

Funding The Future Of Mental Health

FY 2025 Impact Report



Because it's who we are.

Our mission is to support the Brightli system to increase access to high quality community-based healthcare across the Midwest through cultivating collaborative funder relationships.



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How do we
compare to
last year?
We can't.

A Message From Our Executive Director

One year ago, we set an ambitious and strategic course to fund healthier communities across the Brightli system of providers through a targeted Foundation expansion.

FY24 set the bar. FY25 raised it.

- 4x more contributions than FY24—a record-breaking leap in support!
- 280 new donors—our community is growing stronger than ever.
- 60% increase in average grant size —amplifying impact where it's needed most.
- 58% increase in employee giving participation —our team is all in for the mission.
- 38% increase in Brightli Gives revenue —meaning more clients impacted than ever before.
- 2 new powerhouse fundraising teams launched in Springfield and St. Louis, MO.
- 10 staff now champion our mission—an 8-person expansion for mission scale-up.
- 7 provider organizations across five states now receive our philanthropic support.
- Intentional investment in infrastructure to fuel future growth and mission expansion!

Why raise the bar? Community needs for behavioral health services are not decreasing. They are bold, urgent, and fierce. But, so are we.

Our kids are in crisis. Recovery isn't possible without support or resources. No one should have to choose between food for their family and a healthcare visit.

Because of this, we reflect on how it has influenced our progress in FY25. Every impact counts.

But we won't pause for long. People are suffering and counting on us to take another step closer to the dream we share – a world free from suicides, overdose deaths, health disparities, and stigma. A world where all people live their brightest lives.

**Our journey has been swift.
And we're just getting started.**

With you by our side, we are grateful. Energized. Empowered. Prepared.

We've been weaving together a diverse tapestry of funding strategies that ensure long-term impact, so we can continue to not only adapt, but lead the response to changing trends in philanthropy and the macro environment.

It's crucial to the future of behavioral health.
And our dream.

We are sparking hope for the future.

Yes, WE. You won't believe the growth your support has made possible. Let me be the first one to say thank you for the spark you've created.

These sparks are preparing us for big blazes to come. In the coming year, the Brightli Foundation will continue to partner to expand opportunities to advance its mission, fill funding gaps, increase access to quality healthcare, and impact more lives.

Because investing in people is always an investment well spent. Don't you agree?

Together, let's continue funding the future of mental health.

Kristen E. Weaver
Executive Director



FY25 TOTAL CONTRIBUTIONS:

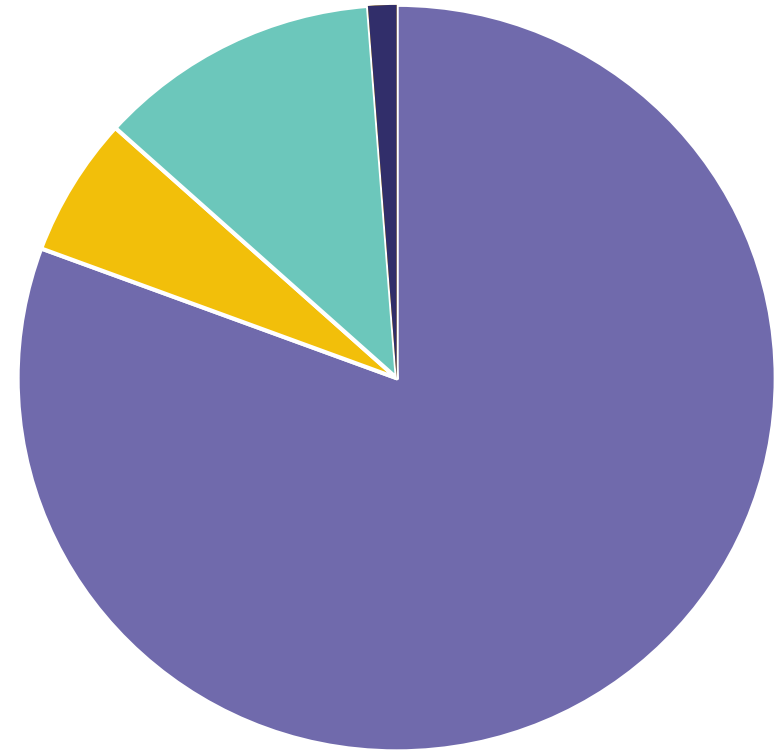
\$898,767

\$718,786
80% | Individual and
corporate contributions

\$104,497
12% | In-kind contributions

\$52,334
6% | Grants

\$23,150
2% | Employee Giving





60% increase
in average grant size



38% increase
in Brightli Gives revenue



5,509
Gifts Made



814
Total Donors



280
New Donors

*unaudited numbers

**We dream of a world free from suicides,
overdose deaths, health disparities, and stigma.
We'll get there. One step at a time.**

