



Changing Lives.  
Saving Lives.

Annual Report for Fiscal Year 2020

July 1, 2019 – June 30, 2020



Dear Friends,

**"We are here. We have hope."**

PRRS has remained hopeful through one of the most challenging periods in our lifetime. The COVID-19 pandemic has allowed PRRS to demonstrate our resiliency, flexibility and effectiveness now more than ever.

Our 2020 Fiscal Year started off strong and remained that way despite the many barriers introduced by the pandemic. Although we changed how and where many of our services are delivered from a year ago, we continue to meet the needs of individuals in our community seeking behavioral health, suicide prevention and crisis intervention services. Individuals served continue to meet their recovery goals and stay safe. We hope you, our stakeholders and partners, have also remained safe, strong and healthy during these challenging times.

PRRS is proud to be serving more clients than ever through the expansion of our services over the past year, including the addition of an intensive psychosocial day program and expansion of both community support and peer services programming. We are particularly excited about the expansion of peer services as peers play a critical and unique role in the path to recovery, using their lived experience to provide encouragement, compassion, understanding, collaboration and empathy to others in recovery. Peers use their own experience to benefit those they serve.

PRRS CrisisLink also experienced a significant increase in call volume, answering nearly 75,000 calls - over 30,000 more calls than last year. In addition to our increased call volume, we are handling more text and chat conversations than ever before.

This past year has also been a year of significant change for PRRS. Longstanding PRRS CEO, Wendy Gradison, retired after 23 years of service to the organization. Although the pandemic prevented us from giving her the large, celebratory send-off we originally planned, you will see in our report the unique and special ways we found to celebrate all she has done to develop PRRS into the organization it is today.

As the pandemic continues, we cannot fully anticipate what this coming year will bring, but we know that PRRS will remain strong, resilient and focused on changing and saving more lives than ever before.

Please stay connected! We thank you for your unwavering support of our efforts and we are excited to partner with you in the years to come.

Sincerely,

Joseph Getch  
Chief Executive Officer

Liz Barnes  
Chair, PRRS Board of Directors

## Our Mission

PRRS provides behavioral health, crisis intervention and suicide prevention services.

## Our Vision

Our vision is to change and save lives in our community by empowering hope, safety, recovery, wellness, independence and community integration.

## About PRRS

Founded in 1963, PRRS is an award-winning nonprofit organization that has transformed the lives of thousands of individuals. PRRS services are funded by federal, state and local government contracts and grants, Medicaid, private foundation and corporate grants, and individual donations.



PRRS' accredited behavioral health programs hold the highest level of accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF).



In April 2020, PRRS was named one of the NonProfit Times 2020 Fifty Best Nonprofits to Work for in the U.S. for the ninth time.



PRRS' CrisisLink program holds the highest level of accreditation from the American Association of Suicidology (AAS).



PRRS' CrisisLink program is a proud member of, and accredited by, the International Council for Helplines.

## Behavioral Health Services

PRS provides a continuum of community-based behavioral health services. We promote recovery by supporting individuals in making decisions to overcome challenges, stay safe, build strengths and resiliency, improve health and wellness, and actively participate in their community. Our well-established role in the community enables us to provide innovative models of service and program delivery while maintaining close relationships with individuals served, their families and the community at large. PRS' experience shows that with person-centered services and supports, individuals can and do increase independence and self-sufficiency. Critical steps are taken to lead to a strong and fulfilling life through a personal journey of recovery.

## Crisis Intervention and Suicide Prevention Services

PRS CrisisLink saves lives. Through our telephone hotline, chat service, CrisisText and outreach, training and education, we believe it is possible to develop and support a stronger, suicide-safer community through 24/7 crisis response. We provide vital support to those most vulnerable through a prevention, intervention and post-vention model recognizing the value of human connection and an evidence-based approach to suicide crisis. As a provider of the National Suicide Prevention

Lifeline, PRS CrisisLink supports communities across our region and the United States. PRS CrisisLink's crisis intervention, suicide prevention hotline, chat service and CrisisText are available to anyone that needs immediate emotional support for a behavioral health or life crisis. Speak with a trained Crisis Worker any time of day or night to help you or your loved one through life challenges.

