



## 2021 Annual Report

***BEACON TREE FOUNDATION'S MISSION IS TO BE AN ADVOCATE FOR FAMILIES WHO HAVE CHILDREN STRUGGLING WITH MENTAL ILLNESS BY FOCUSING ON EDUCATION, ACCESS TO SERVICES, AND THE ABILITY TO PAY FOR THOSE SERVICES.***

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# To Our Stakeholders

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# To Our Stakeholders

## A Letter from the Founders

As we reflect on this past year in which we celebrated Beacon Tree Foundation's 14th anniversary, we also must look to the future. We came through a year of adversity and challenge. COVID 19 has changed the landscape and we are proud that Beacon Tree Foundation was able to move forward and continue to support families and their children with mental illnesses. Diana and I offer our sincere thanks to all those who supported our cause. Those of you who stood by us as we fought to gain momentum, your commitment has brought hope to many families. We invested in improving our processes and increasing our ability to communicate and touch the community.

2021 we recommit with the same passion with which we began the foundation at its announcement at our daughter's graduation from Aulder Academy in North Carolina in May of 2008. We must build on that first scholarship awarded to a graduating senior who had overcome their issues and were on their way to college. The foundation did not have the money to cover that scholarship, but we had faith that we would find a way. In the first three years, we awarded 20 scholarships to graduating high school students from upstate New York to Birmingham, Alabama at five therapeutic boarding schools. That was the beginning. That same faith guided us to greater accomplishments over the next years.

### Why Beacon Tree Foundation exists:

Beacon Tree Foundation advocates for families with children who struggle with mental illness. Our purpose is to create an environment in which all children with mental illness get the help they need, when they need it, and ensure that families can afford access to this critical care. The families we serve in Central Virginia need help to overcome barriers to treatment for childhood mental illness. We have yet to fully realize the impact of COVID-19 on the mental health of children; however, our community has already seen increased demand for treatment and support. COVID-19 is increasing trauma reactions for children struggling with isolation, anxiety, and loss of safe space and nurturing connections at school, especially for those who experience abuse or neglect at home. Professional support and family therapy are even more essential now as parents are similarly struggling. We expect there will be a long-term increased need for mental health services for both children and adults even after the pandemic is "over," especially as more people both recognize and are willing to talk about the devastating and lasting effects of mental illness on our youth.

Since young people often cannot advocate for themselves or even know how to ask for help, families are their lifeline. In spite of the spotlight on the current mental health crisis for young people during COVID-19, parents and families still feel tremendous shame about mental illness. It takes courage to

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ask for the help your child needs, and their healthy growth, development, and lifelong success can suffer if mental health conditions are not identified and appropriately cared for.

The heart of our work seeks to change the way mental health challenges are viewed and addressed in our community. Our services are unique because we offer families the freedom to choose any provider; we don't limit access to "in-network" providers or have affiliations with insurers, medical systems, or private practices. We have established relationships with qualified health care professionals to provide lower-cost pediatric mental healthcare to families with demonstrated needs. Provider discounts also allow our philanthropic dollars to stretch further. Even privately-insured families struggle to afford specialized pediatric mental health care because Virginia insurance companies often do not cover it. Our referral network of providers is vetted by our medical review panel for essential qualifications to ensure a child's treatment is expert, ethical, and appropriate.

As parents, Diana and I struggled to cope and get care for our three daughters who were diagnosed with depression. We experienced fear and frustration trying to understand our daughters' challenges, navigate the mental health community, and find resources to help pay for treatment. We persevered through our ordeal together, and ultimately our daughters received the care and treatment they needed to grow into healthy young adults who are leading productive lives. Unfortunately, many families do not recover from the enormous emotional toll and financial burden of treating mental illness. We know many family stories don't end as well as ours. Our programs seek to enable many more children to thrive and have a happier ending to their story.

We believe Beacon Tree Foundation is ready to expand our programs and capacity and are pursuing new avenues of support. We would appreciate an opportunity to speak with you, at your convenience, as we prepare to submit proposals to those who would like to partner with us in this work. We look forward to hearing from you. Mental health problems affect more than one in five young people at any given time, and the vast majority of those dealing with these emotional and behavioral disorders are not getting the help they need. Most mental illnesses present during a child's development, with fifty percent of lifetime diagnoses occurring in the mid-teens and with a U.S. median age of onset of 14. Although symptoms occur during the two years prior to meeting diagnostic criteria, treatment lags diagnosis by an average of 10 years. Mental health conditions have life-long effects that include high psychosocial and economic costs, not only for the young people, but also for their families, schools, and communities.

