ANNUAL report 2020
## OUR MISSION

“To enhance the health of our community”

## VALUES

We embrace and **RESPECT** the **DIVERSITY** of our **COMMUNITY**.

We create a **SAFE** environment that encourages **INNOVATION**.

We focus on building lasting **RELATIONSHIPS**, **EXCELLENCE** and **COMPASSION**.

We demonstrate good **STEWARDSHIP** and **GRATITUDE**.

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2020 was a year unlike any other. What started out like any other year took a sharp turn in March. Our staff and consumers were sent home to try to figure out telehealth and cope with an ever-changing world outside. This meant the entire Community Reach Center team coming together to support each other, whatever that needed to look like. I will never forget driving around Adams County to every electronic store I could get to purchasing laptops so people would be able to do their jobs from home.

Working from home provided new challenges to our staff including finding ways to connect with consumers and support our community. With COVID-19 spreading rapidly, the safest place was within our own homes, but that took a toll on the mental health of people worldwide. Our 24/7 programs and our drop-in center stayed open through all of this, providing services to our highest risk consumers.

With many consumers not having access to computers, phones, internet, or even safe spaces to have tough conversations, we knew we would have to make adjustments to support our community. Bringing our staff back to the office in July was a tough decision, but with the help of advanced safety measures and plenty of PPE, we were able to truly support the community amid the pressures of the world. This was the best way we could serve our population and address the growing number of people in our community who needed services.

CRC launched the Colorado Spirit Program to get out in the community and support those struggling with the fear and anxiety surrounding Covid-19. They volunteered, created basic needs bags with socks, snacks, and other things that could brighten people’s days. CRC also procured grants that provided free Chromebooks to consumers to use for telehealth and another grant that provided masks for clients who were attending sessions in person.

This has been a tough and unusual year, but for Community Reach Center it has been a year that shows we have a team who can work through adversity and do what it takes to support our consumers and our community. I am extremely proud of the staff at CRC and can’t wait to see where we will grow in 2021.
Community Reach Center places a high value on having the most qualified staff to assist consumers and the community. In an effort to not only retain current staff, but also attract excellent candidates to our open roles, CRC made the decision to increase staff salaries by 10% across the board.

Performance reviews are not something that inspire employees to work hard and they certainly don’t help companies retain key talent and reduce turnover. With that in mind, CRC shifted to Catalytic Coaching, an innovative, transformative way to evaluate and set goals with staff.

Catalytic Coaching is designed to inspire employees and simplify the coaching process for managers, all while allowing employees to be a part of the goal setting process. It can open up conversations about career path, expectations and what the future looks like.
March

Community Reach Center has experience in pediatric care at Mountainland Pediatrics and was thrilled to expand its pediatric care continuum to include Broomfield Pediatrics in March.

The relationship with Broomfield Pediatrics and Community Reach Center began last fall when Broomfield Pediatrics contracted with a therapist from Community Reach Center to provide on-site behavioral health assessments and services for her patients as needed.

Dr. Nancy Greer opened the Broomfield Pediatrics practice in partnership with Centura Health in 1997, after completing her residency at Children’s Hospital Colorado. Soon thereafter, Dr. Greer purchased the practice from Centura and became sole owner. Dr. Greer continues to practice at Broomfield Pediatrics.

Community Reach Center board member Bruce Vezina, owner of a State Farm Insurance Agency in Westminster, saw an opportunity to support Community Reach Center during the COVID-19 pandemic and contributed $500, which bought lots of masks and donuts for everyone.

April

Clinician Myraiah Callahan and consumers used chalk to create positive, uplifting affirmations and quotes in front of Mesa House. This was a fun activity in the beautiful Colorado weather to enjoy music and socializing to distract from the tough times and uncertainty being experienced in March.

Working from home was a challenge for staff, but they made the best of it! Here are some photos from employees work from home set ups.
June was an eye-opening month across the United States with the killing of George Floyd being a tipping point for the racial injustice that has been happening for quite some time. Community Reach Center stands with the Black Lives Matter movement. This racial inequality is everyone’s responsibility to fix and we at CRC are committed to encouraging our staff to use their right to vote as a way to bring about the changes they wish to see in the world.