**1-800-273-TALK | Text "CONNECT" to 855-11  
Lifeline Chat: [SuicidePreventionLifeline.org/chat](https://www.suicidepreventionlifeline.org/chat)**

## About Individuals Served

Over the past 58 years, PRS results show that with appropriate treatment, medication, skill-building and supports, individuals living with behavioral health conditions can moderate the dramatic impact of their illness or crisis on their lives, improve their overall wellness, develop meaningful connections to their communities, and live productive and satisfying lives. Individuals served are referred by public and private agencies such as Virginia Community Services Boards, the Virginia Department for Aging and Rehabilitative Services, behavioral health professionals, self-referral or family members. PRS' CrisisLink Hotline, CrisisText and chat service are available to all individuals in the community.

## Springtopia— A Season of Hope

PRS' annual signature event, Springtopia – A Season of Hope, normally held in May, was rescheduled for October 16, 2020 as a virtual event. The event included an online silent and live auction, raffle, live appeal, inspiring live program, a special message from NBC's Tom Costello and much more. Through the event we proudly raised over \$340,000 for PRS' life-changing and life-saving services. Thank you to all of our staff, donors, sponsors, volunteers and supporters for contributing to the success of Springtopia!



# PRS Programs

Behavioral Health, Crisis Intervention  
and Suicide Prevention Services

## Psychosocial Rehabilitation Day Programs

Provides a curriculum-based day program that promotes movement into meaningful community alternatives such as work, volunteering and school. Co-occurring disorder services and assistance with transition to community-based activities are also offered. The Recovery Academy Day Program and an Intensive Psychosocial Rehabilitation Program, Community Readiness and Support, is offered in partnership with the Fairfax-Falls Church Community Services Board.

## Employment Services

Provides support and training for individuals who want to be competitively employed in the community to help them choose, get and keep jobs. Employment services are offered broadly with funding from the Department for Aging and Rehabilitative Services and also in partnership with Arlington County's Job Avenue Program and the Fairfax-Falls Church Community Services Board.

## Community Support Services

Provides person-centered, community-based, intensive skill-building and support services to meet each individual's unique needs, abilities and goals to help them maintain housing and live independently. Community Support Services are funded by Medicaid and through contract with the Fairfax-Falls Church Community Services Board, Arlington County Behavioral Healthcare Division and Loudoun County Department of Mental Health, Substance Abuse and Developmental Services.

## BeWell

Integrates primary health care and behavioral health settings, with the goal of improving the physical health of adults living with serious mental illnesses. The BeWell program is offered in partnership with the Fairfax-Falls Church Community Services Board.

## Community Housing

HUD funded non-time-limited housing and support to help individuals live independently.

## PRS CrisisLink

Brings immediate help, hope, and healing to empower individuals facing serious life challenges, suicidal thoughts, and emotional or situational problems through services including: 24/7 crisis and suicide prevention hotline, CrisisText, chat service, CareRing (outbound calling support program), and community training and community education.

## Coordinated Specialty Care Program (CSC)

Recovery-oriented treatment program for youth and young adults with first episode psychosis. CSC offers skill teaching, case management, supported employment, supported education, family education and support, peer support and psychiatric services. PRS partners with the Loudoun County Department of Mental Health, Substance Abuse and Developmental Services, to offer the CSC Program, Linking Individuals and Navigating Care (LINC).

## Peer Services

Provides peer support services to individuals with behavioral health disorders, substance use disorders and/or a co-occurring substance use disorder. Family peer support partner services are also provided to families of children and young adults with behavioral health issues to help families navigate systems to access services. PRS partners with the Loudoun County Department of Mental Health, Substance Abuse and Developmental Services, Arlington County Behavioral Healthcare Division, and Healthy Minds Fairfax.

