



2020 Impact Report

Community Mental Wellness

ASPENSTRONG

Connecting mental health resources and promoting mental wellness practices throughout the Roaring Fork Valley since 2014.

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

It is safe to say that 2020 presented many of us with challenges that we have never before been faced with. Through the emotional rollercoaster the pandemic has taken us all on we have learned a lot about ourselves, our community, and our ability to adapt to change. And yet our gratitude and appreciation for our partners, donors and those who make up our Aspen Strong community is unwavering. Together, we persevere.

One silver lining of the pandemic is that it has served as a wake-up call to the community that mental health matters, and how much we need each other and crave connection. Aspen Strong began leading The Mental Health Coordination Team, a coalition that shares and discusses resources in order to meet the increased need in our community. When you want to talk about how to support someone who is struggling and access available resources, we are here to help.

We have always believed it is in our individual and collective best interest that we accept and encourage mental wellness practices and see them as the first step in prevention. Talking and being vulnerable with the ones we love or a trusted provider is this first leap. Visit AspenStrong.org for a plethora of resources, from our online screening tool to information on financial assistance for counseling.

My journey to Aspen Strong began in 2009 when my brother became sick with schizophrenia. He and my family were struggling to understand his disease. Within our society there is a lack of resources and education surrounding mental health. The stigma ingrained deep within us prevents people from seeking the help they need. For this reason I was drawn to Aspen Strong where I found a tribe of committed community members dedicated to being the changemakers.

*Step into your story. **Through awareness, prevention and connection we can all be Aspen Strong.***



Thank You,
Angilina Taylor
Executive Director



OUR HISTORY

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.

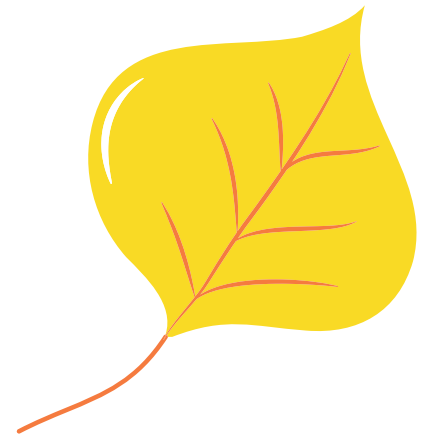


OUR MISSION

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

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.



OUR WHY

- Suicide is the 10th leading cause of death nationally for all ages
- Nearly 800,000 people die by suicide in the world each year, which is roughly one death every 40 seconds
- Suicide is the 2nd leading cause of death in the world for those aged 15-24 years
- Depression is the leading cause of disability worldwide
- In 2020 4 in 10 adults reported symptoms of anxiety and depressive disorder up from 1 in 10 due to the pandemic
- 1 in 3 Colorado High School Students display signs of clinical depression
- 1 in 7 people in the US will struggle with addiction and/or substance abuse issues in their lifetime
- 25% of US Workforce (ages 18-54) experience mental health issues
- 71% have never sought help