To continue momentum from the Semi-Colon Project, the Consumer Advisory Panel decided to create a new platform to showcase their art called Mental Health Creations. We all feel so connected through art and want to share it with our community. At first, we just wanted to create a yearly event where consumers at Community Reach Center could gather and share artwork, then we took it a step further to create social media pages on Instagram and Facebook to spread the word and create connections during a time when being together is difficult.

“Tara Speak, a member of the panel.”

In May, CRC launched the COVID-19 Heroes Program which is designed specifically to serve healthcare workers during the pandemic. Any healthcare worker who lives or works in Adams or Broomfield counties can receive up to six counseling sessions free of charge. It has been an exceptionally stressful time for those on the front lines and this is Community Reach Center’s way of helping to safeguard healthcare professionals mental wellness so that they are better equipped to care for their patients and our community.

“Tara Speak, a member of the panel.”

Follow Mental Health Creations Group on Facebook or @mentalhealthcreations on Instagram to see some of the incredible art created by our consumers!

“This year we couldn’t celebrate Pride Month in the same way, but we hosted a webinar and Facebook Live titled ’How to Talk to Your Children about Body Image, Gender Identity and Sexuality’ as part of CRC’s Reach for Wellness Series. We look forward to continuing Pridefest next year!”
In July, the Rainbow Center, which has been a beloved fixture in the community for over 60 years, decided to change its name to the **A.W.A.R.E. Center**. A.W.A.R.E stands for Achieving Wellness and Recovery Empowerment.

Behind the name change is a mission to attract new members, while continuing to nurture the relationships and connections that already exist within the A.W.A.R.E. community. The culture and programming, which is largely guided by its members based on their suggestions and desires, will also remain the same.

The Rainbow Center served as a place where those recovering from mental illness could come to build relationships, learn and participate in activities. With the new name, “We remain dedicated to providing a safe, inviting recovery space that welcomes those who need a place they can be themselves, be respected, and included,” said **Grace Zolonski**, Program Manager at the A.W.A.R.E. Center.

This year’s **Reach for Recovery 5K** was a virtual event where participants got a chance to walk or run when and where they could. Over 80 people participated and shared photos on Facebook and Instagram of themselves enjoying some socially distanced exercise while raising awareness and supporting mental health services.

Community Reach Center received a grant from the **FCC** to provide Chromebooks to consumers to support them through Telehealth. The grant covered **550 Chromebooks** to be handed out to consumers without access to computers to allow them to receive services from the safety of their home.

For over 20 years, Colorado Community Media, the publisher of the Northglenn/Thornton Sentinel and the Westminster Window, has held its annual **Best of the Best Contest**. This contest is completely reader-nominated and voted on by members of the Adams County community.

Winning categories for Community Reach Center include:

- **CRC- BEST SENIOR SERVICES**
- **CRC- BEST LOCAL NONPROFIT**
- **CRC-BEST BEHAVIORAL HEALTH/ URGENT CARE**
- **Mountainland Peds- BEST PEDIATRICIAN**
Carol and Gary Hastings were this year’s honorees of the 2020 Mary Ciancio Distinguished Service award, presented virtually in October. Carol & Gary have enriched the lives of others through volunteerism for nearly 60 years. Between the two of them, they volunteer with the Thornton Community Food Bank, Mobile Food Pantry, Thornton Active Adult Center, Thornton Police and Fire Departments, the Keep Thornton Beautiful program and the Adams County Aging Network.

The 2020 Marjory Ball Mental Health Advocacy Award was presented to Adams City High School Interact Club! Interact Club is a school-based youth Rotary group. In 2019, The Adams City High School Interact Club members won a $20,000 grant from the Community First Foundation to develop a Teen Mental Health Toolkit.

The 40th Annual Reach for the Green Golf Tournament in memory of Mary and Donald C. Ciancio was held on September 25th at The Todd Creek Golf Course. Over 150 golfers participated and helped raise over $40,000 to support Community Reach Center’s many integrated mental health services. The Donald C. Ciancio Philanthropic Award, which is presented annually at the tournament, was awarded to 27J School District for their ongoing support of Community Reach Center.
In response to the Covid-19 pandemic, CRC launched the **Colorado Spirit Program**. This program provides support for feelings of worry, hopelessness, anger, loss, isolation, and disconnection that many individuals are experiencing as a result of the Covid-19 pandemic. This program is free, confidential, and unique in that the team has the flexibility to meet the community where they need services.

