



# 2018 Impact Report

MENTAL HYGIENE MATTERS

*We are ALL*  
**ASPENSTRONG**

Connecting mental health resources and promoting  
mental hygiene throughout the roaring fork valley.

[www.AspenStrong.org](http://www.AspenStrong.org) | [info@AspenStrong.org](mailto:info@AspenStrong.org) | [@aspensstrongfoundation](https://www.instagram.com/aspensstrongfoundation)

*We are ALL*  
**ASPENSTRONG**

*"Aspen Strong plays an essential role-- increasing awareness of community resources, decreasing stigma, and advocating for the most vulnerable. Their annual symposium empowers professionals in the community, and their year-round efforts educate and connect people to mental health resources in order*

*to reduce substance abuse, mental health crises, and suicide. By focusing on mental health hygiene and emotional literacy, as well as supporting the front line professionals, and promoting connections and various resources, Aspen Strong's commitment to health wellness is inspiring.*



**Tina Payne Bryson, PhD**

**Co-author of *The Yes Brain*, and bestsellers *The Whole-Brain Child*, *No-Drama Discipline***

**Founder and Executive Director of *The Center for Connection & The Play Strong Institute***

**STRONG MINDS. STRONG CONNECTIONS. STRONG COMMUNITY.**

## 501(c)(3) NOT-FOR-PROFIT

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Founded in 2014 to inspire a movement in our valley that promotes healthy community dialogue where suicide is recognized as preventable and mental hygiene is embraced and supported without shame throughout our community.

## OUR MISSION

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To raise awareness of and improve mental health in the roaring fork valley by creating sustainable financial resources, by uniting professionals and agencies in mental health, and by supporting and implementing empirically based and results-oriented education and action.

## OUR PHILOSOPHY

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Each Aspen tree within a colony is connected by a single root pattern that thrives beneath the surface of the soil. Aspen Strong aims at creating a community that cultivates interdependence and strength, replicating its very own, the Aspen tree.

### COLORADO'S CRISIS

Suicide is the 7th leading cause of death.

#10 nationally for deaths by suicide.

#2 for ages 15-44

#4 for ages 45-54

#6 for ages 55-64

of those

1 in 3 Colorado High School Students display signs of clinical depression.

25% of US Workforce (ages 18-54) experience mental health issues.

At least 8% struggle with Alcohol abuse and/or major depression.

71% have never sought help.

# MENTAL HYGIENE MATTERS

# BUILDING EMOTIONAL LITERACY & CONNECTING OUR COMMUNITY

Strengthening our communities wellbeing by instilling an importance of mental hygiene is how Aspen Strong hopes to combat addiction, crisis and, the ever challenging **suicide** rates in our valley.

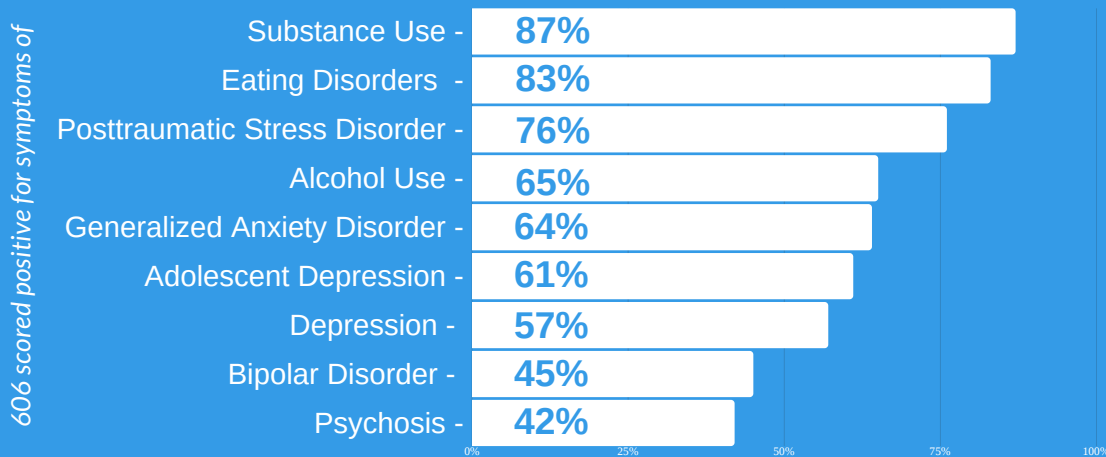
Aspenstrong.org is our primary vehicle for connecting our community to resources and for building emotional literacy among our residents . In 2018, our website had over **8,160** visitors accessing support for their mental health.