Community Mental Wellness

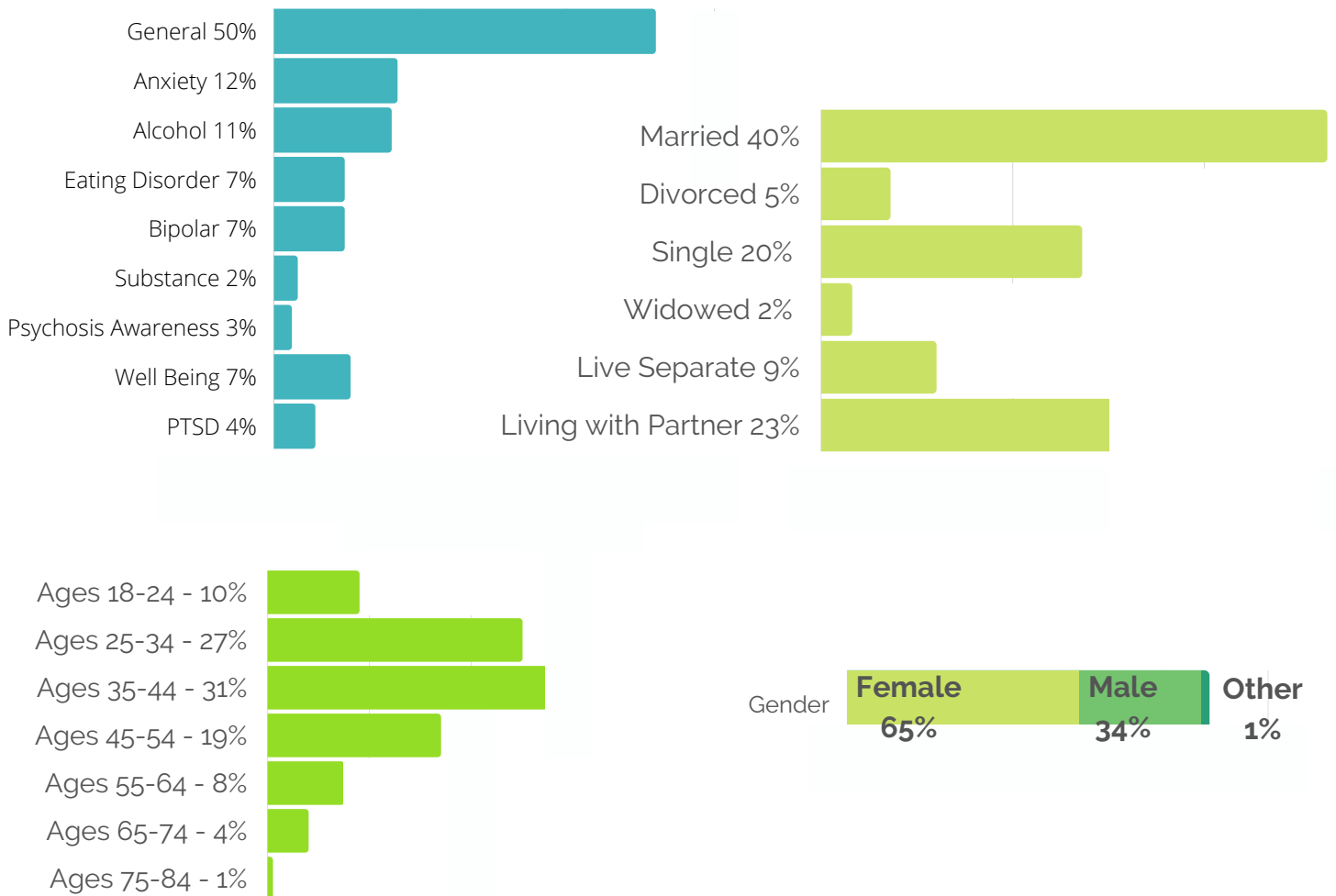
PROVIDING AWARENESS THROUGH PREVENTION & CONNECTION

Strengthening our community's well being by **promoting the importance of mental hygiene** is how Aspen Strong helps combat addiction, crisis, and the high suicide rates in our valley. Aspenstrong.org is our virtual tool for community connection to resources and building emotional literacy among our residents. **In 2020, over 10,434 visitors accessed support for their mental health.**

1. MENTAL HEALTH SCREENINGS

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.

183 Mental Health Screenings (5,438 to Date)



Community Mental Wellness

2. PROVIDER DIRECTORY

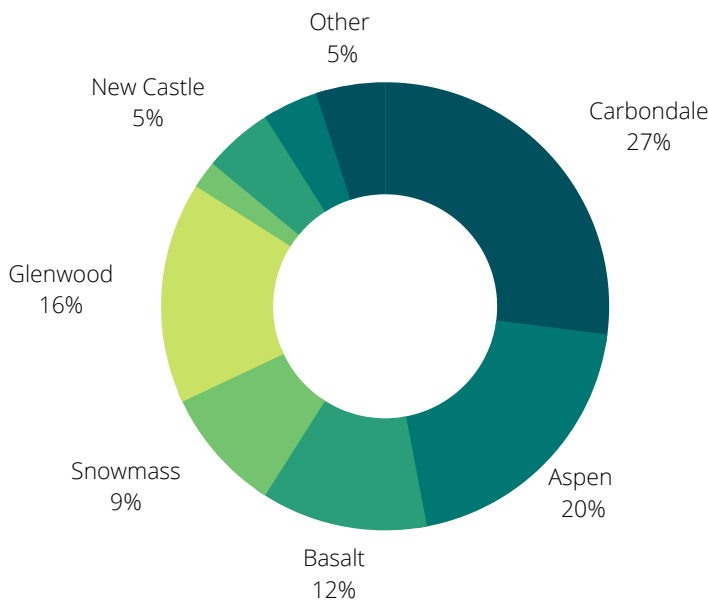
Aspen Strong recognizes much of our value is in our ability to *CONNECT* the resources to support our community in identifying gaps in the spectrum of services and providing that data to our local governments. We also act as a referral agency for you or for businesses and professionals looking to support their clients and staff. Since 2014, we have sought to do just that by creating an online, anonymous, and searchable directory. Currently, our provider directory includes **148 mental health providers and 23 organizations.**