Community Reach Center won the **CBHC Golden Abacus Award** for Best Practices in the Non-Clinical Area for a presentation on Enabling Middle Management to Thrive Through Utilization of Business Intelligence and Data Analytics Tools. The data analytics team put a lot of hard work into this project and we are proud to see their hard work being recognized!

This year’s **children’s holiday party** was held as a drive-through event at the Margaret Carpenter Center on December 15th. Families were able to drive through, wave to Santa and his helpers and pick up gifts and pizza coupons. **Over 130 kids** from **50 families** received gifts.

Although we couldn’t hold our usual **Winterfest luncheon** for our consumers this year, we were able to distribute close to **100 gift cards** and pizza coupons to consumers through their therapists and case managers.

**The Community Reach Center leadership team** and the **board** came together to give holiday gifts to staff in the form of soft, fluffy **Sherpa blankets**! The hard work that the CRC staff does every day, especially in a tough year, does not go unnoticed and our board wanted to show their appreciation.
Board of Directors

SHERYL BAIN
North Denver Animal Clinic
Treasurer, Systems and Mountainland Pediatrics Boards
Member, Foundation Board

DONALD CASSATA, PhD
Retired, Executive Director of Adams County Social Services
Member, Systems and Mountainland Pediatrics Boards

PATRICK DAY
The Day Agency/American National Insurance
Member, Systems and Mountainland Pediatrics Boards

CHRISt FIEldER, PhD
Superintendent, 27J School District
Member, Foundation Board

LIZ FuseLIER
AXA Advisors
Member, Systems and Mountainland Pediatrics Boards

MARGE GALLEGOS
Retired, Psychologist, Denver Public Schools
Member, Systems, Mountainland Pediatrics and Foundation Boards

MICHELE HANEY, PhD
President, Red Rocks Community College
Member, Systems and Mountainland Pediatrics Boards

BRAD HARVEY
President & CEO, Horizons North Credit Union
Member, Systems, Mountainland Pediatrics and Foundation Boards

DEB HAVILAND
Retired, Development Director, Community Reach Center
Vice President, Systems and Mountainland Pediatrics Boards

PATRICK LYNCH
Investment Advisor, Patrick Lynch Financial LLC
Member, Foundation Board

MICHAEL MCINTOSH
Commander, Louisville Police Department
Member, Systems and Mountainland Pediatrics Boards

JOHN PARKER
Retired, CEO, United Power, Inc.
President, Foundation Board

THE HONORABLE JOHN POPOVICH
Retired, District Court Judge, 17th Judicial District
Member, Systems and Mountainland Pediatrics Boards

NANCY SNEATH
HIM Director, FPO, North Suburban Medical Center
Member, Systems and Mountainland Pediatrics Boards

DAVID SPRENGER
Member, Systems and Mountainland Pediatrics Boards

STEVE SWENSEN
Retired, President, FirstBank
Vice President, Foundation Board

BRUCE VEZINA
State Farm Insurance Agent
Member, Systems, Mountainland Pediatrics and Foundation Boards

SUSAN WEBBER
Realtor, Keller Williams Preferred Realty
Secretary, Systems and Mountainland Pediatrics Boards

MARY ANN WISEHART
Retired, Lucent Technologies, Inc.
President, Systems and Mountainland Pediatrics Boards

PAUL SISKA
Retired, Undersheriff, Adams County Sheriff’s Office
Member, Systems and Mountainland Pediatrics Boards
Community Reach Center provided $2.8 million in charitable care for individuals unable to pay for services.
Demographics

18,121 unduplicated consumers served in FY 2020

AGE

39% YOUTH (0-17)
57% ADULT (18-59)
4% SENIORS (60+)

RACE (Totals more than 100% as people may indicate multiple races)

0.7% NATIVE HAWAIIAN
2% ASIAN
5% AFRICAN AMERICAN
5% AMERICAN INDIAN
38% HISPANIC
66% CAUCASIAN

NUMBER OF CONSUMERS SERVED PER MUNICIPALITY

- Broomfield: 554
- Brighton: 437
- Commerce City: 1,351
- Denver: 1,700
- Federal Heights: 2,614
- Northglenn: 1,637
- Thornton: 4,272
- Westminster: 3,057
- Other: 2,321
- Unspecified: 178

(Totals more than 100% as people may indicate multiple races)
## FY 2020 Donors

A heartfelt thanks to the following people and organizations who generously contributed this year!