More disturbing is the reality that only 25% of those children are ever diagnosed and treated. So you have to ask yourself, what happens to the other 75? The answer is even more disturbing: the juvenile detention population, the homeless youth, the epidemic of drug addiction and suicide, and yes there is

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a whole population of youth who grow up thinking that it's normal to feel bad about themselves and the world they live in. Over 50% of our prison inmates suffer some mental or emotional illness that contributed to their incarceration. Experts tell us had those people been identified and treated at a young age, 75% of those men and women would be productive citizens. This country spends 38 billion dollars a year keeping people in prison. Consider if we spent some of the \$38 billion on preventive mental health care?

On an individual level, mental health and substance use conditions interfere with a young person's ability to accomplish developmental tasks, such as establishing healthy interpersonal relationships, succeeding in school, and preparing to participate in the workforce. Left unaddressed, children's mental health issues can worsen over time and lead to high rates of violence, substance abuse, and academic underachievement in the middle school years—setting the stage for lifelong difficulties. But research also shows that early

intervention can prevent significant mental health problems from developing and stunting a child's development. And intervention that leads to effective treatment can reduce the risk of such consequences.

According to the Institute of Medicine, early identification, accurate diagnosis, and effective treatment of mental health or substance use conditions in school-aged young people can alleviate enormous suffering and heartbreak and help young people to benefit from their education and to lead productive lives. For early identification to have any value, public and private resources must be available to assure effective treatment.

We believe there are three barriers that hinder a family from accessing children's mental health services: (1) education: Understanding mental illness is the first step and one that requires better and more frequent information to the public and education is a driver in addressing. For the individual family, it demands a great deal of courage to stand up and say your child has a mental illness and needs help. There is a huge amount of shame and guilt. (2) access to services: If parents are brave enough to come forward and seek help, where do they go to find what's appropriate and available? (3) funding care: Private insurance covers very little or you have to qualify for Medicaid. The cost of even an initial psychological evaluation can deter a family from seeking help for their child.

## **Our Purpose:**

Our purpose then is to create an environment in which all children with mental illness get the help they need when they need it, to provide seamless access to mental health resources and avoid acute crises. Educational initiatives, such as the Trees of Hope, remove the stigma, so families feel safe in pursuing services for a mentally ill child.

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By supporting the Children's Mental Health Resource Center, and publication and distribution of a service directory in partnership with the Healing Connector, provide quick and easy access to appropriate service providers.

Providing gap funding services through our Family Assistance Program we ensure that families whose children need treatment have the financial resources to complete that treatment.

## **Our Vision:**

As we look to the future, based on guidance in the Surgeon General's Advisory, Fall 2021, we will:

1. Expand our Family Assistance Program, as Beacon Tree Foundation's supplemental funding for support of psychological assessments, intensive in-home therapy not covered by private insurance
2. Increase public support and participation in Trees of Hope as our major community outreach program
3. Continue to support the Children's Mental Health Resource Center
4. Increase the distribution footprint for the Healing Connector directory of services
5. Implementation of an elementary school level program providing early identification of potential behavioral health issues, education and training for teachers and staff, and a staffed safe room for children who need to leave the classroom to decompress and recompose

## **2022 Goals:**

1. Further develop Financial Resources
2. Assess performance against mission and key program priorities; improve board performance
3. Build/enhance the reputation of the organization with stakeholders & community
4. Explore opportunities to partner with other non-profit organizations
5. Begin research and development of the elementary school program

Beacon Tree Foundation is committed to creating an environment where every child receives seamless and integrated medical care. We can have a positive impact on the youth suicide rate, juvenile detention population, the numbers of homeless youth, drug and alcohol addiction, and the overall quality of life for thousands of young people who are mentally ill or emotionally disturbed.

**Tom and Diana Leahy**  
**Founders**



# To Our Stakeholders

## The Year in Review

Motivated by the mental health struggles of their three daughters, Tom and Diana Leahy of Midlothian VA founded Beacon Tree Foundation in 2008. They experienced the fear and frustration of trying to understand the illness, navigate a broken mental health system, and find resources to pay for treatment.