- Newsletter circulates to 1,780 People
- 4,749 social media followers
- Audience Demographics
 - Location: 28% Aspen, 9% Carbondale, 6% Basalt, 5% Glenwood Springs
 - Age: 26% 25-34, 38% 35-44, 21% 45-54



3. EMOTIONAL TOOLKITS

Aspenstrong.org hosts **toolkits for youth, the general public, and workplaces** providing tips and tools to boost emotional literacy on a variety of issues. These resources provide the tools to help reduce stress and build resilience towards the everyday emotions involved in achieving mental wellness. They also provide **Loved One's** of people who are struggling find the tools needed to understand their stress & disposition in order to play an active part in their recovery. **Our toolkits were accessed over 235 times in 2020.**



4. MENTAL HEALTH FUND

Aspen Strong contributed **\$3,500** to the valley's mental health fund in 2020. The fund, located at the Aspen Community Foundation, distributed **\$81,775** throughout the valley supporting **103** therapy sessions. **The average amount awarded to an individual seeking financial aid was \$1,090 for an average of 10 mental health sessions.**

Community Mental Wellness

1. MENTAL HEALTH COORDINATION TEAM

The public and mental health organizations from Aspen to Parachute, lead by Aspen Strong, came together to form the Mental Health Coordination Team to support our people struggling with **stress, anxiety, depression, and fear during COVID-19**. This effort is joined by Mind Springs Health, The Hope Center, Pathfinders, Mountain Family Health Centers and is supported by Pitkin County, City of Aspen, Garfield County and Eagle County. The group meets bi-weekly to share and collaborate on mental health resources and messaging for our valley. **A wealth of information can be found at [aspenstrong.org/covid-19](https://www.aspenstrong.org/covid-19).**

The "We Are Here For You" campaign brought **1,019** people to our COVID-19 resource page during the 4th quarter of the year, **43% of visitors** came from print, digital and ad copy placed for the campaign. Here people were able to access information about navigating mental health during COVID-19 and find the resources available to them within the valley.

"Aspen Strong really stepped up their engagement with key mental health partners in 2020 during this difficult time. Their website with mental health tips, resources, and information on training for local providers across the region are a great asset for our community. We appreciate their leadership and we look forward to a continued partnership in the years ahead."

-Matt McGaugh - Pitkin County Health & Human Services

2. SCREEN OUR TEENS

With so many parents reaching out to us in 2020 about how to help their teenage children cope through the pandemic and with teenage depression and suicide ideation on the rise due to the national crisis we created our TEEN INITIATIVE and began reaching out to the local high schools. The outcome is Aspen Strong will present mental health education and advocacy presentations within our schools and establishments to get our youth talking, recognizing signs and symptoms, and realizing they are not alone.



Community Mental Wellness

3. SPEAKER SERIES

Born out of the pandemic, our Speaker Series features monthly virtual events that focus on an array of issues that are relevant to our community. Topics have included Parenting During Covid, Resilience in the Face of COVID, Pandemic Fatigue, and relationship and addiction issues. The events highlight different mental health care providers and their specialities. This series is free and ongoing to our community.

4. TIME TO TALK

Our Mental Health Support Group, Time to Talk, began in 2020. It is a free space where community members can listen and share stories of their mental health journey's in a safe and confidential environment. The group is hosted on the second Wednesday of every month by Lawrence Altman, Co-Founder of Aspen Strong, and Andy Godfrey, Board Member & Treasurer. Both have endured their own personal traumas and find healing in helping others.



"Accepting mental health struggles rather than burying them can make a life-changing (and even live-saving) difference." - Lawrence Altman, Co-Founder of Aspen Strong