"Without PRS I would be less connected all around. PRS keeps me in touch with my treatment team, but also keeps me connected with other people my age."

-PRS CLIENT

# Impact Report

Fiscal Year 2020

## Recovery | Community | Wellness | Safety

**95%**

of individuals served avoided psychiatric hospitalization

**60%**

of individuals served who wanted to work were employed (industry average 15-20%)

**71%**

of individuals served with jobs were employed for 12 months or longer on the same job

**70%**

of individuals served demonstrated their ability to complete basic independent living tasks

**92%**

of individuals served use coping skills and behavioral strategies to manage psychiatric symptoms, and/or behavioral challenges.

**94%**

of completed follow-up contacts reported improved ability to cope

## We Served:

Psychosocial Rehabilitation Day Programs:

**244 Individuals**

Employment Services:  
**514 Individuals**

Community Support Services:  
**279 Individuals**

Community Housing:  
**11 Individuals**

Coordinated Specialty Care:  
**45 Individuals**

BeWell:  
**434 Individuals**

**5,930**

Follow-up contacts made to clients actively suicidal or who have recently experienced a traumatic event

**1,723**

Unique textline conversations handled with nearly 40,000 text messages exchanged through PRS CrisisLink's textline, CrisisText

**20,481**

Calls made to isolated, vulnerable older adults enrolled in PRS CrisisLink's CareRing program

**PRS  
Crisislink**

**117,217  
TOTAL CONTACTS  
HANDLED**

**14,957**

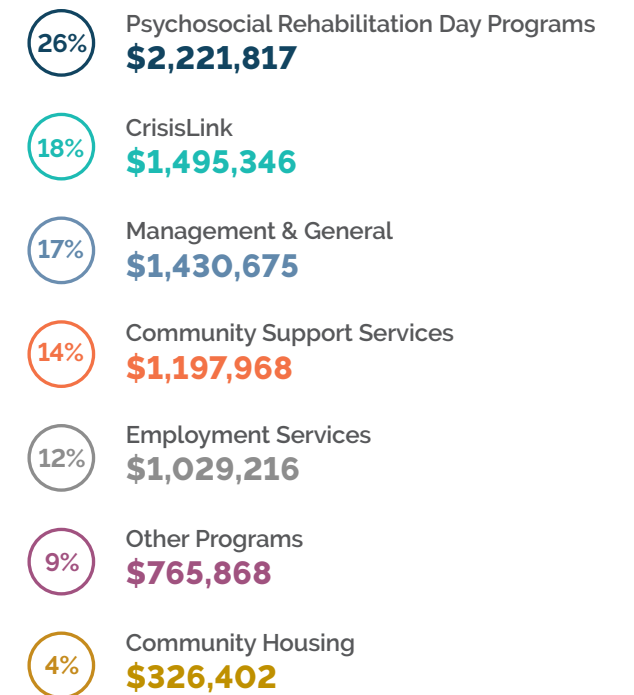
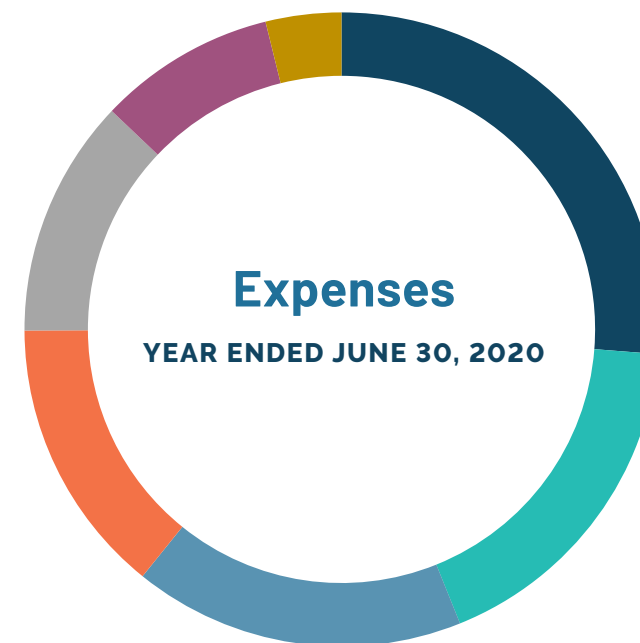
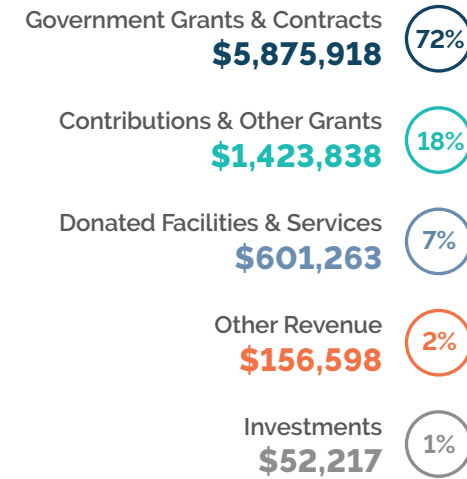
Chats answered by PRS CrisisLink's chat service