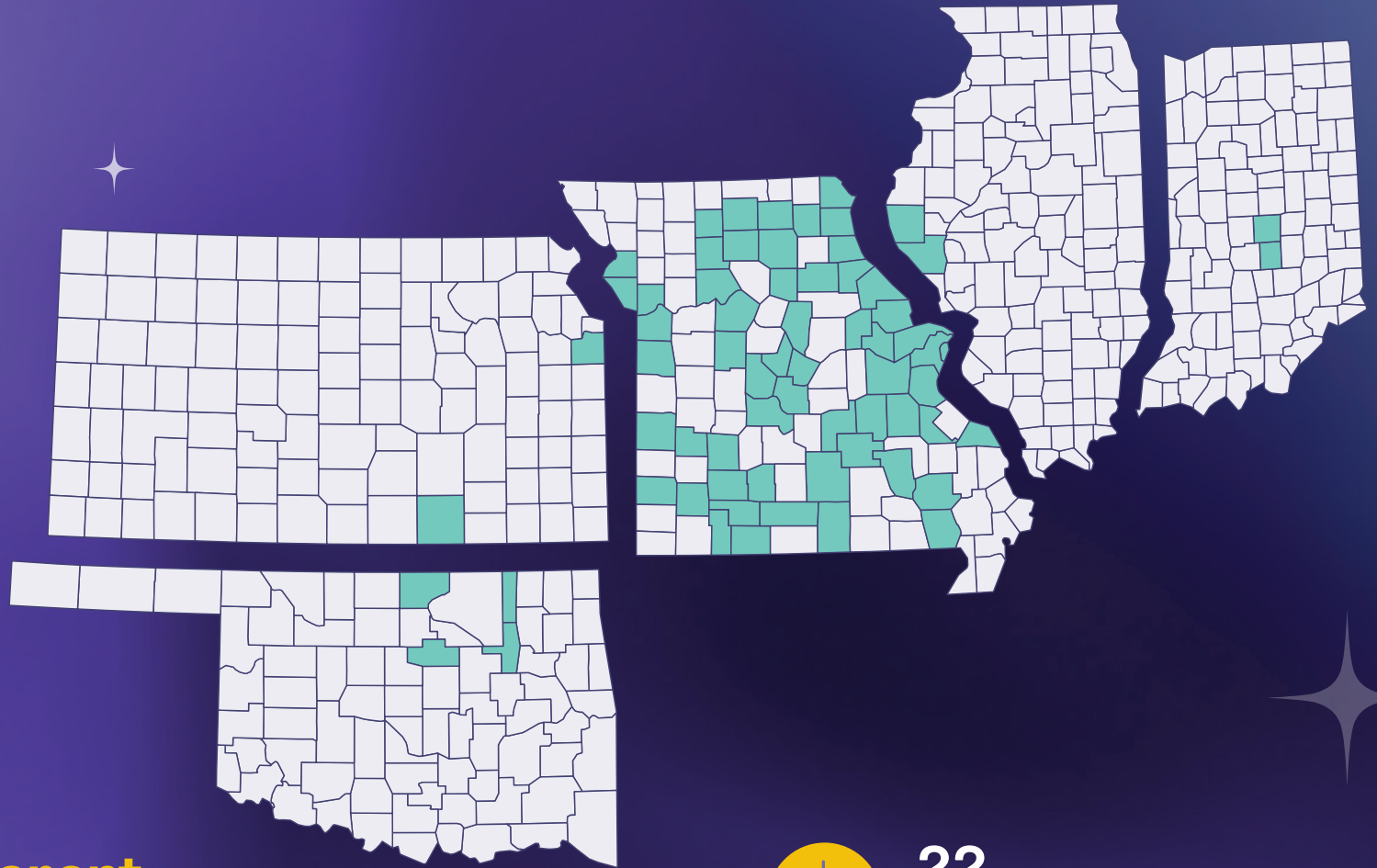
How We Operate

On August 19, 2024, we publicly announced our transition from Burrell Foundation to Brightli Foundation. To honor our new role and Brightli's tagline, "Building Healthy Communities," the foundation has adopted "Funding Healthy Communities" as our own. It highlights our unique purpose for aligning system needs with priorities for the entire Brightli network.

