



Reaching Out To
the needs of kids & parents

2021-22 Annual Report
Counseling. Care. Connection.

Dear Friends, Neighbors and Supporters,

The past couple of years have been, to say the least, a challenge. The nonprofit community felt the effects of the global pandemic at a granular level. At Outreach, our clients' needs continued, even increased, as we stepped into this 'new normal.' We faced financial barriers, as well as lack of opportunities to fundraise. But all the while, ***the need for our services never stopped.***

As we started our fiscal year 2021-22, we decided to address these challenges and to put forth ideas that would require us to think creatively about our future and the long-term financial health of the agency. We want to ensure our services will be accessible and affordable for years to come.

With these goals in mind, we embarked on a journey to begin breathing fresh life into Outreach over the next decade by adopting a bold 3-year Strategic Plan, updating our branding, and hiring new faces. *We knew it was not enough to just think outside the box. **We had to create a new box entirely if we wanted to be successful at achieving our goals.***

Outreach Teen & Family Services occupies a unique space; as a community-based mental health agency, we are flexible and proactive, learning first-hand from our clients and partners about their mental health wants and needs. From that, we create programs that reflect those needs to directly and positively impact the mental wellness of our communities' children, teens and families.

The five pillars of our Strategic Plan – Financial Security, Client Management, Operational Excellence, Strategic Partnerships and Board Governance & Optimization – have set us on a course of action to become the South Hills' most trusted resource for mental health programs, addressing education, prevention and intervention for kids ages 5-21 and their families. Some of the ways we are doing this include:

- Building strong relationships with **foundation partners**, including Staunton Farm Foundation which provided significant funding for our efforts to implement mental health counseling and programming throughout the South Hills.
- Establishing a **satellite office in Bethel Park** to serve the mental health needs of youth within that community, as well as enhancing our relationships with other South Hills communities through programmatic expansion at libraries, community centers and schools.
- Creating the **Teens Tap In podcast** in 2021 so we can ensure the valuable voices of youth are infused into our agency and our programs. St. Clair Health is our first annual sponsor of this endeavor, and we are grateful to them for their partnership.

We also devised a new way for donors to assist Outreach with the launch of our **Supporter Program**. There are two levels of participation (more information on each can be found later in the report), but all funds help us to grow and maintain our educational programming across the communities we serve. *As a Supporter, you are a valued partner of Outreach and share in our commitment to spread mental health and awareness.*

As we head into our next fiscal year, we see increased opportunities for growth. The mental health challenges of our youth and their families are not diminishing. But we promise to continue to be an established presence within the community, helping to address the many mental health needs of youth and their families as we move forward with our 'new normal.'

Thank you for your ongoing support as we build a brighter tomorrow for our community!

Mary D. Birks
Executive Director

Edward Kubit
Board President, FY 2021-22

Our Mission

We provide affordable and accessible connection, education, counseling and coaching to children, teens and families through safe, caring, responsive, confidential professional therapists supported by dedicated community advocates.



Our Vision

We want every child, teen and family in the communities we serve to thrive.



Overview of Services

Growing up, young people experience many difficult challenges.
Parenting your child(ren) through those challenges can be an equally difficult task.

No one should have to do it alone.

And no one needs to do it alone with Outreach.

As part of the local community for nearly 50 years, we provide counseling services to support the mental health needs of youth and their families in the South Hills of Pittsburgh with a focus on **empowerment**, **prevention**, **education** and **early intervention**. Our Master's level counselors utilize client-centered, strengths-based, solution-focused approaches with techniques and interventions from a variety of treatment modalities, including cognitive behavioral therapy, mindfulness and positive psychology.

~20 communities served

MORE AND MORE CHILDREN ARE STRUGGLING WITH ISSUES OUR COUNSELORS CAN HELP WITH

- Addiction
- ADHD
- Adjustment problems
- Anger management & emotional regulation
- Autism spectrum disorders
- Behavioral problems
- Depression
- Family issues, including divorce
- Life transitions
- Low self-esteem
- Mood disorders
- OCD
- ODD
- Peer conflicts
- Relationship issues
- School problems
- Stress & anxiety
- Substance use & abuse
- Time management
- Trauma



Our standard counseling services include:

Individual Youth Counseling – We see children and young adults (ages 5-21) from nearly 40 zip codes in Allegheny and Washington Counties. Clients are matched with a counselor based on their area(s) of concern and sessions are tailored to fit each individual's unique needs. This creates an environment where clients feel safe and empowered to grow with help from a counselor who is ready to provide support and solutions.



