



## 2013 SOCIAL SERVICE FUNDING APPLICATION – SPECIAL ALCOHOL

### SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Headquarters, Inc.

Name of Program for Which Funding is Requested: Life Support: Counseling and Information 24/7

Primary Contact Information (must be available by phone 5/16 and 5/23 from 2 p.m. to 6 p.m.)

Contact Name and Title: Marcia Epstein, LMSW Director

Address: 211 E. 8<sup>th</sup>, Suite C; P.O. Box 999; Lawrence, KS 66044

Telephone: cell: 785-331-6440; admin: 785-841-9900; counseling: 785-841-2345 Fax: none

Email: Marcia@HeadquartersCounselingCenter.org

### SECTION 2. REQUEST INFORMATION

The criteria for each application questions are explained below.

#### A. Amount of funds requested from the City for calendar year 2013.

*Program should fit within one of the established categories.*

Prevention \$	Intervention <u>\$22,500</u>	Other \$
Treatment \$	Coordination \$	

**B. Provide a brief description of the program.** *Summary of program should be clear and concise. Is Program related to one or more of the City Commission Goals? Is program based on proven effective strategies or “promising approaches?” Description should address how program is designed to have long-term effects on a person’s decisions about alcohol and other drug use. When appropriate, program design takes into account the person’s family and/or community.*

*Called to say thank you to Marcia because she's still alive.*

*She wanted to tell everyone at HQCC thank you for saving her life.*

*That the work we do here really matters, even if we think it doesn't sometimes.*

*She said to tell Marcia "the drunk who used to call every day is still alive!"*

*She said she's doing a lot better, not 100% yet, but she came out of the place she was when she used to call all the time.*

*~ April 17, 2012*

Headquarters Counseling Center Mission: “Our trained volunteer and paid staff improve the emotional well-being and safety of adults and children through readily available counseling, education, and information services.” Our positive impact falls under the City Commission goal of Community Building, creating social capital by keeping people healthier and more able to function in their personal and community responsibilities.

Our services are informed by:

- Code of Ethics of the National Association of Social Work (NASW)
  - social work emphasizes working with the individual and her/his natural supports - family, friends, faith community, etc.
- accredited by the American Association of Suicidology (AAS)
- meets the research-based standards of the National Suicide Prevention Lifeline (NSPL)
- counseling model based on research on what makes counseling effective

Headquarters Counseling Center:

- the only counseling service in Lawrence available 24/7 with counselors on-site
- available for people of any age
- no charge for services
- available by phone, email, or in person

- with the most comprehensive database – as compared to any other agency or website - of services available to Lawrence residents
- educational materials online
- *confidential computer-text-messaging and internet-chat, will be added after securing necessary funding*

Our substance abuse intervention services provide immediate counseling and referrals for the person:

- wondering if s/he has a problem with the use of alcohol or other drugs
- who admits s/he is abusing alcohol/other drugs and is seeking help
- concerned about, and affected by, someone else's alcohol/other drug abuse

**C. Provide a brief description of how the need for this program was determined.**

*The need for the program should be clearly established and outlined. When appropriate, the context of other services*

History:

- HQCC opened in 1969 as the drug crisis center for Lawrence. Helping people affected by alcohol or other drugs remains part of our service.
- The area's last comprehensive needs assessment, the *1995 Douglas County Area Health and Human Services Needs Assessment*, identified the lack of accessible community information about health and human services as a top priority. HQCC responded by developing and maintaining the area's most comprehensive health and human services database
- In these hard economic times, when the public behavioral health system has lost significant funding, and personal income is often low, access to services is diminished. The ease of using HQCC makes the center an essential component of the substance abuse intervention network for residents of Lawrence.

Any person in Lawrence could need our counseling or information service, to help her-/him-self or a friend, family member, or co-worker. During 2011 we were used approximately 20,000 times for counseling and information services: including times when:

- alcohol or other substance abuse was the primary concern
- alcohol or other substance abuse, including "self medication" with alcohol or other substances, contributed to risk of suicide or violence toward other.
- alcohol or other substance abuse was part of an attempt or plan for suicide

**D. Describe the desired outcomes of this program (see Logic Model).** *At least one Process, one Behavioral and one Impact Outcome must be included and clearly outlined on Logic Model. Outcomes must be measured by an identified evaluation tool. Does agency show adequate progress towards achieving their targeted outcomes if previously funded. Crisis services such as ours need be evaluated differently than longer-term strategies.*

Our outcomes evaluation model is in line with recent national studies on the impact of suicide crisis hotlines, research funded by the federal Substance Abuse and Mental Health Services Administration (SAMHSA). The long-term impact of our services can not be easily measured, due to the number of additional influences on the person.