## Our Programs Address the Need for:



One of many tabling events in 2021

**Education** – getting out there and talking about mental health and giving people resources they can utilize. It can be anything from presentations and documentary movie screenings to tabling at health fairs and other events. It's about reducing the stigma associated with mental illness so families feel safe in talking about it and asking for help.

Through our partnership with the Healing Connector, we published and distributed 2000 service directories in the Richmond area, furthering both education and access.

**Access to services** – Our commitment is to help families who are actively seeking help for a child by funding mental health assessments when income, insurance, or Medicaid fall short of covering expensive interventions. The creation of the Children's Mental Health Resources Center and the continued support of that service through the Virginia Treatment Center for Children and monetary support for the CKG Foundation, we have provided a gateway to the mental health community for Virginia Families. Facilitating access to appropriate providers and shorting the time for appointments is critical to helping children who are in crisis.

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**Family Financial Assistance** – With your support, Beacon Tree is helped seven families and their children access mental healthcare by directly funding the necessary evaluations and other services. Here are stories from the caseworkers whose applications were approved for Beacon Tree funding: *(Identifying information has been changed/removed to protect identity)*

A male child is receiving trauma focused therapy. He is in need of testing due to issues in the home and the risk of further transitions in foster care placement due to his behaviors. He has a trauma history due to abuse and neglect. They have been in DSS care for about year, with goal changed to adoption. Natural family members are probably not candidates to adopt due to disclosures he made in session. He self-harms to soothe himself, banging his forehead with his fists, and almost always has a bruised forehead. He pretended to cut off his penis but reported that he did that because "someone" told him that if he told anyone they would cut if off and make him a girl. Client stabbed his younger brother in the head with scissors, so that child is placed elsewhere. There are also concerns of developmental delays due to the type of abuse that he has experienced.

**Beacon Tree helped pay for his psychosexual evaluation**

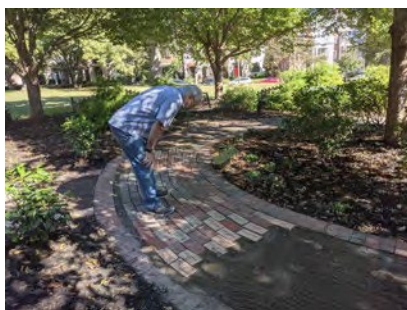
A 3-year-old boy who was removed from biological parents due to abuse/neglect in the home. He witnessed and received physical abuse during this time. Biological parents refused to allow child to continue therapy. Child transitioned to live with caretaker (grandmother) about 2 months ago after biological parents refused to return him from visitation. Child experiences night terrors (crying/hitting in his sleep) on a daily basis, including naptime. He won't sleep by himself and will cry when he is left alone even when caretaker is within sight. He hides when people yell and jumps when he hears loud noises. Child will cry though nothing can be found to be wrong. Child also has very limited speech and shows developmental delays.

**Beacon Tree helped for his psychological evaluation**



# To Our Stakeholders

## Activities



Our annual **Memorial Brick Installation Ceremony** was held at our Trees of Hope garden at the Round House in Byrd Park on September 24th. During the ceremony, we shared stories of loved ones, reflect on their lives, and pray for those we have lost or those who continue to struggle. After the bricks were blessed and installed families in attendance had the opportunity to share a few words about their loved ones.

Your donation will assist us in providing financial support to families who can't afford the evaluation or treatment their child needs. You can honor a life lost by saving another in their name.

Engraved bricks may be purchased at any time during the year. Funds from the purchase of bricks go toward our Family Grant Program.



This year, due to Covid 19, we lost many of our fundraising opportunities. On Sunday, August 16th, we partnered with Tim Wilson, owner, and performer of Bluenote DJ, to host a **performance virtual fundraiser on Facebook**.

## Mental Health Panel at Markel Corporation



Focusing on positive outcomes, on May 5<sup>th</sup> we participated in a **panel discussion** about mental illness for some 200 employees of the Markel Corporation. It was well-received by all and there is an expectation that it will be an annual event each May. The first Thursday in May is Children's Mental Health Awareness Day. Markel was gracious enough to make a generous donation for which we are very appreciative.

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## Powhatan Rotary

In June we provided a presentation for the Powhatan, Virginia Rotary Club. We shared a PowerPoint presentation virtually for the group and were invited to submit a request for financial support.