As the fundraising experts for the Brightli system, this dynamic team powers special events, executes campaigns, and cultivates collaborative funder relationships to raise money and awareness for all of the Brightli member organizations.

We know that giving is personal. And personally fulfilling. That's why we're here to help understand our donors and their goals, and see what we can do to match them with their greatest passion - whether that be fulfilling our greatest need or supporting their local community.





Meet The Parent

Our parent company, Brightli, is one of the largest behavioral health and addiction treatment systems in the United States.

Their mission is to build healthy communities by providing seamless access to comprehensive, compassionate, and innovative care. Through this care, developed from advocacy, research, and partnerships, they empower individuals and transform lives.



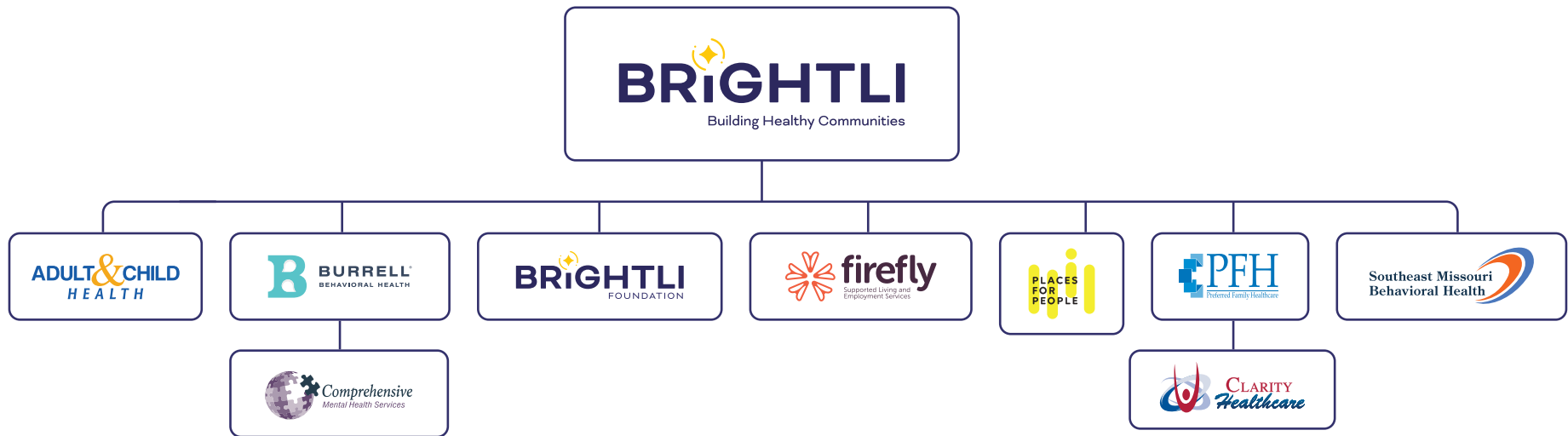
22
SUBSIDIARIES
AND/OR AFFILIATES



220+
LOCATIONS



100,000+
CLIENTS SERVED



We Do It All For Them

We pride ourselves in being innovative and creative to bridge gaps that community-based healthcare centers are experiencing. This way they can get back to what they do best. Focusing on clients.

Adult & Child Health

An integrated healthcare provider in Central Indiana that provides primary care, behavioral, child welfare and foster care services. **Learn more at adulthoodchild.org.**

Burrell Behavioral Health

A growing community mental health center with locations across 18 counties in Missouri. In the Kansas City, Missouri area, Burrell operates under the name Comprehensive Mental Health Services. **Learn more about these services at burrellcenter.com and thecmhs.com.**

Preferred Family Healthcare

A community-based health care organization with nearly 100 locations in Missouri, Oklahoma, Kansas, and Illinois. PFH also includes Clarity Healthcare, a federally-qualified health center, housing companies, and Dayspring Community Services. **Learn more at pfh.org and clarity-healthcare.org.**

Firefly Supported Living & Employment Services

A nonprofit that creates innovative opportunities for individuals with disabilities to participate in their communities. It also includes 2GetherTech, a technology solution for independent living for those with disabilities. **Learn more at fireflyservices.org.**

Places for People

A community mental health center in St. Louis that offers mental health and substance use recovery services. It's research arm, Illume: The Behavioral Health Center of Excellence, is a collaborative model that promotes evidence-based practices. **Learn more at placesforpeople.org.**

Southeast Missouri Behavioral Health

A nonprofit human services corporation that provides mental health services, substance use treatment and social services across southeastern Missouri. **Learn more at semobh.org.**



**Events that
sparked
connection.**

Event Highlights



22nd Annual Places for People Golf Tournament

October 4, 2024

150 Attendees

Location: The Missouri Bluffs Golf Club in St. Charles, MO

Benefiting: Places for People

Presenting Sponsor: ARCO Construction

This legacy fundraiser included a hole-in-one opportunity, course games, raffles, golfer gifts, and more!