INITIATIVES

## MENTAL HEALTH SCREENING INITIATIVE

Since 2014, Aspen Strong has provided **CHECK-UPS FROM THE NECK UP** helping our community to recognize signs and symptoms of mental illness within our self or others in our community, employment, or family.

**962 Mental Health Screenings** (3,395 since 2014)



**Over 80% of screeners said they have thought about or contemplated suicide.**  
**55% PLAN TO SEEK HELP**

Find us online, at local events, and many health fairs spreading awareness and supporting our community in building emotional literacy. With the support of over **63** **volunteers**, Aspen Strong attended **27** **in-person awareness events** in 2018.

## PROVIDER DIRECTORY

Aspen Strong's recognizes much of our value in our ability to **CONNECT** the resources as to support our government in identifying gaps in the spectrum of services, yet also act as a referral agency for you, or for businesses and professionals looking to support their clients and staff. Since 2014, we have sought out to do just that by creating an online, anonymous, and searchable directory. Currently our provider directory includes **85 mental health providers** and **23 organizations**. In 2018, our site had visits from approximately **112 users** each month.



## WORKPLACE PARTNERSHIPS

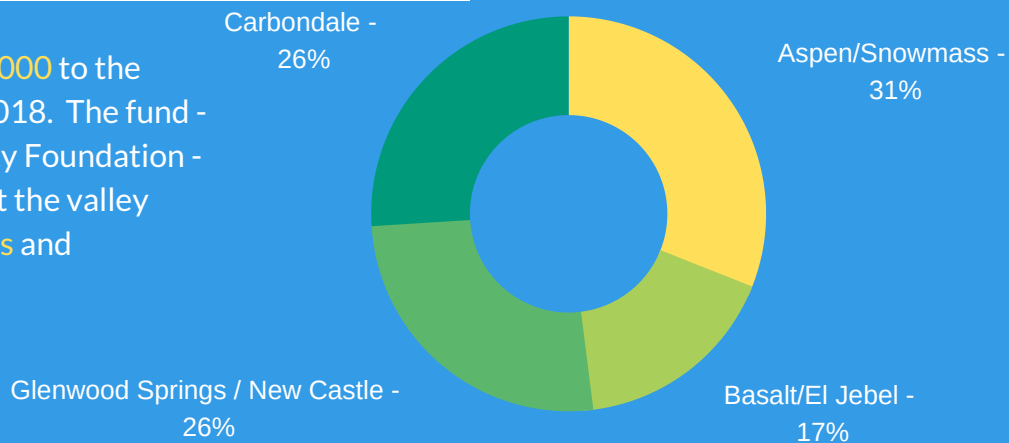
*"Untreated depression has been known to cost workplaces between \$30 to \$44 billion a year", reported by SAMHSA.* Aspen Strong envisions a community where mental health is incorporated within organizational structure. Partnerships empower employers to deliver mental health programs and equip their employees with tools to address their mental health needs that increase the bottom line and ultimately strengthen their organization; and OUR community! In 2018, Aspen Strong led **12 'Mental Hygiene in the Workplace' workshops**.

*"This was a very effective presentation and helped numerous employees connect to local resources and improve their mental hygiene. We will want to do it again,"*

*2018 Workplace Partner*

## MENTAL HEALTH FUND

Aspen Strong contributed **\$20,000** to the valley's mental health fund in 2018. The fund - located at the Aspen Community Foundation - distributed **\$31,895** throughout the valley supporting **189 therapy sessions** and **53 psychiatric sessions**.





## CONNECTION CAMPAIGN

2018 brought the launch of the **Connection Campaign**, a valley wide promotional campaign in collaboration with Pitkin County Health and Human Services and the Aspen Community Foundation, focused on sharing a unified message to support prevention and access to resources.

## EMOTIONAL TOOLKITS

Our campaign efforts inspired development of our online resources spreading a message that [aspenstrong.org](http://aspenstrong.org) is a safe, anonymous, and confidential place to **Connect to People** and **Connect to Resources**. Resources now include toolkits for youth, the general public, and workplaces providing tips and tools to boost your **Emotional IQ**.

## SYMPOSIUM

Our 4th annual symposium included an evening event branching out to our larger community to spearhead our **CONNECTION CAMPAIGN**. Our hope was to connect more people to resources, provide language to boost their emotional literacy, and to share a message that **NO ONE IS ALONE** and **WE ARE ALL ASPENSTRONG** - signifying the roots of the Aspen trees. Our symposium speakers and several leaders in our community shared in a thought provoking panel discussion as to inspire a unified message that strong minds build strong connections and strong communities.