We measure the immediate impact of our 24 hour counseling and information phone service for adults during three two-week periods each year. Adult callers are asked to respond to 11 statements with ratings of 1-5 or "not applicable." On the scale, 1 indicates strongly disagree and 5 indicates strongly agree. We target having means of 4 on all items. We have consistently surpassed this benchmark.

Variables	Average (mean) ratings: March 2011
1. More calm	4.68
2. Less alone	4.53
3. More hopeful	4.40
4. Gained useful knowledge about the concern	4.54
5. Gained information about available resources that s/he will use	4.64
6. More prepared to manage the concern	4.46
7. More likely to take actions for safety	4.61
8. Perceived counselor as knowledgeable"	4.71
9. Perceived counselor as understanding the concern	4.84
10. Perceived counselor as caring	4.88
11. Believed talking with the counselor was helpful	4.78

**E. Describe any coordination efforts your agency has made.** *Program strategy should involve a coordinated approach. Description should address how this particular program or service fits with other existing efforts to reduce fragmentation and duplication.*

HQCC's growth over the years is the result of careful work with other local, state, and national groups, meeting local needs which match our strengths, and supporting other local services in their work. Our substance abuse intervention services complement those provided by other public and private agencies, including RADAC, DCCCA, and 12 step groups. Our information and referral service is an excellent example of coordination to efficiently meet people's needs.

Collaboration and partnership are core values of this center:

*Note: Examples include services to people with high risk of alcohol or other substance abuse.*

- Our service on the National Suicide Prevention Lifeline network allows Lawrence callers to 800.SUICIDE and 800.273.TALK to reach our center, where counseling is supplemented by referrals to local services.
- We provide leadership to the Kansas committee for suicide prevention, a role that includes disseminating best practice information to benefit those served by other agencies and educational institutions. This involvement also builds relationships with potential funders.
- Our work with the Kansas National Guard through their full-time Chaplain results in local Guards-people and their families being encouraged to use our support services
- We maintain a database of health and human services for people in Douglas County, and share information from this database with other non profit agencies as well as with individuals in need of services
- Until GaDuGi SafeCenter changed their procedures in January 2012, we provided the 24/7 hotline to reach their advocates for survivors of rape or sexual assault
- We provide after hours mental health services for clients of agencies including Independence, Inc., Health Care Access, and Baker U's and KU's counseling centers for students
- We are part of the Suicide Prevention Committee for Haskell Indian Nations University, and provide training for their residence hall staff and students
- We provide *Children's Safety Programs* and teen suicide prevention education to students, staff, and parent groups of Lawrence private and public schools
- We provide Critical Incident Stress Management services to USD 497 students, staff, and Crisis Support Team members
- We also provide Critical Incident Stress Management services to workers in local businesses and other groups affected by a traumatic event
- Our director serves on the Douglas County team of Kansas All-Hazards Behavioral Health (KAHBH) which is coordinated by the Bert Nash Center
- We are part of a developing collaboration with Health Care Access Clinic and Douglas County AIDS Project to provide readily accessible behavioral health services to their clients
- We are also part of a developing collaboration of crisis/ safety net services with GaDuGi SafeCenter, Willow Domestic Violence Center, and American Red Cross

**F. Describe how your agency is capable of implementing the proposed program.** Based on agency history, management structure, and staffing pattern, does organization have capacity to implement the proposed program and achieve the desired outcomes?

Capacity, HQCC has:

- served this community since 1969
- IRS 501 (c) 3 status
- 10-15 members on the Board of Directors, representing diverse personal and professional backgrounds
- since 2010, devoted increased time and energy toward fund-raising activities, advised by business and fundraising consultants
- secured supplemental funding and upgraded technology, including electronic record-keeping, and capacity for adding services by text and live internet chat

**G. Provide a detailed budget for the proposed program using the categories provided.** *The budget request for the program described should be reasonable and spelled out according to the categories below. Does the organization use funding creatively to get the most for the money, i.e. use of students, volunteers, in kind donations, leveraging of this funding to get other funding, etc.? Are long-term plans for program funding discussed – will this be an annual request for alcohol tax, is it expected to increase, decrease, etc.? Are other sources of funds used for the program? If so, are they described.*

- Personnel (list each staff position individually and note if new or existing)
- Fringe Benefits
- Travel
- Office Space
- Supplies: office
- Supplies: other
- Equipment

As in previous years, the requested funding will provide funding for operations. Keeping the alcohol and other substance abuse intervention services available 24/7 requires maintaining the 24/7 counseling and information center.

Since 2010, HQCC has been actively exploring collaborations and working to secure funding from a variety of new and current sources: fees for after hours and/or training services to other entities, private and governmental grant sources, fund-raising events, donation drives for individuals and businesses. In addition, paid staffing and other expenditures have been temporarily reduced to keep services available in spite of recent funding cuts.