The Force 5K

May 2, 2025

357 Attendees

Location: Frontier Park in St. Charles, MO

Benefiting: Bridgeway Domestic Violence Services, a division of Preferred Family Healthcare

This out-of-this-world Star Wars themed event featured a 100-yard dash for kids, family fun run, kid activities, food trucks, a 5k, and more!



Chow Down For Chandler

April 2025: Pizza Sales

April 10 and 24: Bingo Nights

Location: Maso Pizza in Springfield, MO

Benefiting: The Burrell Autism Center

Fundraising Partners: Maso Pizza and the Pratt Family

This was another successful event in honor of Chandler's birthday and Autism Awareness Month! A portion of each pizza purchased from Maso Pizza during April was donated to our cause and there were two bingo night fundraisers!

**Campaigns that
ignited hope.**

Campaign Highlights



Clear Vision For Kids, a CoMoGives Campaign

December 2024

Benefiting: Clarity Healthcare's SCHOLAR Clinic in Columbia, MO

This digital campaign raised funds for Columbia Public School children in need of glasses and optometry services, a new service as of 2024. Funding this need has helped more children stay in school and be able to focus on their studies.



Going Places

November—December 2024

Benefiting: Places for People in St. Louis, MO

This digital and print campaign featured a staff member in recovery and a client in recovery. It highlighted that with determination and the right support, anyone can heal and go places in life.



Together, We Grow

May 2025

Benefiting: Places for People's Youth & Family Program in St. Louis, MO

This digital and print campaign featured a family of five that all receive services at Places for People. They have inspired us by showing just how much they've grown together, despite the challenges each of them has faced.

EMPLOYEES GAVE.
AND GIVE IT THEIR ALL.

BRIGHTLI **GIVES**

EMPLOYEE GIVING PROGRAM



Brightli Gives Highlights



14% Increase
in Brightli Gives donors

“I give to the Brightli Foundation because I’ve seen the impact of our work firsthand. Our ability to connect to our friends, neighbors, families, and communities is so powerful and makes my financial decision an easy one.”

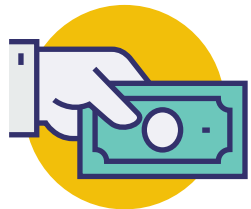
- Clay Goddard,
President, SW Region



4,704
Gifts Made

“I give because I believe in the power of compassion and community. Supporting the mission of Brightli means helping others find hope, healing, and a brighter future—and that’s something I’m proud to stand behind and support in every way possible.”

- Elizabeth Atchley,
Community Support Specialist



\$4.92
Average Gift Size

Impact Made Possible By Employee Champions

Youth SUD Program Spaces

Brightli Foundation was able to enhance a youth substance use disorder (SUD) program by creating engaging, welcoming, and therapeutic spaces that promote healing and growth. This project included reading nook enhancements, client room enhancements, sensory room development, outdoor recreation equipment, and more purchased to meet the unique needs of youth navigating SUD challenges. (BBH, Kansas City Region)

Supportive Recovery Projects

Blessing bags, a recovery garden, Recover workbooks, and a sensory room were all made possible to support clients in recovery. Blessing bags allow staff to give clients that carry around their belongings in trash bags an option to receive a stronger reusable backpack or drawstring bag. The recovery garden gives adolescents in recovery a healthy new hobby. The Recover workbooks are useful tools for group sessions and the sensory room will support development for clients in residential. (North Central Region)

RecoverED

Brightli Foundation supported RecoverED, a program offering eating disorder treatment in a region and state where such services are rare. Through funding a new therapeutic garden, which addresses food insecurity, clients rebuild a healthy relationship with food by growing it themselves—fostering both nourishment, nutrition education, and joy. (BBH, Southwest Region)

Leaders In Training

In efforts to empower middle school students against drugs and violence, Brightli Foundation sponsored a Leaders in Training summit. By investing in prevention for youth early on, we know it will help them make more informed decisions as they grow that can impact the trajectory of their life. (PFH, Greater St. Louis Region)



