Annual Report for Fiscal Year 2020
July 1, 2019 – June 30, 2020
Dear Friends,

“We are here. We have hope.”

PRS has remained hopeful through one of the most challenging periods in our lifetime. The COVID-19 pandemic has allowed PRS 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.

PRS 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.

PRS 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 PRS. Longstanding PRS 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 PRS into the organization it is today.

As the pandemic continues, we cannot fully anticipate what this coming year will bring, but we know that PRS 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, PRS Board of Directors

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

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

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

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

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

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

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.

PRS Programs

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.

Coordinated Specialty Care Program (CSC)

Recovery-oriented treatment program for youth and young adults with first episode psychosis. CSC offers skills 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.

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!

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
**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

**Support & Revenue YEAR ENDED JUNE 30, 2020**

- Government Grants & Contracts: $5,675,918 (72%)
- Contributions & Other Grants: $1,423,838 (18%)
- Donated Facilities & Services: $601,263 (7%)
- Other Revenue: $156,598 (2%)
- Investments: $52,217 (1%)

**Expenses YEAR ENDED JUNE 30, 2020**

- Psychosocial Rehabilitation Day Programs: $2,221,817 (26%)
- CrisisLink: $1,495,346 (18%)
- Management & General: $1,430,675 (17%)
- Community Support Services: $1,197,968 (14%)
- Employment Services: $1,029,216 (12%)
- Other Programs: $765,868 (9%)
- Community Housing: $326,402 (4%)
PRS’s 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.

prs 2020 annual report

PRS’ Longtime CEO, Wendy Gradison, Retires

Although PRS couldn’t give retiring CEO Wendy Gradison a traditional sendoff 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

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. & Mrs. Joseph Getch, III
Mr. Glenn Hediger and Ms. Nancy McLernon
Mr. Frank Palmer
Mr. & Mrs. Howard Taylor

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

100WomenStrong
Mr. & Mrs. Charles E. Davidson
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)

Ms. Mary Ague
Mr. Alexander Baker and Ms. Kristin Ramkey
Mr. Gordon J. Bernhardt, Bernhardt Wealth Management
Mr. & Mrs. Ardel Butler
Mr. Kyle Cassaday
Ms. Viola Chen and Mr. Yun Wang

FY 2020 Board of Directors

Liz Barnes, Chair
U.S. Department of Veterans Affairs

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Len Wolf, Secretary
The Wolf Group, PC

Lauren Shields, Past Chair
Trust

Marilyn Aldrich
Georgetown University Hospital (Retired)

Ardell Butler
Non-profit Financial Management Consultant

Paul DiVito
Marketing Consultant

Paul Evans
HCA Dominion Hospital

Melissa Garcia
HCA Dominion Hospital

Christine Greer O’Connor
Quarterlife Center

Dani Leifer
Millennium Corporation

Timothy Long
Rotary Club of Tysons Corner

Brian Meadows
Alliance Executive Search, LLC

Laura Mayer
PRS CrisisLink Call Center Director

Michelle 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

Mary Brown
Chief Clinical Officer

Laura Forner
Regional Director of Community Support Services

Joseph Getch
Chief Executive Officer

Meredith Hovan
Director of Resource Development

LaKeisha Kennedy-Flores
Chief Operating Officer

FY 2020 contributions from private donors and community partners

Mr. David Clark
Community House Church
Dr. Joan Durman
Ms. Virginia Geoffrey and Mr. John Andelin
Ms. Helen Gradison
Guru, Inc.
Ms. Noelle Shema
Shenny Tomato, LLC
Washington Forrest Foundation
TD Charitable Foundation
The Wolf Group, PC, Mr. & Mrs. Len Wolf
Kiwanis Club of Arlington
L’ Auberge Chez Francois and Jacques’ Brasserie
Tim and Jane Long
Mr. & Mrs. Michael Magwire
Ms. Judith Mazo
Ms. Susan H. McCannell
Mr. & Mrs. John McGuinness
Brian and Holly Monday
Mount Vernon Kiwanis
Mr. & Mrs. Timothy Naughton
Resurrection Evangelical Lutheran Church

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PRS Donors (continued)

Gold Level ($500 - $999)
Ms. Sue Boucher
Col. & Mrs. Donald E. Brown
The Edelman Foundation

Silver Level ($100 - $499)
Ms. Jennifer Ayers
Mr. & Mrs. Kenneth Arnold
Mr. & Mrs. Gary Ambrose
($100 - $499) Silver Level
Mr. & Mrs. Michael Yaps
Mr. & Mrs. David Throckmorton
Thrivent Financial
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Mr. & Mrs. Larry Sipos
Audrey Goldstein
Mr. Douglas Sanderson and Ms.
Mr. & Mrs. Anthony Rozga
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Ms. Sandy Rappoport
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Mr. Allan Leifer
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Ms. Jamie L. Miller
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Ms. Sandy Rapoport
Mr. & Mrs. David Redman
Mr. & Mrs. Anthony Rozga
Mr. Douglas Sanderson and Ms. Audrey Goldstein
Mr. & Mrs. Craig Singer
Mr. & Mrs. Larry Sipos
Mr. Bill Sturm
Thrivent Financial
Mr. & Mrs. David Throckmorton
Mr. & Mrs. Michael Yaps

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

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

Roll With It Dare to Lead Award
Sally Starr

Vera Meilen Award
Emily Halledge
Public & Private Partnerships

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Fiscal Year 2020

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’ 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.

Fiscal Year 2020

Volunteer Impact

FY20 VOLUNTEER NUMBERS: 11,824

$300,684.32 VOLUNTEER VALUE

PRS 2020 Annual Report
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: 
  
  ![Facebook](PRSincorporated)  ![Twitter](PRSincorporated)  ![Instagram](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.

Become a Volunteer

For volunteer opportunities, please visit prsinc.org/volunteer.

Learn More

For more information, please contact PRS at 703-536-9000, or info@prsinc.org.