

NATIONAL
COUNCIL
*for Mental
Wellbeing*

**BETTER
MENTAL
WELLBEING
*Starts Here***

A Case for Support



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ANSWER *the Call for Care*

Dear Friend,

For 56 years, the National Council for Mental Wellbeing has worked to ensure everyone has access to high-quality, comprehensive mental health and substance use care.

Today, the need has never been greater. Across the country, people in crisis are being turned away because the system is stretched beyond its limits.

That's why we partner with providers, advocates and communities to expand access, strengthen the workforce and push for bold, life-saving policies.

It's why we help clinics serve more people, train individuals to offer lifesaving support and develop innovative solutions to meet urgent needs.

But our vision can't become a reality without your help.

Behind every program, every policy win and every person reached, there's a community of supporters who make it possible — people just like you.

When you partner with the National Council, you empower more than 3,200 member organizations that serve over 15 million children, adults and families.

You also help grow the workforce, turn awareness into real action, and bring care, dignity and hope to communities nationwide.

Together, let's break down systemic barriers, reach more people in need and build a future where mental wellbeing can be a reality for all.

Please help us meet the moment. Thank you for standing with us.

With gratitude,

Charles Ingoglia

Chuck Ingoglia
President and CEO
National Council for Mental Wellbeing



TIPPING POINT: *Mental Wellbeing in America*



Rampant overdoses. Rising suicide rates. Crisis response that comes too late. Out-of-reach treatments. Limited access to medication. Unaddressed trauma. Nonexistent recovery paths. Provider shortages. Growing stigma. Crushing loneliness.

These are just a few of the harrowing challenges millions of people face every day, and communities are struggling to keep up. Our health care system is pushed to the breaking point. Safety nets are failing. Facilities are overburdened and underfunded. The workforce is burning out and shrinking. Emergency rooms are turning people away.

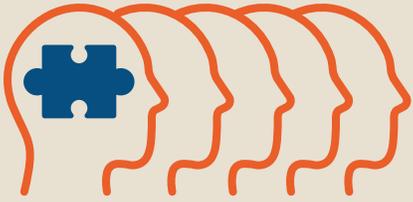
Behavioral health challenges don't wait — but too often, care does.

Despite overwhelming need, nearly 30 million people still lack access to mental health and substance use treatment. These aren't just numbers. They're our neighbors and coworkers. Friends and family. Parents desperate to find therapy for their children. Teenagers in rural communities with nowhere to turn. Adults battling substance use in silence.

Our nation is in the midst of a mental health and substance use crisis, one that threatens the wellbeing of entire communities and future generations. This is real. It's everywhere. But there is hope — and there is help. You can help us deliver both.



WHEN CARE ISN'T THERE

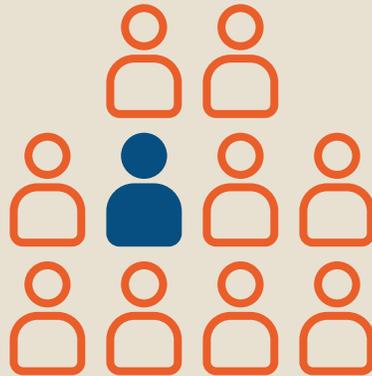
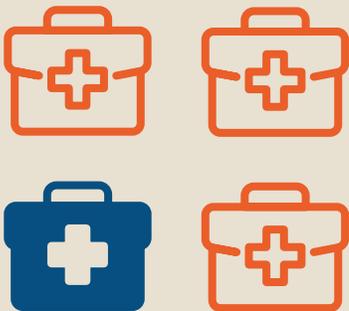


1 in 5
adults experience
mental illness each year



1 in 3
Americans live in areas
with too few mental health
providers

Nearly **1 in 4**
providers turn patients
away due to limited
funding and resources



Only **1 in 10**
people with a substance
use disorder receives
treatment



Over **50%**
of those with mental illness
avoid treatment because of
stigma



ADVOCATING *for* Access



More than 60 million U.S. adults experience mental illness, substance use disorder or both each year — but not everyone gets the care they need. Help us make their voices heard.

