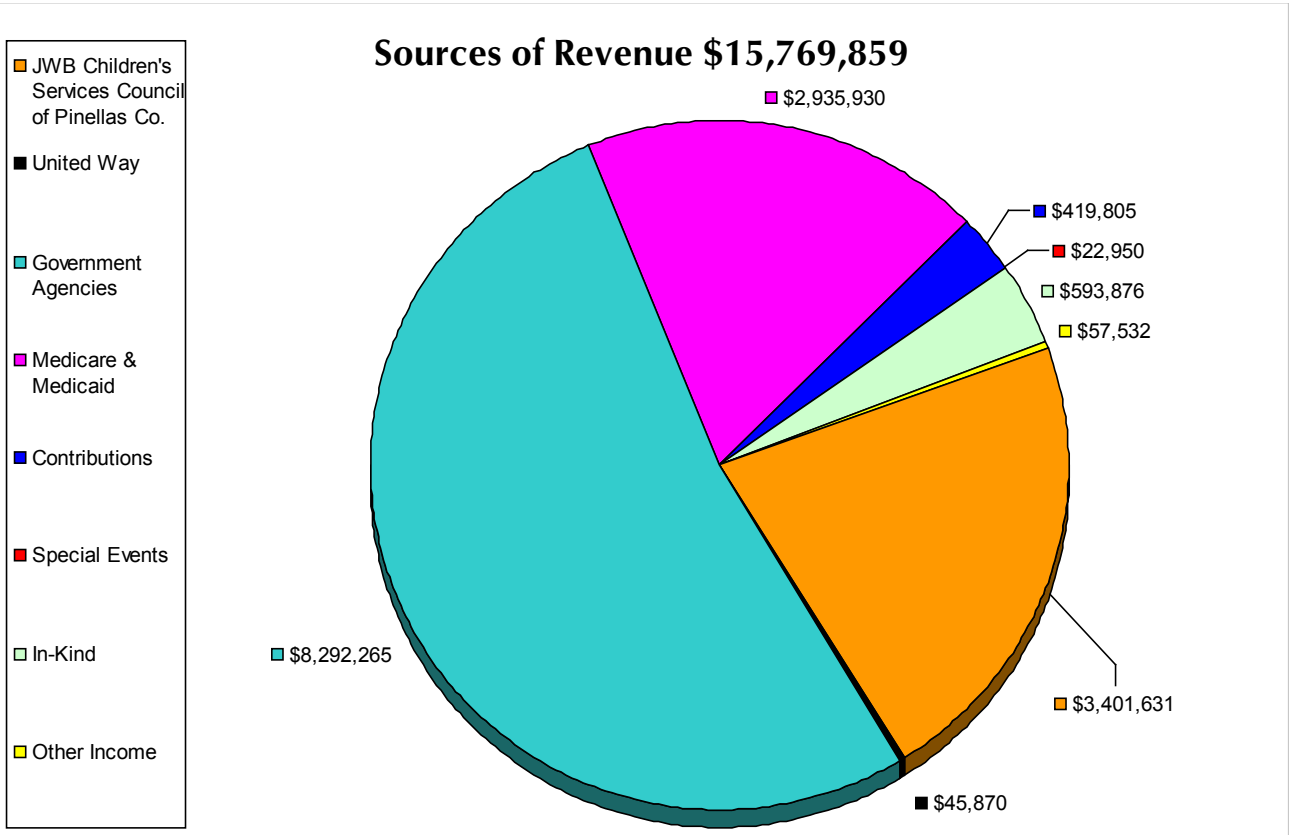
FINANCIAL SUMMARY

Statistical Summary for Fiscal Year 2009
For the period of July 1, 2008 through June 30, 2009
Suncoast Center, Inc. Audited Combined Financial Statements and Supplementary Information

Suncoast Center's merger with Help A Child, Inc. is reflected in the financial charts and graphs listed on this summary. As a result of the merger, we are now operating under a new name: Suncoast Center, Inc.