Funding is supplemented by over 9,000 volunteer hours per year, primarily volunteer paraprofessional counselors.

HQCC budget is attached.



City of Lawrence

### SECTION 3. LOGIC MODEL

ASSESSMENT DATA	CITY COMMISSION GOAL(S)	PROGRAM GOALS/ OBJECTIVES	TARGET GROUP	STRATEGIES	PROCESS OUTCOMES	BEHAVIORAL OUTCOMES	IMPACT OUTCOMES
<p><i>The assessment is your baseline data (the behavior with current risk and protective factor data).</i></p> <p>See Needs Assessment and Outcomes sections</p>	<p><i>The City Commission Goal(s) related to the program:</i></p> <p>Community Building, creating social capital by keeping people healthier and more able to function in their personal and community responsibilities.</p>	<p><i>The Goals and Objectives are statements of what you're wanting to accomplish with the program.</i></p> <p>Caller shows improvement from start to end of call.</p>	<p><i>Your target group is who you're working with.</i></p> <p>Adults and teens who call our 24 hour counseling and information center.</p> <p>Note: This could include anyone in Lawrence due to the range of our services for the person her-/himself and those s/he is concerned about.</p>	<p><i>Strategies are the program, policy, procedure, etc. you will implement to address your goals.</i></p> <p>Counseling primarily by telephone, using reflective listening skills, clarifying questions, and assessments for danger to self or other, and directive counseling to establish safety plans</p> <p>Limited services is also available in-person and by email.</p>	<p><i>Process outcomes measure what intervention was conducted with what group of people (i.e., how much money was spent, number of people served, client satisfaction)</i></p> <p>See Outcomes section: Offer 11-item questionnaire at the end of all talks with adult callers during 2-week intervals during the year.</p> <p>Compile data from administration. Examine that data to determine whether our training and supervision build the needed skills, and improve those processes if needed.</p>	<p><i>Behavioral outcomes measure the impacts, benefits or change in behavior during and after participation in the system/ intervention.</i></p> <p>Each item prefaced by: after/ talking with the HQCC Counselor: client rates self on 1-5 scale...</p> <ol style="list-style-type: none"> <li>1. I feel more calm.</li> <li>2. I feel less alone.</li> <li>3. I feel more hopeful.</li> <li>4. I gained useful information about my concern.</li> <li>5. If referrals were requested or offered: I gained useful information about resources that I will use.</li> <li>6. I am more prepared to manage this concern.</li> <li>7. If the person was in danger from self or another person: I am more likely to take actions for my safety.*</li> </ol> <p><i>*With this item, if rating is less than 4, we discontinue survey and continue counseling.</i></p>	<p><i>The impact outcome will be your "pie in the sky" statement of how things will be down the road for your target population if all your outcomes are met and everything goes perfectly.</i></p> <p>All clients experience benefits from the service, as demonstrated by (mean) average ratings of at least 4 on all items.</p>