Parent Consultations – From time to time, every parent can benefit from a fresh perspective on anything from sibling rivalry, lack of communication, adjustment to divorce and more. One-time consultations are offered so parents can meet with a counselor to better understand their current parenting issue(s) and work together to develop a plan to implement at home.

School-Based Programs – For more than a decade, we have provided on-site counselors at local schools to assist students with behavioral and emotional problems that present barriers to academic success. Our specialists are able to immediately respond to the mental health needs of students in distress, with the goal of increasing student retention & graduation rates. Topics we can assist with include time management, anxiety, bullying/peer conflicts, grief, social skills, substance use, family concerns and more.



Parent/Family Counseling – Parents and guardians can schedule a counseling session to talk in-depth about an issue they're facing with their child(ren). Common issues parents come to us about include house rules and structure, communication and how to support a family member dealing with a mental health problem.



1,025+
individual/
family
counseling
sessions

Over the last year, we continued to grow our program offerings:

RAAPS (Rapid Adolescent Prevention Screening®) – This youth-risk screening tool for students ages 9-18 provides resources to improve their mental health and overall well-being. The results provide important mental-health related data and offer interventions, education, resources and referrals for identified at-risk students. Schools use RAAPS to increase coordinated referrals for mental health services and to capture population risk demographics to drive programming and support funding.



Teens Tap-In – Our youth-led podcast is a peer-to-peer resource for teens seeking advice and guidance on how to navigate the challenges that come during this stage of life. Hosted by members of our Youth Advocacy Committee, the topics addressed and the professionals interviewed share insights that are beneficial to not only youth, but to parents, mental health providers and the community at large.

116
teens screened
through
RAAPS
at 4 participating
school districts

In the year ahead, we will focus on the growth and expansion of several new programs:

QPR (Question – Persuade – Refer) Training – This training helps prevent suicide by educating people to recognize the early signs of a suicide crisis and to know how and where to find help. It is recommended for anyone who regularly interacts with youth and who is in a position to recognize and refer someone at-risk of suicide. By recognizing the early warning signs, opening a supportive dialogue, and helping an individual secure consultation with a professional, you may prevent the need for an emergency room visit or psychiatric hospitalization.

Youth Advocacy Committee (YAC) –

Another one of our peer-to-peer resources, this is for any teen or young adult who is passionate about promoting mental wellness and making a difference in their local communities. Members help guide the voice of our agency by developing and implementing mental health programs that appeal to today's youth and work to reduce the stigma around mental health and mental illness.

Youth Mental Health First Aid – This program teaches participants how to identify, understand and respond to signs of mental health and substance use challenges among adolescents ages 12-18. Individuals who regularly interact with youth are encouraged to take this course as a way to build the skills and confidence needed to reach out and provide initial support to young people who are struggling.



Talk It Out: Mental Health Meet-Ups –

Students in 6th-9th grades can participate in a 6-week workshop that provides psycho-educational lessons and activities on mental health topics relevant to today's youth. An Outreach counselor leads students through the sessions with the goal of helping them become happy and successful community members. Topics include coping with stress; balancing social media usage; managing moods; practicing self-care; fostering relationships; and building confidence.

1,200+

clients, community
education &
program
participants

~300

fully subsidized
counseling sessions



Our Stories



"They don't understand me!"

"All I get from him is anger."

"She never opens up!"

These phrases are all too common to counselors when working with parents and their children.

Every family must overcome obstacles in their communication styles with each other. But when a child is struggling with behavioral health issues, these obstacles can seem like mountains.

Our counselors are able to help families identify their current patterns of communication, pinpoint where the breakdowns occur, and help them on their paths to better understanding each other.

Take Ryan* for example. On the surface, he appeared to get along with his parents. He was always polite and rarely argued with them. However, as he began to deal with increasing feelings of anxiety and opened up to his parents about it, he felt they were very dismissive. Every time he tried to talk to his mother about feeling anxious, she would brush it off as 'normal' or tell Ryan a tale about her own anxiety and how she got through it.

Ryan agreed with his counselor that it would be a good idea to invite his mother to one of his sessions so he could explain his concerns to her in a safe environment. This gave Ryan's mom the opportunity to explain that she was only trying to calm him down and show him that she can relate to his feelings. Ryan's counselor acknowledged her intentions were honorable, but explained how those comments make Ryan feel invalidated. Together, Ryan and his mom learned to practice empathetic responses that reflect his feelings and perceptions, such as, "I hear you are very nervous to take the test, that must be difficult."

*Ryan represents a typical Outreach client. Details do not correspond to any specific case in order to protect client anonymity.