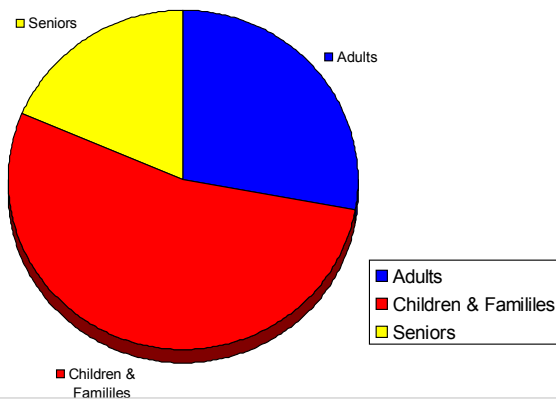
Total revenue and support for FY 2009 were up over \$1,000,000 compared to FY 2008, when revenues were \$14.6 million. This increase in our budget allowed us to provide services to 22,590 unduplicated individuals in our community.

Tim Hudson, CPA
 Chief Financial Officer

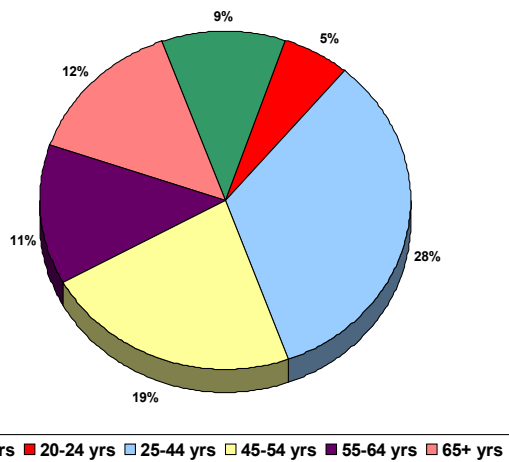


SUNCOAST CENTER SNAPSHOTS

Suncoast Center Served 22,590 Clients



Serving All Stages of Life



- A successful merger with Help A Child, Inc.
- Suncoast Center served 22,590 unduplicated individuals in Pinellas County in FY 2008-2009.
- Agency name shortened to Suncoast Center, Inc. to reflect the agency's expansion and broader continuum of care.
- Successfully completed our three year national accreditation survey with Commission on Rehabilitation Facilities (CARF), assurance that our services are at the highest possible standards.
- Chosen as one of five organizations statewide to participate in University of South Florida - Florida Mental Health Institute's research project regarding recovery-oriented mental health services in Florida.
- Suncoast Center Medical Director, Linda Lefler, M.D. was selected as one of ten psychiatrists selected nationwide for the prestigious 2009 Psychiatric Leadership Program. "This program is part of the National Council's wide-ranging efforts to address the industry's pressing workforce challenges and to improve the quality of care for people with mental illness and addictions in a time of increasing service demand and decreasing resources" says National Council President and CEO, Linda Rosenberg.
- JWB Children's Services Council of Pinellas County honored Dentist Gamal Eldin, a Suncoast Center nominee, at the spring 2009 Cooperman-Bogue Awards Luncheon for his outstanding donation of dental services to needy Suncoast Center clients.
- JWB Children's Services Council of Pinellas County recognized Total Family Strategy Therapist, Cyndie Campbell, for her outstanding work with children and families. She was selected as a quarterly winner and will be in the running for the annual award next spring.
- Suncoast Center staff are participating in over 150 diverse community organizations and reaching out to a broad spectrum of individuals in our community.

UNITING TO HELP CHILDREN AND FAMILIES

MERGER A GREAT SUCCESS FOR ALL!



Inc.. Help A Child services for children and families adjoin six specialized programs to the Suncoast Center continuum of care.