Our **2019 SYMPOSIUM** will continue to promote a lasting message that **CONNECTION** is vital to our community's collective and individual wellbeing.

**JOIN US OCTOBER 24TH WITH 13 YEAR NBA STAR & RECIPIENT OF THE 2019 NYC NORMAN VINCENT PEALE AWARD FOR POSITIVE THINKING, KEYON DOOLING.**



*"Combining prevention and promotion programs in mental health within overall public health strategies reduces stigma, increases cost-effectiveness, and provides multiple positive outcomes"*



World Health Organization



## 5TH ANNUAL HIKE HOPE HEAL

This community hike helps bring continued awareness to mental health needs in our valley while connecting community members of all ages to open the dialog around mental health. Since 2014, **271 hikers** have helped raise **\$89,224.47** to support both Aspen Strong initiatives and the Mental Health Fund.

## CHANGING BRAINS CHANGING LIVES

This annual symposium has provided brain education and strategies to support & enhance our community's emotional literacy. Our 2018 Workshop included over **100 attendees** featuring world renowned speakers, Tina Payne Bryson & Chris Willard. Sponsorships provided over **50 scholarships** to valley-wide teachers, clinicians, and professionals in the valley.



*"In Aspen we spend so much time talking about and working on our physical and spiritual fitness, but for some reason we completely ignore our mental wellness. Its as if we believe mental illness is reserved for those far removed from us, as if we are too "fit" for that type of thing. I would argue there is a fine and precarious line between mental wellness and illness. It is our duty to all of the parts of ourselves to keep our minds strong.*

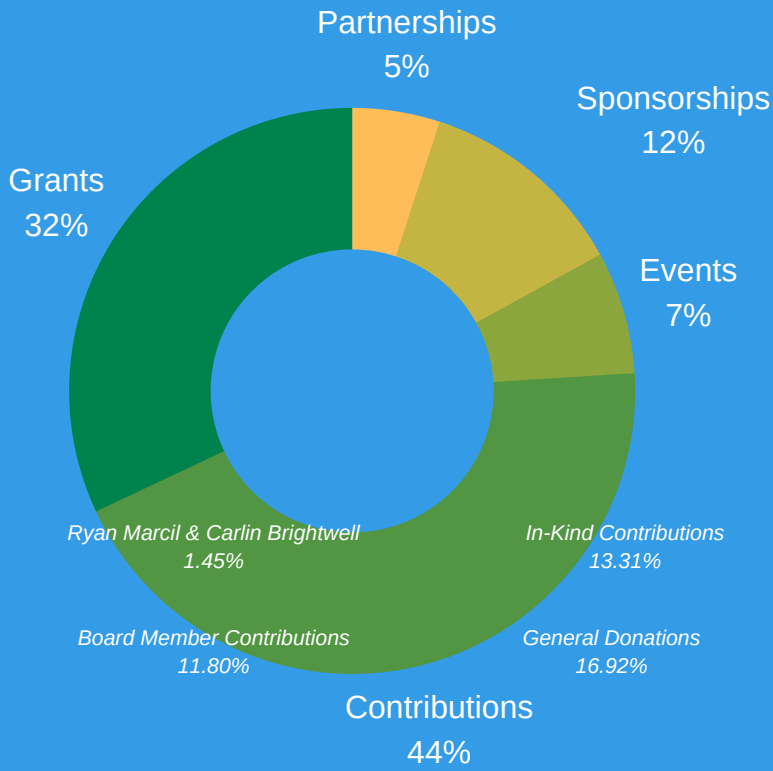
*Aspen Strong aims to do just that through ensuring that valley wide there are resources available to each of us that assess and support our mental hygiene, our mental fitness and our mental wellness. We can't be well in our physical and spiritual realms if our mental selves are not part of the equation. We truly are as great as the sum of our parts."*

*Lady Fuller, International Gifting Company*

# MENTAL HYGIENE MATTERS

# FINANCIALS

INCOME



\$221,902 was earned in 2018.  
16.92% were **GENERAL DONATIONS** of as little as \$5

Hike income supported 40% to the Mental Health Fund and 60% to Aspen Strong operations.