The Virginia Society of Association Executives selected Beacon Tree Foundation as their non-profit to benefit from their Holiday Fundraiser on December 11<sup>th</sup>. Tom Leahy addressed the group.

## How You Can Help

Give a little something monthly, that way it won't hurt your bank account and with a lot of people participating, we can maintain a steady stream of funding for our programs and be able to help more children in need.

The way we figure it, **everyone can give \$25 a month which is equal to five cups of coffee from a coffee shop.** So we're asking you to pledge \$25-\$100, at least the equivalent of five cups of coffee per month, automatically. You can do this in one of two ways. Use our online credit card form online at [BeaconTree.org](http://BeaconTree.org), click the yellow donate button at the top, and fill out the form as you see below. You can choose an amount or make up your own, for example, if you want to \$35 a month.



**Beacon Tree Online Donation Form**

Please use our online form to make your donation today to help youth overcome mental health challenges!

**Amount \***

☐ \$100

☐ \$50

☒ \$25

☐ \$200 - Memorial Brick

☐ \$

**Donation Schedule**

☒ One Time

☐ Monthly

☐ Quarterly

☐ Annually

Donation would you like to make?

**Person's Name or Message**

The other way to do this is through Billpay, have Billpay send a monthly check to organizations you support automatically.

Of course, we'll also take an annual donation the old-fashioned way, too! Just use the enclosed envelope.

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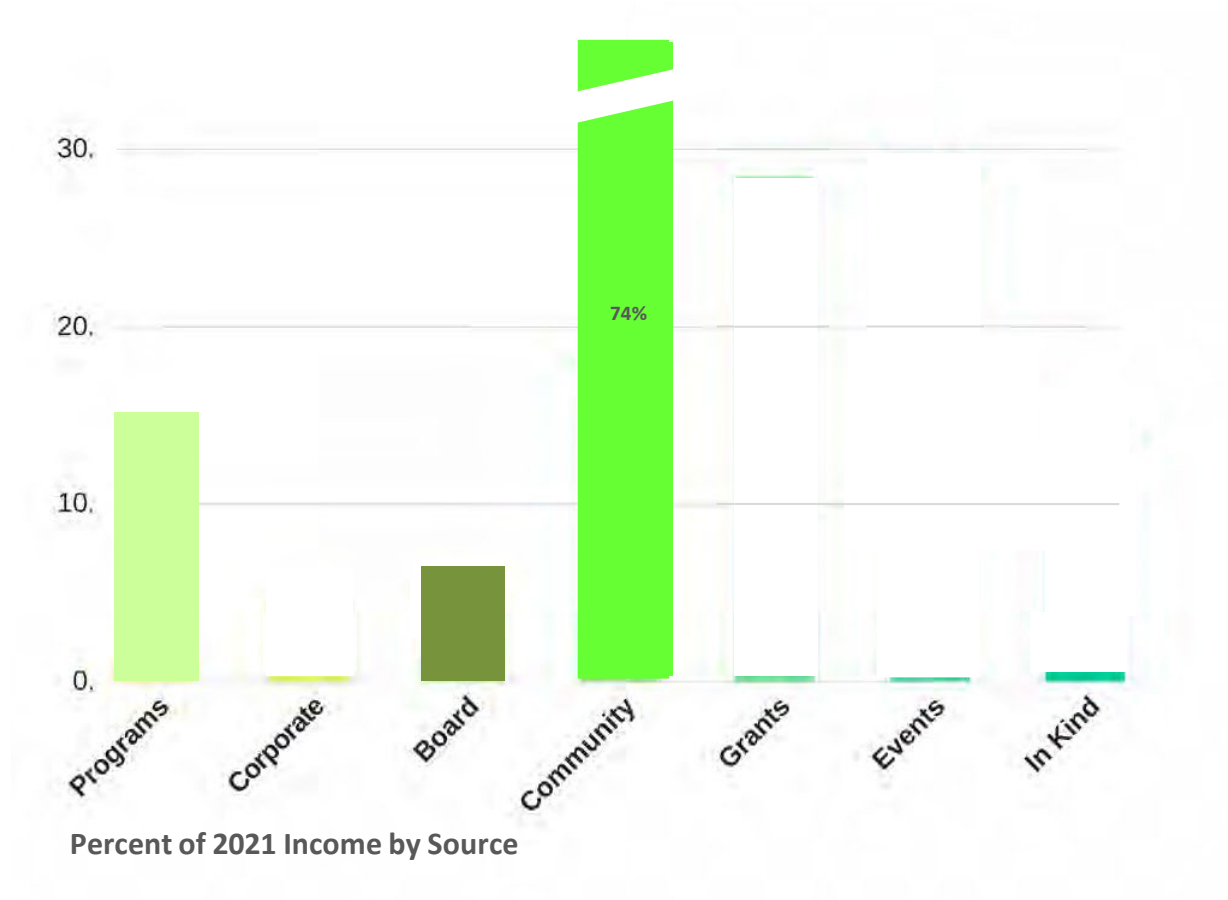
It's been our honor to serve the mental health needs of area children in 2019 and we appreciate all your notes, phone calls, donations, speaking invitations, emails, sponsorships, and volunteerism.