**74,126**

Hotline calls answered by PRS CrisisLink

# Financial Report

Fiscal Year 2020



# Leadership Team

PRS' Leadership Team is comprised of the senior management for the organization. Its purpose is to provide guidance and input to the Chief Executive Officer, give oversight to all operations of the organization, assess outcomes, develop and implement policies, and share information.



**Mary Brown**  
Chief Clinical Officer



**Laura Fonner**  
Regional Director of  
Community Support  
Services



**Joseph Getch**  
Chief Executive  
Officer



**Meredith Hovan**  
Director of Resource  
Development



**LaKeisha  
Kennedy-Flores**  
Chief Operating Officer



**Laura Mayer**  
PRS CrisisLink  
Call Center Director



**Mabelle Miller**  
Regional Director of the  
Recovery Academy



**Brian Show**  
Director of Finance and  
Administration



**Virginia Tischner**  
Director of Human  
Resources



**Nova Washington**  
Regional Director of  
Employment Services

# FY 2020 Board of Directors

**Liz Barnes, Chair**  
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*BB&T Scott & Stringfellow*

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*The Wolf Group, P.C.*

**Lauren Shields, Past Chair**  
*Truist*

**Marilyn Aldrich**  
*Georgetown University Hospital (Retired)*

**Ardell Butler**  
*Non-profit Financial  
Management Consultant*

**Paul Di Vito**  
*Marketing Consultant*

**Paul Evans**  
*HCA Dominion Hospital*

**Melissa Garcia**  
*HCA Dominion Hospital*

**Christine Greer O'Connor**  
*Quarterlife Center*

**Danni Leifer**  
*Millennium Corporation*

**Timothy Long**  
*Rotary Club of Tysons Corner*

**Brian Meadows**  
*Alliance Executive Search, LLC*

## PRS' Longtime CEO, Wendy Gradison, Retires

Although PRS couldn't give retiring CEO Wendy Gradison a traditional sendoff celebration due to the pandemic, PRS staff, Leadership Team and Board of Directors found creative ways to thank her for her 23 years of service.

With Wendy's guidance, PRS has matured into a regional nonprofit that is a leader in addressing the needs of people with serious behavioral health issues and facing life crises. She did this in a rapidly changing mental health landscape while maintaining PRS' core values. During her tenure, individuals served increased three-fold; staff grew more than 200%; and the organization was repeatedly recognized by The NonProfit Times as one of the nation's 50 Best Nonprofits to Work For. In addition, revenue increased 162%; PRS merged with and grew the region's suicide prevention and crisis hotline – CrisisLink, which now receives 300% more call volume as a National Back-up Center and Core Chat Center for the National Suicide Prevention Lifeline Network.