When Zoe Frantz (pictured second from left) stood on the steps of Capitol Hill, she wasn't just representing her organization — she was speaking for every person in her community who had struggled with mental health or substance use and couldn't get the help they needed.

That included someone close to her: a family member battling opioid use disorder at a time when Medicaid in Indiana didn't cover treatment. Zoe's testimony helped bring attention to the issue, adding a powerful personal voice to the broader push for coverage.

As president and CEO of the Indiana Council of Community Mental Health Centers, a National Council member, Zoe was able to sharpen her advocacy skills and amplify her voice through Hill Day, our signature advocacy event.

"People sometimes think you need to be a doctor or a lawyer to speak to policymakers," she said. "But I learned that what matters most is your story and how you use it."

In 2024, Zoe joined hundreds of advocates in Washington, D.C., to meet with legislators, share her story and push for policies that expand access to care. For her, the event was more than empowering. It was a powerful reminder of the impact of lived experience, collective action and raising your voice for those who can't.

“I walked away from Hill Day with a whole new sense of confidence,” Zoe said. “Advocacy isn’t about knowing all the answers. It’s about caring enough to speak up.”

Through grassroots initiatives like Hill Day, we’re closing the gap between communities and Congress, helping lawmakers see the real-world impact of their decisions. By elevating lived experience and empowering frontline leaders, we’re shaping policy, influencing legislation and advancing laws that improve lives — a mission at the heart of everything we do.

For 56 years, we’ve led the charge to make mental health and substance use care more accessible. From helping launch the 988 Suicide & Crisis Lifeline and expanding telehealth services to securing Medicare reimbursement for mental health counselors and marriage and family therapists, we’ve transformed how care is delivered and who it reaches.

But there’s more to do. High costs, outdated regulations and workforce shortages are still barriers. That’s why we remain committed to advocating for the people, programs and policies that make care possible. With your support, we’ll keep building stronger systems, smarter solutions and a future where everyone has access to the care they need.

OUR ASK: Help us turn policy into progress. Your donation powers the advocacy and outreach needed to expand access to care. With your support, we can raise the volume on critical issues, drive smarter policies and create lasting change.

ADVOCACY IN ACTION



Billions
in federal funding
influenced



40,000+
messages sent to
Congress in 2025



\$600K
in COVID-19 relief
for members



100%
of U.S. Congress
reached in past year



500+
Hill Day 2024
attendees



VOICES FOR CHANGE

Advocacy begins with education. We invest in communities by teaching people how to raise their voices for the causes they care about. Our Advocacy Handbook, for example, offers practical tips and proven strategies for engaging with lawmakers. Download a copy to learn more!



WHEN Care Can't Wait



Nearly 1 in 4 behavioral health providers turn away patients due to inadequate funding and limited treatment options. Help us open more doors to care.

For many rural Americans, care is simply out of reach. In places like Fallon, Nevada, low incomes and lack of transportation make it hard to access mental health and substance use treatment. Long travel times, too few providers, stigma and unstable insurance often lead to untreated conditions and unnecessary suffering.

That's why we created the Certified Community Behavioral Health Clinic (CCBHC) model, a groundbreaking solution that ensures timely, coordinated care is available to everyone, no matter their income, location or insurance status. By expanding services, growing provider capacity and integrating support, CCBHCs remove barriers to treatment.

For years, staff at New Frontier Treatment Center did everything they could for the Fallon community, but limited funding kept their impact small. That changed in 2017, when the National Council member became a CCBHC, transforming from a small treatment center into a one-stop shop for affordable and accessible care.

CARE WITHOUT LIMITS

Becoming a CCBHC has been a game-changer for New Frontier. Discover how the designation is helping them strengthen their community!



“We’re not just the drugs and alcohol place [anymore],” said Clinical Director Kacey Chu. “We’re mental health, psychiatric care, women’s services, peers and case management. Anything you can think of in the behavioral health world, we can now provide.”

When the system fails, people suffer. With the CCBHC designation, providers like New Frontier can expand their workforce, serve more individuals and offer a broader range of services, resulting in faster access and better outcomes. That means more people receive the care they need, when and where they need it.