<i>Headquarters Counseling Center Basic Operations Budget</i>	<b>Nov. 2011</b>	<b>Apr. 2012 revised Budget</b>	<b>Apr. 2012 draft Budget</b>
	<i>Actual FY 11</i>	<i>FY12</i>	<i>FY 13</i>
<b>OPERATING INCOME</b>			
<b>Buainess/Org Sponsor/Partner</b>			
Business Sponsor HQCC/Survivors Group	800.00		
Business Sponsor LAGA	1,200.00	3,500.00	3,500.00
Business Sponsor LSRefreshers	5,450.00	5,000.00	5,000.00
Business Sponsor LSRide	2,000.00	3,000.00	3,000.00
<b>CFC</b>	<i>1,539.07</i>	2,000.00	2,000.00
City Alcohol Tax	22,500.00	22,500.00	22,500.00
<b>Donations</b>			
Solicited Donations	10,500.00	13,000.00	
Unsolicited Donations	13,024.48	6,000.00	15,000.00
<b>Fees</b>	0.00	0.00	12,000.00
<b>Grants</b>			
For operations	4,000.00	2,500.00	3,500.00
For phones, computers	11,600.00	0.00	
For iCarol	17,500.00	0.00	
<b>Interest</b>	669.99	500.00	500.00
KU Student Activity Fee	36,200.00	25,000.00	0.00
<b>Membership Drive</b>	21,698.64	40,000.00	30,000.00
June Mailing	3,209.32	<i>(incl above)</i>	
<b>Merchant Fundraisers</b>			
Good Search	32.77	0.00	
Lawrence Giveback	258.07	400.00	
Other	20.80		
<b>NSPL/ 105 counties/ hospitals</b>	0.00	8,000.00	20,000.00
<b>Special Events - Registration, Donations, Sales (<i>not including sponsors</i>)</b>			
LSRefreshers	6,525.80	8,500.00	8,500.00
LSRide	3,408.00	3,200.00	3,200.00
Marathon	50.00		
Messaging	1,787.07		
Set Em Up Jack's - Dec & Apr	2,230.00	2,500.00	1,000.00
St. Patrick's Day Parade Events		15,000.00	
<b>Training</b>	1,600.00	1,000.00	1,500.00
<b>United Way</b>	69,121.00	45,000.00	40,000.00
<b>TOTAL OPERATING INCOME</b>	<b>236,925.01</b>	<b>206,600.00</b>	<b>171,600.00</b>
<b>EXPENDITURES</b>			
Bank Charges	0.00	100.00	50.00
Cont. Educ.	0.00	1,000.00	1,000.00
Contractual	13,905.01	5,000.00	5,000.00
Dues	370.00	400.00	400.00
<b>Fund-raiser Expenses</b>			
LAGA	283.01		
LSRefreshers	1,174.74		
LSRide	611.51		
<b>Insurance</b>	2,554.83	2,800.00	2,800.00
<b>Mileage</b>			<i>ended</i>
<b>Survivors Group</b>			
Survivors - Conf Scholarships		200.00	
Survivors - Meetings, Retreat	200.00	800.00	500.00
<b>Vol/Bd/Paid Staff Recog</b>	1,270.74	1,000.00	800.00
<b>ADMIN. TOTAL</b>	<b>20,369.84</b>	<b>13,800.00</b>	<b>13,050.00</b>

Equip Maint	319.39	200.00	200.00
Library	113.98	500.00	250.00
Office Equip/Furn/Software			
Usual budget for		600.00	600.00
Phones, Computers	9,614.95	0.00	
iCarol programming & annual	12,398.80	3,000.00	3,000.00
<b>EQUIPMENT TOTAL</b>	<b>22,447.12</b>	<b>4,300.00</b>	<b>4,050.00</b>
Maintenance	0.00	0.00	0.00
Rent	14,820.00	15,000.00	12,000.00
Telephone	4,714.71	4,500.00	5,000.00
Utilities			
Elec	1,580.02	1,800.00	1,800.00
Internet	<i>in phone</i>	<i>in phone</i>	<i>in phone</i>
Water	640.96	750.00	750.00
<b>FACILITIES TOTAL</b>	<b>21,755.69</b>	<b>22,050.00</b>	<b>19,550.00</b>
Director	42,230.00	42,230.00	42,230.00
Asst Director	19,937.50		<i>ended June 2011</i>
Dir. of Volunteers	28,125.00	30,000.00	30,000.00
Dir. of Child's Prog's	36,399.96	37,600.00	37,600.00
Office Assistant	665.00		<i>ended Jan. 2011</i>
Info Spec	11,378.38	12,000.00	12,000.00
Development Dir	12,600.00	10,000.00	<i>April 2011 - Feb 2012</i>
Subtotal	<b>151,335.84</b>	<b>131,830.00</b>	
Health	6,600.00	5,400.00	5,400.00
FICA match of .0765	12,082.13	10,498.10	9,733.10
Simple IRA 3% match	3,700.76		<i>ended</i>
<b>PERSONNEL TOTAL</b>	<b>173,718.73</b>	<b>147,728.10</b>	<b>136,963.10</b>
Advertising	<b>6,880.50</b>	<b>4,000.00</b>	4,000.00
Ads - Employment	75.00		
Ads - HQCC Services	2,327.49		
Ads Phone Directories	863.50		
Ads - Vol Recruitment	1,120.21		
Promotional Items	2,494.30		
Copying/printing	3,476.91	2,500.00	2,500.00
Household Supplies	75.96	100.00	100.00
Office Supplies	1,022.95	1,000.00	800.00
Postage- P.O. Box	925.08	1,000.00	1,000.00
<b>SUPPLIES TOTAL</b>	<b>12,381.40</b>	<b>8,600.00</b>	<b>8,400.00</b>
<b>OPERATIONS TOTAL</b>	<b>250,672.78</b>	<b>196,478.10</b>	<b>182,013.10</b>
Lawrence Area GSA	529.77	0.00	0.00
<b>RESTRICTED INCOME TOTAL</b>	<b>529.77</b>	<b>0.00</b>	<b>0.00</b>
<b>TOTAL EXPENDITURES</b>	<b>251,202.55</b>	<b>196,478.10</b>	<b>182,013.10</b>
To/From Reserves	-14,277.54	10,121.91	-10,413.10