Congratulations and Thank You, Wendy, for your tireless commitment to PRS! We wish you all the best in retirement!



# Donors

FY20 contributions from private donors and community partners

## Hope and Recovery Society Ambassadors (\$10,000+)

- David and Marilyn Aldrich
- Arlington Community Foundation
- Cassaday & Company, Inc.
- Mary and Steve Cassaday
- The Morris and Gwendolyn Cafritz Foundation
- The Community Foundation for Northern Virginia
- Mr. Paul Di Vito and Mr. John Silvia
- Ms. Isabelle Evans
- Wendy Gradison and Lee Goldman
- Philip L. Graham Fund
- Dr. Carolyn M. McGee and Dr. Denis Bogan
- Rabaut Family Foundation
- Ms. Noelle Shema
- Shenny Tomato, LLC
- Washington Forrest Foundation
- TD Charitable Foundation
- The Wolf Group, PC, Mr. & Mrs. Len Wolf

## Hope and Recovery Society (\$5,000 - \$9,999)

- 100WomenStrong
- Mr. & Mrs. Charles E. Davidow
- Beth and Tom Eckert
- John H. Foote and Rose Tompkins
- Mr. & Mrs. Joseph Getch, III
- Mr. Glenn Hediger and Ms. Nancy McLernon
- Mr. Frank Palmer
- Mr. & Mrs. Howard Taylor

## Platinum Level (\$1,000 - \$4,999)

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- Mr. Gordon J. Bernhardt, Bernhardt Wealth Management
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- Mr. Kyle Cassaday
- Ms. Viola Chen and Mr. Yun Wang

- Mr. David Clark
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- Kiwanis Club of Arlington
- L'Auberge Chez Francois and Jacques' Brasserie
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- Ms. Judith Mazo
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- Mount Vernon Kiwanis
- Mr. & Mrs. Timothy Naughton
- Resurrection Evangelical Lutheran Church

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 (\$500 - \$999)

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 (\$100 - \$499)

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 (Up to \$99)

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 Mr. & Mrs. Thomas Byrnes  
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 Ms. Tammy De Martino  
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**PRS Annual Staff Appreciation Celebration**

PRS' Leadership was honored to celebrate our incredible staff on November 11, 2020 during our annual Staff Appreciation Day event. Although this year's event looked a little different through Zoom, we had nearly 120 staff participate. Staff enjoyed games, prizes, recognition awards, and hearing about the inspiring work each of our valuable departments and programs accomplished at PRS throughout the year. We are proud of our strong, resilient staff for continuing to work under challenging circumstances while making a difference in our community and changing and saving lives!