<table>
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<tr>
<th>$1,000 TO $5,000</th>
<th>$500 TO $999</th>
<th>$100 TO $499</th>
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<td>20/20 Tax Resolution</td>
<td>City of Brighton</td>
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<td>Allied Recycled Aggregates</td>
<td>Genoa Healthcare</td>
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<td>American Family: Patrick Wall Agency</td>
<td>Good Samaritan Medical Center</td>
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<td>BOK Financial</td>
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<td>BrightView Landscape Services</td>
<td>Hyland Hills Parks &amp; Recreation District</td>
<td>Jerry Orten</td>
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<td>Cigna</td>
<td>Medicine Man Foundation</td>
<td>Zoe Reese</td>
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| | Innovest | Wendy Rudden-Carter |
| | I3 Screen | Jeff Silver |
| | Key-Rite Security | Nancy Sneath |
| | Pollard Motors | David Sprenger |
| | | Steve Swensen |
| | | Harold Thomas |
| | | Bruce Vezina |
| | | Elizabeth Wachtl |
| | | William Wilson |

- Sheryl Bain
- Matt Barnes
- William Bone
- Dante Carbone
- William and Ann Christopher
- Cynthia Dascher
- Kyallee Dalrymple
- Vicki Esposito
- Elizabeth Fuselier
- Deb Haviland
- Mary Ann Wisehart

- Dr. Donald Cassata
- Ciancio Ciancio Brown
- Dodge Sign Company
- Lou & Christy Garone
- Patricia Goldberg
- Nancy Juday
- Policy Matters
- School District 27J
- Signal Behavioral Health Network
- St. Anthony North Health Campus
- Stout Street Foundation
- Susan Webber Homes
- United Power
- Vista Management

- Ken Epstein
- Genoa Healthcare
- Good Samaritan Medical Center
- horizons North Credit Union
- Hyland Hills Parks & Recreation District
- Medicine Man Foundation
- Red Rocks
- Community College Foundation
- Team Dave Logan
- VanWest Partners
- Mary Ann Wisehart

- William and Ann Christopher
- Deborah Hunt
- Mikkel Kelly
- Lindy Lewis
- Sharon Maybee
- Maria McElroy
- Peter Mustian
- Kevin O’Connell
- Jerry Orten
- Zoe Reese
- Gloria Rudden
- Wendy Rudden-Carter
- Jeff Silver
- Nancy Sneath
- David Sprenger
- Steve Swensen
- Harold Thomas
- Bruce Vezina
- Elizabeth Wachtl
- William Wilson
Community Reach Center is a top-tier non-profit behavioral health and wellness provider established in 1957 that serves people of all ages at seven outpatient offices and more than 100 community-based sites.

Visit CommunityReachCenter.org for information about our complete continuum of care.
Locations

ADMINISTRATION CAMPUS
1870 W. 122nd Ave., Ste. 100
Westminster, CO 80234

BEHAVIORAL HEALTH URGENT CARE
2551 W. 84th Ave., Ste. 2
Westminster, CO 80031

BRIGHTON OUTPATIENT & INTAKE
1850 E. Egbert St., Ste. 200
Brighton, CO 80601

BROOMFIELD OUTPATIENT & INTAKE
100 Spader Way, Ste. 267
Broomfield, CO 80020

BROOMFIELD PEDIATRICS
3301 W. 144th Ave.
Broomfield, CO 80023

CENTER FOR DETOX SERVICES
2551 W. 84th Ave.
Westminster, CO 80031

COMMERCE CITY OUTPATIENT
4371 E. 72nd Ave.
Commerce City, CO 80022

EARLY CHILDHOOD SERVICES
8889 Fox Dr., Ste. B
Thornton, CO 80260

MARGARET CARPENTER CENTER
8801 Lipan St.
Thornton, CO 80260

MOUNTAINLAND PEDIATRICS
8889 Fox Dr., Ste. A
Thornton, CO 80260

NORTHGLENN OUTPATIENT
11285 Highline Dr.
Northglenn, CO 80233

THORNTON CENTRAL INTAKE
8989 Huron St.
Thornton, CO 80260

THORNTON OUTPATIENT
8931 Huron St.
Thornton, CO 80260

WESTMINSTER OUTPATIENT
3031 W. 76th Ave.
Westminster, CO 80030

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Community Reach Center

303.853.3500

www.CommunityReachCenter.org