The measure of a successful merger comes down to two things: increasing accessibility and decreasing overhead costs. The

2009 has been an exciting year, most notably because of the addition of Help A Child to Suncoast Center,

merger of Help A Child, Inc. into Suncoast Center, Inc. this past spring has proven to be successful in both aspects. After several months of working together, the growing agency is extremely pleased with the progress.

Today, the agency now saves thousands of dollars per month by sharing resources and administrative functions such as payroll processing and technology support. These savings are allowing us to fulfill a larger mission in Pinellas County and are making us even more optimistic about enhancing services even further in the community.

Help-A-Child Programs

SAFE START PARTNERSHIP

Safe Start Partnership is a partnership of agencies and citizens working together to prevent and reduce the impact of violence on children between birth and six years old. HAC provides direct services to children impacted by violence to reduce the negative effects of exposure to violence and strengthen families.

CHILD ABUSE RECOVERY SERVICES (CARS)

CARS is voluntary program for families of children who have been sexually abused by a non-caretaker adult or another child. The CARS program offers crisis intervention, supportive therapy, and case management services for the child, the parent, and/or the siblings.

CHILD PROTECTION TEAM (CPT)

CPT is a medically directed multidisciplinary program based on the idea that child abuse and neglect cases involve complex issues and require the expertise of many professionals, in collaboration, to protect children. The purpose of the Team is to assist Child Protective Investigations and law enforcement in their investigations of child abuse cases with the provision of diagnostic services, case consultation, and assessment services.

THE SEXUAL ASSAULT VICTIM EXAM (SAVE)

The SAVE Program provides forensic medical exams and follow up medical treatment (AFTER Clinic) for adult and adolescent victims of sexual assault. The SAVE team served 247 clients in 2008. Aftercare Clinic provided services for 96 patients.

FAMILY EDUCATION AND SUPPORT SERVICES (FESS)

FESS provides home based services to parents, including: parent education, emotional support, home management skills, resources location, parent support groups and workshops. With the goal is to prevent child abuse and neglect. This program is composed of a core group of experienced family support workers, case coordinators, professional counselors, trained volunteers and parent support group leaders. The team encourages and teaches parents through role modeling and coaching to work together to enhance parenting skills and reduce parenting stress.



MEDICAL FOSTER CARE PROGRAM (MFC)

(MFC) is a home-based program for children that are medically involved and who are unable to live with their families. This program is a more affordable alternative for the citizens of Florida for the care of foster children who must live in hospitals, nursing homes, or who require expensive nursing services in a regular foster home. The MFC Program allows a foster child with a chronic medical condition to grow and develop in a family setting in a state licensed foster home. MFC parents are trained and certified as Medicaid providers of personal care services for these children. One of this program's most important roles is to return the child to their birth family by training the family to care for their child's special medical needs.

Sherry's Story

THE WORST HURT

Sherry was at a very comfortable place in her life a few years ago. She had saved enough money to buy a home of her own; all of her children were starting their own lives and careers. She had found love again and was in the process of mapping out her future when her daughter, Tammy, called and said, "Mom—I am pregnant!"

The excitement soon turned to fear when Sherry learned that her daughter was in an abusive relationship. Her daughter fell into the cycle of domestic violence and occasionally went back to her abuser, despite the pleas of her family and friends. Her daughter soon gave birth to a healthy, baby girl.

On October 1, 2008, Tammy received an emergency call from her ex, asking her to come help him as he was not feeling well. Tammy left her mother's house with her baby to answer the request despite Sherry begging her daughter not to go. That would be the last day Tammy was alive. Sherry calls the loss of her 26 year-old daughter, "the worst hurt in her life."

A couple of days later, Julie, a therapist from Suncoast Center, Inc., D/B/A Help A Child, phoned Sherry's home looking for Tammy. Sherry informed her that Tammy was gone. Julie immediately went into action, went to Sherry's home, and began working with Sherry and her granddaughter.

"They went to every hearing with me, they took me to my appointments with the Social Security Administration, and they helped with everything," Sherry explained. "She even came by on Christmas Eve to visit, when she could have been home with her own family."