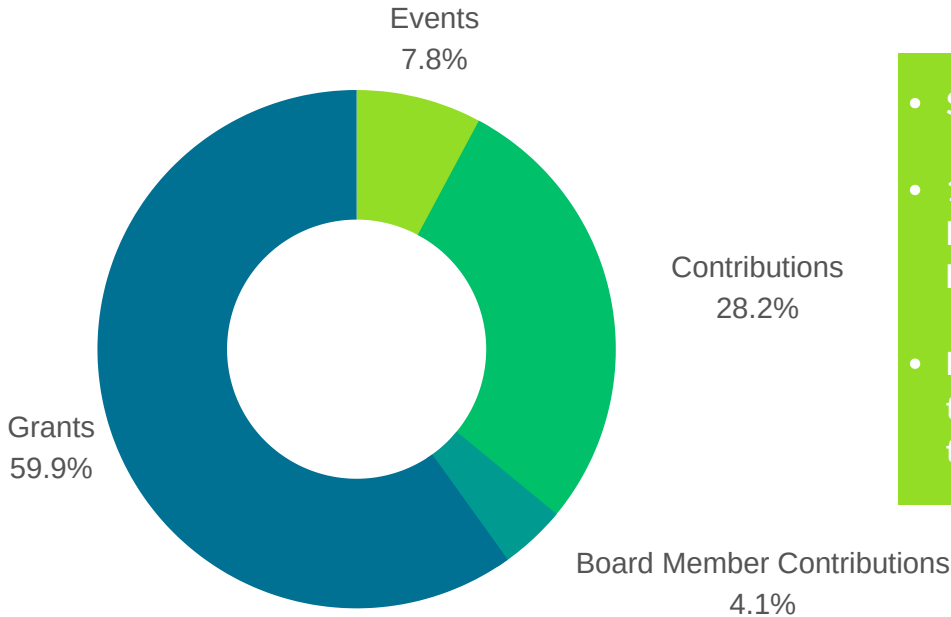
6TH ANNUAL HIKE HOPE HEAL

For the first time, in 2020 our annual hike went virtual. 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, 405 hikers have helped raise \$105,142.63 to support both Aspen Strong initiatives and the Mental Health Fund. **In 2020 the hike raised \$6,383 from 64 participants.**

Community Mental Wellness

FINANCIALS

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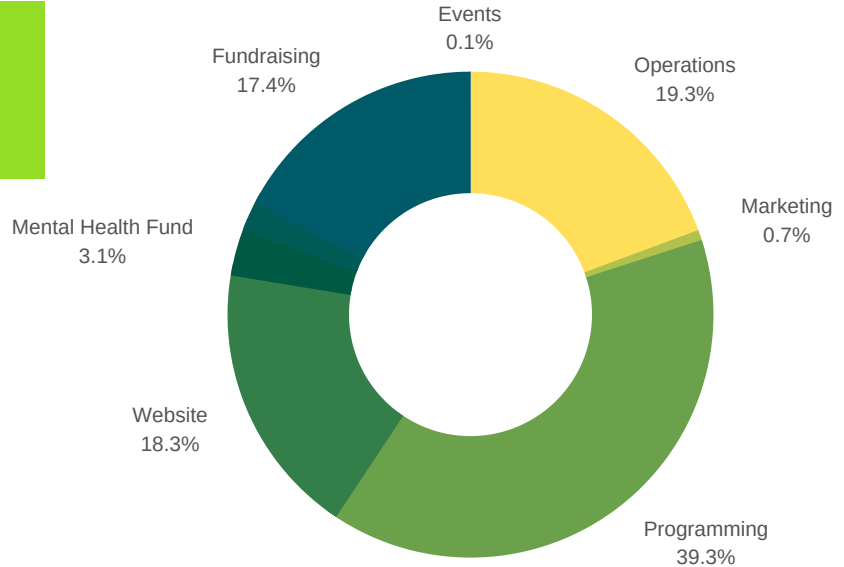


- \$74,828 was earned in 2020.
- 15% of all donations were gifts of less than \$500 from 31 households.
- Hike Income supported 56% to the Mental Health Fund and 44% to Aspen Strong Operations.

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PROGRAMS 39% OPERATIONS 19%

Total Programming expenses account for 39% or \$40,745 of overall expenses.



Community Mental Wellness

SPECIAL THANKS

DONATIONS OVER 1K

Lawrence Altman
John P. McBride
William Stolz
Firman Fund
Dubose Family

DONATIONS OVER \$500

Robert C. Gilbert
Arches Foundation
Tom & Darlynn Fellman
The Midwesterners

DONATIONS OVER \$100

Cara David
Mark Tache
Kate King
David Osborne
Thomas Salemno
Lawrence Hubbard
Frank J. Butch
Linda Gardner
Michael Ballard
Edith Bolla
Win Health Institute
Russell Swetter
Equus Private Wealth
Charlene Guggenheim
Emily Ingardia
Drew Ingardi

HIKE SPONSORS

Coventure
Hotel Jerome
Lyndsey Haynie PA-C
Limelight
Ajax Tavern
Aspen Flight Academy
Marble Distillery
Aspen Learning Center
Andrew Turchin, DMD
Crystal Rich-Phillips
Taylor & Tessier

HIKE SPONSORS CNTD.

Aspen Mobile Hair
O2 Aspen
Sacred Skin Studio
Aspen Barber Shop
Erica Kleiman Designs

GRANTS

Pitkin County Health & Human Services
Snowmass Village Rotary Club
Aspen Community Foundation
City of Aspen

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Angilina Taylor, Executive Director

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