Staff Spotlight



Maggie Zangara

Nationally Certified Counselor
Certified School Counselor



Advice to my younger self:

To listen to myself more
and to use my voice to
stand up for what's
important to me.

“Outreach is a wonderful community supporter who is prepared to provide the first line of support to anyone ages 5-21 years old and their families. Our counselors are responsive, caring, mental health advocates who are ready to meet the needs of your child and/or family.”

Maggie joined Outreach in 2020 as an outpatient therapist. Her counseling focus is rooted in cognitive behavioral therapy and guided by her belief in creating a trusting, safe space for youth to learn, grow and heal from their experiences so they can lead mindful and satisfying lives.

“Outreach’s staff truly has a passion for helping children, teens and their families. We put forethought into our program offerings to make sure they utilize our four pillars of education, prevention, early intervention & empowerment,” she says. “It is a privilege to work with my co-workers every day and my clients teach and challenge me as I support them in their mental health journeys.”

In 2021, Maggie added to her responsibilities the role of program manager. This position further affords her the opportunity each day to live out her passion for connecting with others and exploring ways to help teens and their families in our communities thrive. She has been instrumental in helping us grow our relationship with Mt. Lebanon Library and expand initiatives such as Rapid Adolescent Prevention Screening© (RAAPS). In the coming year, she will continue to focus on these programs, while also helping to find innovative ways to get the community engaged in our Teens Tap In podcast, the Youth Advocacy Committee and QPR trainings.

Board Spotlight



Tammy Janero

1st VP - Board Member



Advice to my younger self:

Be as kind to myself as I
am to others.

“Our children are under so many different pressures and are bombarded all day with even more visual ideas of what perfection looks like. It is important for them to not only have an affordable, comfortable, safe place to talk about their feelings and concerns, but to not be ashamed or afraid to do so.”

Tammy has been on Outreach’s Board for approximately 10 years. She joined after a friend, who was also a Board Member at the time, introduced her to the organization. It was the perfect opportunity for Tammy to fulfill her goal of finding a way to give back to the community where she was raising her young children.

Over the course of her involvement, she has come to appreciate the work to remove the stigma around mental health and to promote the value of therapy as the most important work Outreach performs. Tammy has also loved watching the evolution of the agency and credits Executive Director Mary Birks’ enthusiasm and love for Outreach as a key reason for the successful expansion of our services and partners across the South Hills.

To anyone considering becoming involved with Outreach, Tammy says, “Do it! You will be amazed at what you will learn not only about mental health services, but also what is really happening with our children and their families.”

How to support in the year ahead

Share in our vision to help every child, teen and family to thrive by becoming a member of our **Supporter Program**. This is a community of like-minded individuals who are dedicated to working together to proactively protect the mental health and wellness of themselves and the children in their lives. *Parents, guardians, teachers, coaches, counselors, local business owners and more come together to share with and learn from each other's experiences and perspectives.*

Funds from Supporters help us grow and maintain our educational programming across the communities we serve. This includes QPR training, RAAPS®, mental health meet-ups and more. Supporters' money directly guarantees the health and longevity of our programming so we can continue to provide these essential resources.

When you choose to become a Supporter, you become a valued partner with Outreach, sharing in our commitment to spread mental health and awareness in the communities we serve in the South Hills of Pittsburgh. Together, we can achieve our mission to provide parents and guardians with the education and tools needed to navigate the many ages and stages of our children.

Active Supporter

Parents & guardians of youth and young adults (ages 5-21) who are looking for active support as they navigate parenthood.



Benefits include a tote bag, bi-monthly e-newsletter, quarterly 'Coffee with a Counselor' meet-ups and more resources designed to help you along your parenting journey!

\$20/month, \$240/year*

***\$228 of donation is tax deductible**

Sustaining Supporter

Community members and parents/guardians with grown children who want to help the next generation of parents raise their kids in a safe, accepting environment.



Supporters at this level do not receive any additional benefits. Your full donation goes toward ensuring we can continue to provide programming.

\$20/month, \$240/year**

****donation is fully tax deductible**

13 current Supporters

By the Numbers

SUPPORT & REVENUE

\$486K+

Contributions & Grants

\$200K+

Program Income

EXPENSES

\$326K+

Program Expenses

\$115K+

Supporting Services

\$75K+

Fundraising Events

\$686K+

\$517K+

\$108K+

Net Assets
(start of year)

\$277K+

Net Assets
(end of year)

2020-21

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*Interested in becoming
 a supporter?*



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St. Clair Health



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Outreach Teen & Family Services



Outreach Teen & Family Services



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Outreach Teen