Sherry holds pictures of her daughter. Sherry celebrates her daughter's life by recalling her cheerfulness and ever-present smile.

When things didn't seem like they could get any worse, Sherry's husband asked for a divorce. Throughout all these challenges, she has been able to rely on her therapists for feedback, guidance, and help with finding resources. As she says, "they never left me alone."

Sherry has persevered through the challenges she has faced with and remains optimistic about the future. Raising her granddaughter brings many joys and she has enjoyed the Parenting Group with Help A Child. The group has provided her an outlet and helped her build relationships with other parents.

Sherry is looking to help other families in need. She is working with groups in the community to spread the word about her experiences and how she has managed to cope. She hopes her message will resonate with others, hopefully encourage them to make positive choices in their lives.

To learn more about this success story or for more information on how you can help families like this please visit www.suncoastcenter.org or call (727) 327-7656 x 4175



Sherry stands proudly in her living room next pictures of her daughter.

Illuminating Hope

CELEBRATING HOPE & RAISING AWARENESS

The National Alliance on Mental Illness Pinellas (NAMI) and Suncoast Center, Inc. came together on October 11, 2009 to raise awareness for mental health. This special event includes NAMI's Sunset Stroll, Wellness Fair and Suncoast Center's third annual Illuminating Hope event. The event was held at Northshore Park in St. Petersburg

and featured educational booths and an art exhibition. The artwork, voice, and song that was displayed was created by Suncoast Center clients of all ages. Suncoast Center, along with NAMI, hoped to encourage many to pursue their passions for the arts and in turn help many find mental wellness and resiliency.



Mental health clients express themselves with art



By SARAH HOYE \ The Tampa Tribune published October 9, 2009

“Mental Thermometer” by Dayle is just one of the artworks going on display Sunday as part of the “Illuminating Hope” art show

St. Petersburg - A special kind of art show takes place Sunday at North Shore Park. The showcase of artwork, spoken word and song created by Suncoast Center clients from adults to teens diagnosed with mental illness will be on display from 4 to 8 p.m.

<http://tboextra.com/content/2009/oct/09/mental-health-clients-express-themselves-art/tboextra-arts/>

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Replication of article featured in the Tampa Tribune on October 9, 2009

A very special thanks to



Candlelight Vigil



NAMI Pinellas County, Inc. for their assistance in making this a very special art show. The NAMI Sunset Stroll featuring Illuminating Hope is a celebration of Mental Illness Awareness Week.



NAMI Leaders surround event Grand Marshall Rep. Janet Long (center)



Harry's Beach House by Ashley, as featured on the front cover and postcard for Suncoast Center's 2009 Annual Report.

Finding Strength in Art and Humor

A FAMILY SHARES THEIR STORY OF OVERCOMING OBSTACLES

At the third annual Illuminating Hope Art Show, a young girl's art touched many hearts.

Ashley is a 14 year old artist who is making waves with her striking paintings, drawing, sculptures and poetry. Her mother, Lynda, is her biggest supporter and noticed her daughter's remarkable artistic ability when she was just a toddler.



Bird on the Beach

Lynda recalls there were times as a single mother that she could not always afford the newest toys for her daughter. It was in this time that Lynda saw her daughter create replicas of these toys from clay. When other children could barely hold a crayon, her daughter was designing and sculpting amazing creations.

The mother and daughter were rocked by a three year period of loss. During this time, the family had lost loved ones, struggled financially and was faced with Lynda's struggle with constant pain issues. The family

found Suncoast Center to help provide individualized services that addressed their individual needs.

"I was dealing with a fear of tomorrow" says Lynda who found recovery from her issues with extended therapy. Ashley's art and her work with therapists have increased her confidence.



And there were Lips

Through all of this, they say their lives turned around when they sought help for their grief and anxiety, and most of all found the right perspective. They credit their sense of humor as being the grounding force in their lives. "Anything is funny in the right perspective." Instead of letting everyday stress bring them down, they now look for ways to make life more enjoyable.