Expanding CCBHCs nationwide isn’t just a goal — it’s a movement to redefine care. From guiding clinics through certification to offering ongoing support, we’ve helped hundreds of providers meet rising demand, relieve pressure on emergency systems and change lives. With your support, we can empower even more clinics to do the same.

OUR ASK: When you give, you help us bring CCBHCs to new communities, opening doors to life-changing treatment for more people in need. Your donation will help us transform under-resourced clinics into fully equipped, sustainably funded hubs of care.

INNOVATION AT SCALE



3M+
people served by
CCBHCs nationwide



495
CCBHCs across 46
states and territories



40%
of U.S. counties have
a CCBHC presence



81%
of CCBHCs are National
Council members



11,292
new staff were hired
through CCBHCs



\$385M
in grant funding for
CCBHC expansion



GROWING *the* Workforce

Nearly 122 million Americans live in a designated mental health professional shortage area. Help us build the workforce communities urgently need.

More than one-third of Americans can't access timely mental health and substance use care — a crisis driven by a shrinking, under-resourced workforce. Providers are struggling to stay afloat amid staffing shortages, high turnover, burnout and low wages. Without meaningful support, the gap between demand and delivery will continue to grow.

We're taking bold steps to close that gap. Through our Mental Wellbeing Academic Practice Alliance, we're creating new pathways into the field. Our Center for Workforce Solutions convenes stakeholders to tackle the workforce crisis head-on. And through the National Mental Health Workforce Accelerator Program — our partnership with Kaiser Permanente — we're helping early-career clinicians overcome licensure hurdles.

These efforts are reflected in the experiences of people like Ale “Maria” Cisneros Zavala, MSW, LSW, a school-based therapist and first-generation college graduate. As a participant in the Accelerator’s Candidate Ambassador Program — designed to amplify clinical voices and support career growth — Maria received more than strategic direction from health care leaders. She found clarity, confidence and connection.

“The Accelerator program is a life-changing experience,” she said. “It’s not just about professional development — it’s about discovering your voice, your power and your purpose. You’re supported by mentors and peers who truly see you, and you gain new tools to show up more fully in your work, in your community and for yourself.”

The program helped Maria clarify her goals, build clinical confidence and navigate the licensure process at a pivotal point in her career. It also gave her space to reflect on her identity, purpose and how to show up authentically in her day-to-day work — grounding that strengthened her resilience and intention during clinical hours.

“It’s been a transformative part of my journey,” she said. “The program provided me with the professional guidance and emotional support I needed.”

Our commitment to the workforce goes beyond direct support — it powers our advocacy. From Capitol Hill to community clinics, we champion state and federal policies that improve reimbursement rates, remove barriers to employment and payment, support value-based care, enhance recruitment and retention, and build a strong pipeline for the future.

Because a strong workforce is the backbone of a strong system. When care is out of reach, the effects ripple across families, neighborhoods and entire communities. That’s why we’re investing in the people who make care possible and calling on others to do the same. Their work changes lives. Our support can, too.

OUR ASK: The workforce crisis is keeping people from getting care. Your donation will help us make sure access to treatment isn’t limited by access to providers. Together, we can support those on the front lines and ensure no one is left behind.



WHERE THE WORKFORCE GROWS

We’ve educated the workforce for more than five decades, most notably through NatCon, our annual conference that brings thousands of health care professionals together for three days of learning, skill-building and growth. See for yourself!



DID YOU KNOW?



1 in 3
Americans live in
provider shortage areas



9,400
behavioral health professionals
per 100K people



30-40%
annual turnover among
mental health clinicians



70%
of counties lack a child or
adolescent psychiatrist



32
specialists per
1,000 people
with behavioral
health needs



93%
of behavioral
health workers
report burnout



BREAKING *the Silence*

More than 50% of people with mental illnesses avoid treatment due to stigma, and 42% don't seek help because they don't recognize their condition. Help us change the conversation.