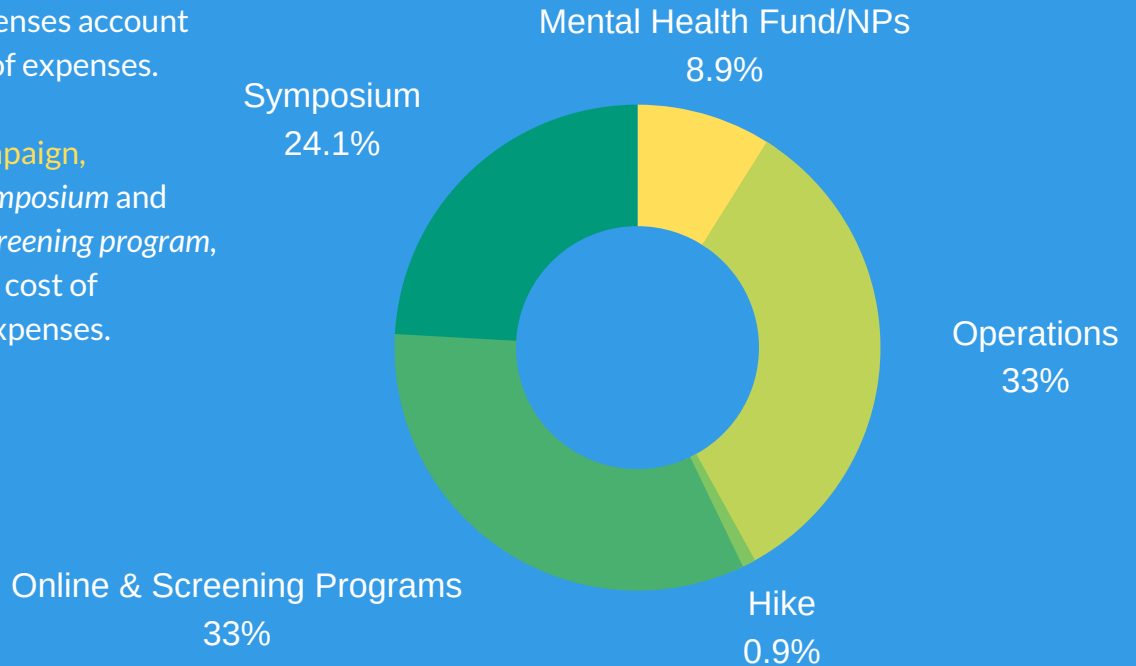
EXPENSES

## OPERATIONS 32%

Total **Marketing** expenses account for \$54,000 or 28% of expenses.

The **Connection Campaign**, supported by our *symposium* and *online resource and screening program*, accounted for a total cost of \$47,000 or 24% of expenses.

## PROGRAMS 68%



When you build connections within your community and within yourself, you develop a voice that can make a difference.



We are ALL  
**ASPENSTRONG**

**PREMIER PARTNERSHIPS**

**The Gant Aspen**  
**Devlin Financial Services**

**The Aspen Times**  
**Alpine Bank**

**Louis Swiss Pastry**  
**Injinji**

**DONATIONS OVER 1K**

Lawrence & Joan Altman  
Kevin O'Brien  
The Salmon Foundation, Inc  
Aspen Valley Hospital  
Ritz Carlton Bachelor Ridge & Edward Welsh  
Casey Altman  
Firman Fund  
Kevin Smiddy  
Betsy Meibers  
The Arches Foundation  
Jimmy's Bodega Aspen  
Williams & Grant

**HIKE SPONSORS**

Clark's Market  
Aspen Volunteer Fire Department  
Smiddy Limousine  
Mountain Chalet  
The Aspen Store  
Timberline Bank  
Mountain Family Health Centers  
C. Barnes Construction  
Smith Immigration

**SYMPOSIUM SPONSORS**

Aspen Community Foundation:  
Betty Schuss Fund & Kathy Hegberg  
Genomind, INC  
The Buddy Program  
Rose Community Foundation  
EDCare  
Holy Cross Energy  
Roaring Fork Neurology  
**COLLABORATORS**  
Mind Springs Health  
Pitkin County Public Health  
Roaring Fork Schools  
Wheeler Opera House  
The Hope Center

**GRANTS**

Pitkin County Health & Human Services  
Garfield County  
The Aspen Rotary Club  
Snowmass Village Rotary Club  
Dresner Foundation  
Aspen Ski Company

**MENTAL HEALTH FUND DONORS OVER 1K**

Lawrence & Joan Altman  
Rob & Melissa Jankovsky Family Fund

**STAFF**

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*Program Manager / 2019 Acting Executive Director*  
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*Student Intern*

**EXECUTIVE BOARD**

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Connecting mental health resources and  
promoting mental hygiene throughout the  
roaring fork valley since 2014.