Ashley's painting is featured on the cover of this annual report. She is looking to enroll in a high school for the arts next year. Ashley hopes to continue what she calls her addiction—addiction to art! She has hundreds of paintings and drawings completed.

For more information on this success story, Illuminating Hope or Suncoast Center visit www.suncoastcenter.org or call (727) 327-7656.



Total Family Strategy Program provides art from talented youth



Volunteers at Wellness Fair



Volunteers at Wellness Fair

Counting Victories, Not Disasters

STAYING POSITIVE AT EVERY AGE, EVERY CHALLENGE



Maria has seen many ups and downs in her 83 years. She emigrated from Cuba as a young mother and built a life in the United States with her husband and two children. She recalls her life in victories, not the disasters that she weathered.

She has led an extraordinary life marked with several defining moments. She considers herself very fortunate, despite the struggles she has faced.

She left Cuba in 1961 with her husband and two small boys for a life in America. She had to leave everything she ever knew and build a new life for her and her family in a new country. She reminisces about her career as a school teacher and the delight of raising two sons. Today she lives with her husband Jose and her much-loved pooch Natasha.

Later in her life, things became more complicated. Tragically she lost one of her sons to diabetes. She survived kidney cancer and

a series of surgeries left her with one leg. "People ask me, how come you don't lose your mind? I carry on...I can't cry. Suncoast has been an open door."

She couldn't be more thrilled with her ability to triumph over her challenges. She calls herself, "the brand new old lady!" She encourages other seniors and amputees to reach out for help as she did. She refuses to give up and found support with Suncoast Center's senior case management and counseling programs.

She recalls all the kindhearted people she has worked with at Suncoast Center. Her Case Manager Tanya has helped her with resources such as a wheelchair ramp in her home and identifying and correcting an insurance billing error that reduced her costs for medications. She says, "I love Tanya because she is so compassionate...Tanya finds out what I need and helps me find it." She also credits her Counselor Beverly in helping her carry on.

Maria reflects, "It is a gift to be compassionate, when we are young we think we will live forever, we must not forget the seniors." She hopes that other seniors will seek the help they need like she did.

SUNCOAST CENTER PARTICIPATES IN RESEARCH STUDY

Suncoast Center has been focused on providing recovery-oriented services for many years now. This past year, staff had an opportunity to participate in a Louis de la Parte Florida Mental Health Institute (FMHI) research study that examined how well we are doing with our efforts at being recovery-oriented. Seven agencies throughout the state of Florida were selected to participate in the pilot study.

The survey used in this process was the Self-Assessment/Planning Tool for Implementing Recovery-Oriented Mental Health Services (SAPT). The survey was inspired by findings of President Bush's New Freedom Commission and is based on critical "assumptions about the nature/course of mental illnesses and approaches that facilitate the process of recovery." Included in these assumptions are the ideas that recovery is possible and that recovery should be the primary goal of all agency services. Additionally,

"a recovery-orientation is not limited to a sub-set of agency programs, but should be reflected in all administrative and clinical programs/activities."

The questions on the SAPT are organized under the areas of Administration, Treatment and Community Integration. Overall, the scores were favorable in demonstrating that Suncoast Center is recovery-oriented in each area. Very high scores were reported in the area of Validation and Person-Centered. Questions in this area include: "Agency staff refer to the person by name and not by psychiatric label," and "Agency staff recognize and support the person's strengths that help them cope with mental illness."

One of the goals of the SAPT is to provide agencies with options for enhancing our recovery orientation. As an agency, we are continuing to review answers that received

lower overall scores in an effort to make changes that will benefit individuals and families that we serve.

As we move into our new fiscal year, Suncoast Center plans on collaborating once again with FMHI. This time, we will be piloting a study that includes the Recovery Oriented System Indicator (ROSI). The ROSI is completed by consumers and the results will be compared to the results of the SAPT for a more comprehensive view of our agency.