At just 13, Miosotys Santiago was already battling trauma, depression and a suicide attempt that led to a psychiatric stay. Years later, she narrowly escaped the North Tower during the 9/11 attacks, but her fiancé wasn't so fortunate. These experiences might have left only lasting scars — but instead, they shaped a survivor determined to turn pain into purpose. “I’m thankful for the gift of life,” she says, “and the healing I’ve fought for.”

During these difficult times, Miosotys could have used a helping hand. She wonders how her life might have changed if Mental Health First Aid (MHFA) had been available in her youth. MHFA is a skills-based course offered by the National Council that teaches people how to recognize and respond to signs of mental health and substance use challenges in themselves and others. “It could have saved me from so much pain,” she says.



A CAMPUS COMMITMENT

Suicide is the second-leading cause of death among youth ages 10-24, yet many people don't know how to help someone in crisis. Discover how UNC-Chapel Hill is using MHFA to empower students, faculty and staff to support individuals in need.



By getting trained in MHFA, Miosotys learned how to manage her PTSD and depression, and she began to embrace her healing journey with intention. The training gave her more than just practical skills — it gave her hope, purpose and a way to help others break the stigma surrounding mental health. Now a certified MHFA Instructor, Miosotys draws on her lived experience to foster a safe, supportive space in her community.

“The MHFA community has equipped me with the tools to support others, fostering an environment of love, care and kindness, which is so important for breaking generational patterns and improving mental health on a broader scale,” she said.

Since introducing MHFA to the U.S. in 2007, we’ve empowered thousands of Instructors like Miosotys to train more than 4 million people nationwide. Our

various courses — from Youth MHFA to MHFA at Work — are helping communities and organizations identify and address mental health and substance use challenges before they escalate.

And they work: 76% of participants report feeling more confident in identifying the signs of a mental health or substance use challenge, and 80% say they’re more likely to talk about mental health with someone who may be struggling. Across the country, MHFA is breaking down stigma and building understanding. Your support makes that possible.

OUR ASK: Your support enables us to bring MHFA trainings to more communities, improve our curriculum and grow our network of responders. Help us create a future where 1 in 15 Americans is trained, ensuring everyone has someone to turn to in times of need.

MHFA IN MOTION



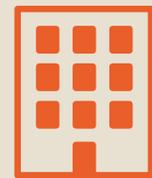
4M+

people in the U.S.
trained in MHFA



1 person

trained in MHFA every
25 seconds in the U.S.