**Congratulations to our staff award winners:**

**Behind the Scenes Wonder**

Laura Alexander  
 Adam Johnson

**Rookie of the Year**

Jerron McMillian  
 Fernanda Brito

**Roll With It**

Mary Smith  
 Rey Encarnacion

**Outside the Box Thinker**

Sarah Marlow  
 Lisa Merritt

**Encouraging Word**

William Giampapa  
 Andrea Soriano

**Calm in the Eye of the Storm**

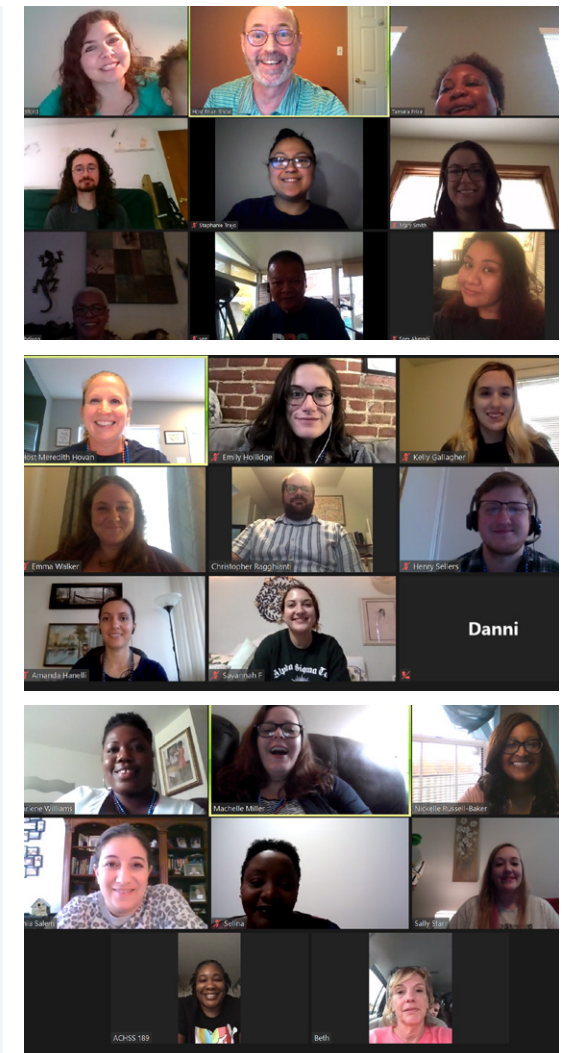
Lauren Padgett  
 Arniesha Reed

**Wendy Gradison Dare to Lead Award**

Sally Starr

**Vera Mellen Award**

Emily Hollidge



# Public & Private Partnerships

Fiscal Year 2020

Aetna Better Health  
 Alexandria City Public Schools  
 Alexandria Department of Community and Human Services  
 Alexandria Sexual and Domestic Violence Services  
 American Association of Suicidology  
 American Foundation for Suicide Prevention  
 Anthem HealthKeepers Plus  
 Arlington County Behavioral Health Care Division (CSB)  
 Arlington County Emergency Communications Center  
 Arlington County Public Schools  
 Arlington County Sheriff's Office  
 Arlington Partnership for Children, Youth & Families  
 The Brain Foundation  
 Brain Injury Services  
 Carpenter's Shelter  
 Catholic University of America  
 Center for Nonprofit Advancement  
 Commission on Accreditation of Rehabilitation Facilities (CARF)

Cornerstones  
 D.C. Department of Disability Services, Rehabilitation Services Agency (RSA)  
 Discharge Assistance and Diversion Utilization Management and Coordinating Committee  
 Domestic Violence Action Center (DVAC)  
 The Elkington House, LLC  
 Eric Monday Foundation  
 FACETS  
 Fairfax Area Long Term Care Coordinating Council (LTCCC)  
 Fairfax County Circuit Court  
 Fairfax County Communications Center (911)  
 Fairfax County Department of Administration for Human Services  
 Fairfax County Department of Housing and Community Development  
 Fairfax County Health Department  
 Fairfax County Office for Women & Domestic and Sexual Violence Services  
 Fairfax County Office to Prevent and End Homelessness  
 Fairfax County Public Schools  
 Fairfax-Falls Church Community Services Board  
 Gateway Homes  
 George Mason University  
 INOVA Pace  
 International Council for Helplines  
 Leadership Center for Excellence  
 Leadership Fairfax  
 Loudoun County Department of Mental Health, Substance Abuse and Developmental Services  
 Magellan Complete Care of Virginia  
 Marymount University  
 McClendon Center  
 Melwood  
 National Alliance on Mental Illness (NAMI)  
 NAMI Northern Virginia  
 National Council for Behavioral Health