Quotations from:

Winarski, J, Dow, M., Hendry, P, Robinson, P. and Peters, R. (2009) **Self-Assessment/Planning Tool for Implementing Recovery-Oriented Mental Health Services**. Tampa, FL: Louis de la Parte Florida Mental Health Institute. University of South Florida.

COOKING FOR KIDS



Cooking for Kids was the first event held after the Coliseum's renovations. Volunteers and staff prepare before the event.

A time machine was not necessary to step back in time to enjoy the delights of the 1940s Big Band Era. Help A Child's 10th Annual Cooking for Kids Fundraiser on Thursday, Sept. 17, 2009 at the newly renovated St. Petersburg Coliseum was attended by over 300 and raised over \$40,000 to benefit services to identify and prevent violence against children. Local broadcaster and author, Bill Murphy, served as master of ceremonies and Frank Parson's Big Band 18 Piece Orchestra will put on a USO style show.



Gourmet meals were provided by The Columbia, Café Vienna, Grattzi, King Natural Catering, LaFogata, Bellini's and O'Bistros.



(L-R) Bog Nasty and Dave Salverson



Volunteers dressed as 1940s Era soldier and nurse



(L-R) David Hood and Barbara Daire enjoy the festivities

Sunrise Awards Luncheon

Friday, February 27th Suncoast Center supporters, friends, and staff gathered at the St. Petersburg Yacht Club for an Italian themed lunch. The luncheon honored the good work of three local foundations.

Awards were presented to representatives of The River Foundation, The Overmyer Family Foundation and The Nichols Foundation.

The luncheon spotlight was on three client speakers who spoke about their progress in overcoming obstacles to wellness and significant life achievements. These brave client speakers worked with their therapists for months preparing for the big day.

Carson worked with Marta Gomez in Suncoast Center's

homeless and substance abuse programs. Lemuel worked with Jan Pace in our senior counseling program. Debby and Crystal worked with Karla Weiskopf in Total Family Strategy program.

The event helped raise nearly \$20,000 for the agency! Many dedicated volunteers helped make this a beautiful event.



Krystal shares her story at the Sunrise Awards Luncheon alongside her mother, Debby.

DONATIONS TO SUNCOAST CENTER

Our sincere appreciation to the following donors who generously contributed to Suncoast Center, Inc. and Help A Child during the our last fiscal year, 7/1/08 through 6/30/09.

Donors \$50,000 +

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Donors \$25,000 - \$49,999

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SUNCOAST CENTER 2009 ANNUAL REPORT

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In honor of Don Gaskin
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In honor of Alvera Koester
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In honor of Paul Lamar Odum
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In honor of Kaye Pryor
Mr. Robert West

In honor of Roger Tucker
Tampa Bay Regional Planning Council

In memory of Marilyn Minella's son Russell
Ms. Becky De Lany

In honor of Maryann Steven's sister
Ms. Becky De Lany

In memory of Chris Fahning's mother Margeret
Ms. Becky De Lany

In honor of Frances L. Scott
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VALUES

- We believe in respecting the rights of privacy and confidentiality for all individuals served.
- We believe in responding to community needs through advocacy and teamwork.
- We believe in quality, strengths-based services which are caring, culturally competent, and provided in a welcoming and safe environment.
- We believe in the inclusion of the family or origin, family of choice, and/or other support systems.
- We believe in fostering independence, empowerment, and self-determination to achieve wellness.
- We believe that honesty and integrity defines all of our relationships.
- We believe in appreciating staff and providing them opportunities for professional development.
- We believe it is our responsibility to lead efforts to eliminate the stigma of mental illness.

VISION

TO PROVIDE INSPIRATION, LEADERSHIP AND HOPE TO THE COMMUNITY WE SERVE.

MISSION

STRENGTHENING, PROTECTING AND RESTORING LIVES FOR A HEALTHY COMMUNITY