Yours Truly,

The Beacon Tree Board

# To Our Stakeholders

## Financial Statements



## Statement of Financial Position

- The Beacon Tree Foundation is mainly a volunteer organization. The foundation operates with a limited part-time Executive Director who performs grant writing, administrative tasks and handles donor management. This operational and organizational structure allows Beacon Tree to deliver the most amount of services in line with their core mission based on fundraising through donations, corporate contributions, awareness events, and community grants.
- The budget process for Beacon Tree begins each year with an income and expense plan which is modified throughout the year as donations, corporate contributions, fundraising dictates. Certain fixed costs and professional services may change if they are offset by in-kind donations. The financial goals of Beacon Tree Foundation are to deliver the maximum amount of services to families with the funding available. Our

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programs and outreach are designed to serve our mission of education, access to youth mental health treatment and the ability to pay for those services.

## STATEMENT OF COMPREHENSIVE INCOME (PROFITS AND LOSSES)

- 2021 Income for Beacon Tree Foundation was \$78,046 from all sources. Community Support provided the greatest income at \$57,893
- Expenditures for programs were \$34,095 in 2021, representing 54% of total expense.
- Expenses related overhead including fundraising were \$28,388
- Total Operating Expenses for 2021 was \$62,858
- Net Income for 2021 was \$15,188

## LONG TERM EQUITY

The Beacon Tree Foundation had restricted funds of \$11,079.64 at year's end, and the Marketable Securities were \$17,321.64. This represents the long-term core equity of the organization outside of annual fundraising, grants, donations, and other income.

## 2020 PROFIT AND LOSS OF BEACON TREE FOUNDATION

INCOME STATEMENT	ALL REVENUE	ALL EXPENSES	NET INCOME
Income and Expense from all sources	\$78,046	\$62,858	\$15,188

## STATEMENT OF CASH FLOWS

- 2021 Beacon Tree Foundation Operating income and in-kind donations totaled \$77,417
- There was Other Income (unrealized Gain on Investment) of \$629
- Net Ordinary Income was \$15,188
- Net Income was \$15,188

# To Our Stakeholders

## 2021 End-of-Year Balance Sheet

### ASSETS

#### Current Assets

##### Checking/Savings

10200 · TowneBank Checking Operational 30,436.30

10250 · TowneBank Restricted 11,080.78

Total Checking/Savings 41,517.08

Total Current Assets 41,517.08

#### Other Assets

18100 · Towne Investment Group 20,065.91

Total Other Assets 20,065.91

### TOTAL

ASSETS 61,582.99

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Accounts Payable

20000 · Accounts Payable -236.72

Total Accounts Payable -236.72

##### Credit Cards

Capital One Spark Business 7,072.68

Total Credit Cards 7,072.68

##### Other Current Liabilities

33150 · SBA EIDL Loan 10,283.00

Total Other Current Liabilities 10,283.00

Total Current Liabilities 17,118.96

Total Liabilities 17,118.96

#### Equity

32000 · Unrestricted Net Assets 19,208.96

80400 · Unrealized Gain on Investment 10,066.81

Net Income 15,188.26

Total Equity 44,464.03

TOTAL LIABILITIES & EQUITY 61,582.99

### NOTES TO FINANCIAL STATEMENTS:

### INDIVIDUAL AUDITOR'S REPORT:



# To Our Stakeholders

## Beacon Tree Foundation

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