8,000+

organizations offer
MHFA



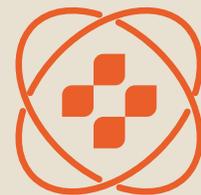
700

schools nationwide offer
teen MHFA



45+

peer-reviewed studies
validate MHFA effectiveness

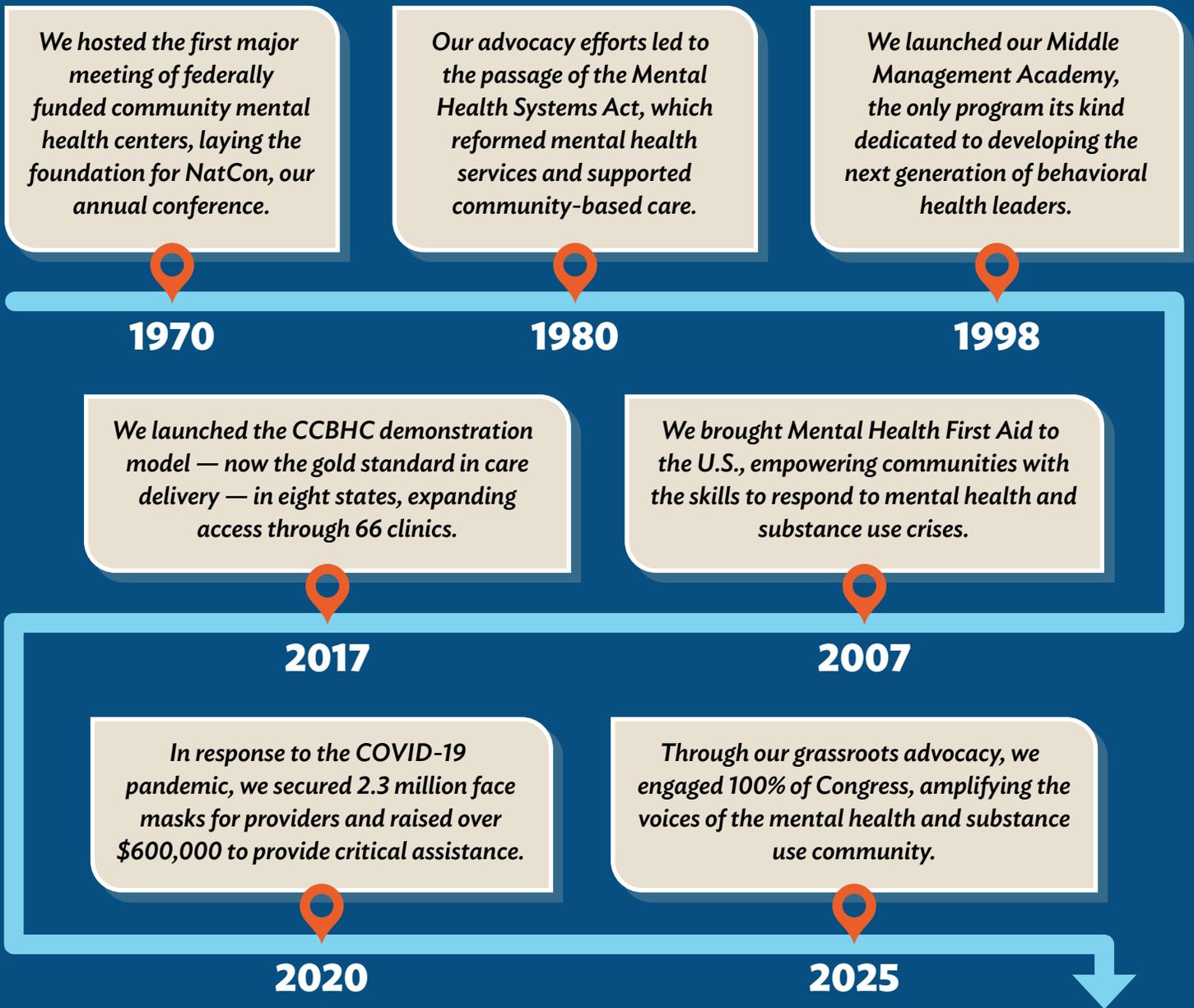


90%

used MHFA skills within
six months of training

A TRACK Record of Success

When it comes to shaping the future of care, we don't just have a seat at the table — we are the table. Serving on the frontlines since 1969, we have a proven track record of expanding access, enhancing quality and breaking down barriers. Here are a few milestones that demonstrate our impact:



From helping pass landmark legislation like the Excellence in Mental Health and Addiction Treatment Act to training more than 4 million people in Mental Health First Aid, we've come a long way since our founding. Explore our history to learn more!



EVERY DOLLAR Makes a Difference

When you donate to the National Council for Mental Wellbeing, every dollar is put to work expanding access to mental health and substance use prevention, treatment and recovery. Here are 10 ways your generosity powers our work at every level:



1. CHAMPIONS bold advocacy to protect care and drive lasting reform.



6. STRENGTHENS the workforce with new pathways into the field.



2. REDUCES stigma so more people feel safe reaching out for help.



7. EXPANDS our reach and deepens roots in local communities.



3. BRINGS Mental Health First Aid to more schools, workplaces and communities.



8. SCALES up training, education and public awareness nationwide.



4. DELIVERS critical care to underserved communities and rural areas.



9. ADVANCES research, practice and policy that move the field forward.



5. DEVELOPS the next generation of mental health professionals.



10. MOBILIZES grassroots power to turn awareness into action.

Mental wellbeing is a state of thriving. It is the foundation of living a strong, healthy and fulfilling life. We believe that mental wellbeing is achievable for everyone — including individuals living with or recovering from a mental health or substance use challenge. Help us put more people on the path to mental wellbeing by scanning the QR code or contacting us at Donate@TheNationalCouncil.org.



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