National Suicide Prevention Lifeline, Vibrant Emotional Health  
 New Hope Housing  
 Northern Virginia Chamber of Commerce  
 Northern Virginia Community College  
 Northern Virginia Ideas Exchange  
 Northern Virginia Regional Commission  
 Optima Health  
 Pathway Homes  
 Prince William County Community Services Board  
 Project PEACE  
 Recovery Program Solutions of Virginia (RPSV)  
 SAMHSA  
 Second Story  
 South County Recovery & Drop-In Center  
 Suicide Prevention Alliance of Northern Virginia (SPAN)  
 Sunrise Senior Living  
 U.S. Department of Agriculture (USDA)  
 U.S. Department of Housing and Urban Development  
 United Healthcare Community Plan  
 United Way of the National Capital Area  
 Vanderbilt University, Leadership and Learning in Organizations Program  
 Virginia Association of Community Based Providers  
 Virginia Commonwealth University  
 Virginia Department of Behavioral Health and Developmental Services  
 Virginia Department for Aging and Rehabilitative Services, Division of Rehabilitative Services  
 Virginia Department of Health  
 Virginia Department of Medical Assistance Services (DMAS)  
 Virginia Department of Social Services  
 Virginia Network of Private Providers  
 Volunteer Arlington  
 Volunteer Fairfax  
 Virginia Premier

**"To me, peer support services means being a part of a non-judgmental community. When I'm with a peer support specialist, I feel very comfortable to be myself, and to be speaking to someone who may not know my exact experience, but is someone who understands."**

-PRS CLIENT

## COVID-19 Behavioral Health Response Fund

PRS launched its COVID-19 Behavioral Health Response Fund to meet the immediate and evolving needs of those we serve due to changes in their lives during the pandemic. The goal of the fund is to ensure they remain independent, healthy, safe and focused on their recovery during this time of uncertainty. Thanks to the generosity of our supporters, PRS raised over \$102,000 for our COVID-19 Behavioral Health Response Fund. Funds have been used to provide cell phones and iPads to individuals served that need one to ensure they have the technology resources to connect to virtual programming. Through the fund, PRS has also provided rental assistance, grocery certificates, and art and school supplies.



## Volunteer Impact

**PRS' dedicated team of volunteers help to change and save lives in our community and remain committed to supporting PRS before and during the pandemic.**

PRS volunteers invest their time and talent across PRS programs and departments. Volunteers help with PRS special events, organize donation drives, answer CrisisLink hotline calls, texts and chats as well as participate in group and youth volunteer opportunities. PRS' all volunteer Board of Directors and committees provide oversight, support and governance of our organization.

During the pandemic, PRS volunteers adjusted to remote and virtual volunteer opportunities, helping PRS to continue providing life-changing and life-saving services to our community. Group and youth volunteers across the community helped PRS navigate challenges brought on by the pandemic by creating stress relief kits for PRS volunteers and staff working on the front lines, collecting needed supplies for PRS clients so they could maintain safety, and advocating for PRS by sharing organizational needs with our community.



**FY20 VOLUNTEER NUMBERS:**  
**11,824 HOURS**  
**\$300,684.32 VOLUNTEER VALUE**

# Get Involved

Make a difference in your community by helping PRS provide supports to individuals and families living with mental illness and anyone who faces life crises.

Involvement in PRS can be as simple as:

- Telling friends, family, colleagues and neighbors about PRS' award-winning programs, services and outcomes so that people in need in the community can find us
- Volunteering to support PRS programs, administrative department, or committees such as fundraising or event support, either in-person or remotely.
- Making a financial gift or an in-kind donation: <https://prsinc.ejoinme.org/donations>
- Follow us on social media:



@PRSincorporated



@PRSincorporated



@PRS\_CrisisLink



## Make a Donation

Checks made payable to PRS can be mailed to:  
PRS, 10455 White Granite Dr., Suite 400, Oakton, VA 22124.  
Secure online donations can be made at [prsinc.org/donate](https://prsinc.org/donate).

## Become a Volunteer

For volunteer opportunities, please visit [prsinc.org/volunteer](https://prsinc.org/volunteer).

## Learn More

For more information, please contact PRS at 703-536-9000, or [info@prsinc.org](mailto:info@prsinc.org).



United Way #8466  
CFC #47403