Impact Made Possible By Community Champions

EMDR Tool Kits

To support trauma recovery, Brightli Foundation equipped clinicians trained in EMDR (Eye Movement Desensitization and Reprocessing) with tool kits, allowing them to bring this powerful therapy to clients wherever they are. Each kit includes a light bar, remote, tactile buzzers, headphones, and a tripod, all in a portable case. It allows clinicians to customize treatment for a wide variety of disorders, including but not limited to disorders that have a hard time making progress with other types of modalities. (BBH, Southwest Region)

IMPART

The IMPART Program is a powerful initiative that keeps mothers and infants together during treatment. It provides both inpatient and outpatient services for pregnant women and new mothers, including parenting education and support for babies born with substance exposure. The goal is to reduce out-of-home placements, improve the health of moms and their babies, and strengthen family bonds. (BBH, Southwest Region)

School-based Summer Therapy Programs

Recognizing the gap in care during school breaks, Brightli Foundation also funds school-based summer therapy programs. These include summer camps and mailed therapy kits for children who receive mental health services during the school year but may lose access over the summer. This ensures continuity of care for vulnerable youth. (North Central Region & Southwest Region)



**To Our Partners:
Thank you.**

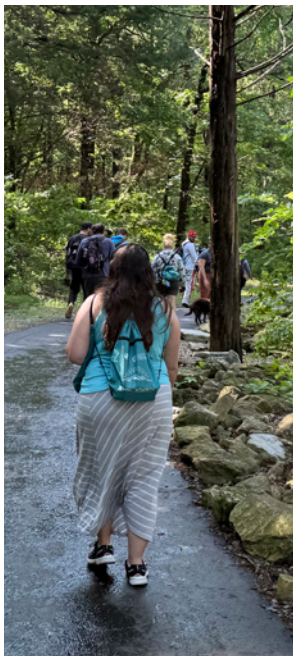
Partner Impact & Highlights

QPR (Question, Persuade, and Refer) Trainings

QPR training has been funded with support from the Kansas City Royals Foundation and is vital because it equips individuals with the skills to recognize the warning signs of suicide and take immediate, potentially life-saving action. By investing in this evidence-based program, communities can build a network of informed gatekeepers who help reduce stigma and connect people in crisis to the support they need. It ultimately strengthens mental health resilience and saves lives. (CMHS, Kansas City Region)

The Nature Therapy Program

This year we grew the Nature Therapy Program, developed in partnership with grant funders, Bass Pro Foundation and Community Foundation of the Ozarks, and program partner, 37 North Expeditions. This program augments traditional therapies, offering clients healing experiences in nature—like hiking, fishing, and other group activities that build connection and resiliency—while also providing essentials such as food, backpacks, and gear. (BBH & PFH, Southwest Region)



Brightli Foundation is proud to partner with these distinguished organizations to help fulfill some of the greatest behavioral health needs across the Midwest.



Special thanks
to our top
in-kind donor

Funding The Future

We started a few things in FY25 to strategically plan for the future. Behavioral health needs don't stop. So neither do we.

Brightli Foundation looks forward to seeing these projects and many more come to life in FY26. Stay tuned for more updates on how our supporters are helping us fund the future of mental health!

School-Based Services Lego Office Project

A majority of schools in the Southwest region of Missouri are facing space constraints and are unable to provide on-site mental health services, resulting in higher levels of unmet mental health care needs and additional barriers to care. By funding and placing six Lego Offices in five schools in the Southwest region in FY26, School-Based Services (SBS) clinicians from Burrell Behavioral Healthcare will be able to serve 30–40 additional elementary and middle school students per month on average.

Dental Care

Firefly clients with developmental disabilities face multiple access barriers to dental care that can lead to higher rates of untreated caries (cavities) and periodontal disease. Thanks to grant partner, Delta Dental of Missouri, we are able to reduce those barriers to care in FY26 and provide the support necessary to improve and maintain optimal oral health outcomes. Clients are able to say goodbye to pain, discomfort, and limiting their diet, and hello to a new sense of confidence.

Youth Resiliency Campus

We're currently involved in funding the future Burrell Behavioral Health Youth Resiliency Campus, a convenient one-stop-shop for child and youth services across all levels of care in Springfield, Missouri. This is largely thanks to a grant received by The Bobby Allison Fund. The campus will include a new 24/7 Youth Behavioral Crisis Center (the first in Missouri), a youth residential treatment center, and more. It will offer immediate treatment and hope to families in crisis as well as connection to the ongoing care they need by 2026.



You're our hero.

Without you, there is no impact. No gaps filled. No hope sparked.
Thank you for helping us fund healthy communities and making
this report possible.



BrightliFoundation.org

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Help us fund the future
of mental health.

