



Impact Report
2021-2023



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Bringing Mental Health Into The Open



The Future of the Foundation

At the Brighttli Foundation, we are committed to promoting mental well-being and enriching lives in our communities. The Brighttli Foundation is the philanthropic arm of the organizations under the parent company, Brighttli. These organizations include Burrell Behavioral Health, Preferred Family Healthcare, Comprehensive Mental Health Services and Southeast Missouri Behavioral Health.

Since November 2020, the Brighttli Foundation has operated as the Burrell Foundation. During this time, the Burrell Foundation has raised thousands of dollars, given back to clients, staff and communities, and engaged with numerous community events. With the creation of Brighttli in 2021, the Burrell Foundation is expanding to serve all organizations under Brighttli. However, it will continue to do business under the following names, as it supports each respective organization: Burrell Foundation, Preferred Family Healthcare Foundation, Comprehensive Mental Health Services Foundation and Southeast Missouri Behavioral Health Foundation.

Although the name may be different throughout our operating area, our mission stays the same—to advance behavioral health and inspire hope in communities through connection, advocacy and philanthropy.

We're on a mission.

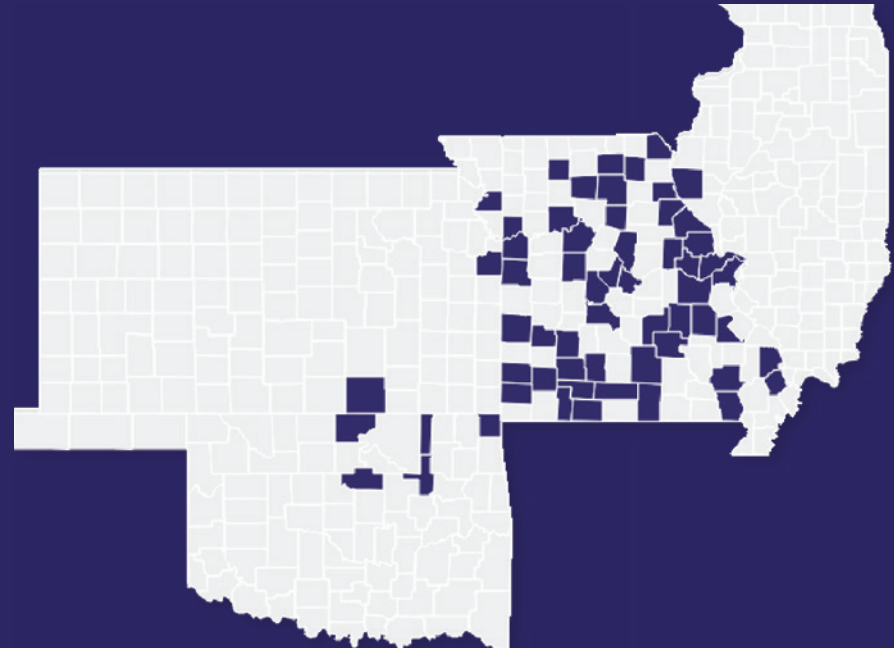
About Brightli:

Brightli is on a mission: A mission to improve client care. A mission to reduce the financial burden of Community Mental Health Centers by sharing resources. A mission to have a larger voice in advocacy to increase access to mental health and substance use care in our communities. And a mission to evolve the behavioral health industry to better meet the needs of our clients. We are doing this by forming a new behavioral health organization under new model. Under one parent company, multiple organizations are able to collaborate, share resources and system supports, increase recruiting and retention efforts, increase access to specialized care, and meet the growing demand for behavioral and addiction recovery care.

Brightli's top-line subsidiaries include Burrell Behavioral Health (Burrell), Preferred Family Healthcare (PFH), and Southeast Missouri Behavioral Health (SEMO). While these organizations operate independently and are governed by separate board of directors, their operations and services benefit from this model. Alone, organizations may be able to navigate the current tumultuous healthcare environment, but we believe that together we can do so much more than survive. Our communities need us now more than ever, and by working together we are ready to answer their call for years to come.

About Brightli Foundation:

As the philanthropic arm of Brightli, the Brightli Foundation's mission is to support the advancement of behavioral health and inspire hope in our communities through connection, advocacy and philanthropy. By identifying unmet needs and aligning community partners and funding, we're able to provide financial support for Brightli's top-line subsidiaries including Burrell Behavioral Health (Burrell) and Preferred Family Healthcare (PFH). While these organizations operate independently and are governed by separate boards of directors, their operations and services benefit from our fundraising and community partnerships.



210+ Locations

20 Subsidiaries and/or Affiliates

94,877 Clients Served

- Information in this report is current as of November 30, 2023.



Subsidiaries



Burrell Behavioral Health is a growing Community Mental Health Center that connects with more than 40,000 clients across 18 counties in Missouri. To learn more visit, burrellcenter.com. In the Kansas City, Mo. area, Burrell operates under the name **Comprehensive Mental Health Services**. Learn more about these services at thecmhs.com.



Preferred Family Healthcare is a community-based health care organization that offers a range of services in nearly 100 locations in Missouri, Oklahoma, Kansas, and Illinois. It also includes **Clarity Healthcare**, a Federally Qualified Health Center, housing companies, **Dayspring Community Services**, and **2GetherTech**, a technology solution for independent living for those with disabilities. Learn more about these services at pfh.org.



Southeast Missouri Behavioral Health is a not-for-profit human services corporation that provides mental health services, substance abuse treatment and social services for more than 35 years. They are committed to providing the most complete treatment services in the region to people suffering from chemical dependencies, emotional problems, psychiatric disorders and other crisis of life. To learn more about their services, visit semobh.org.



A Message from our Executive Director



As we plan for Burrell Foundation's exciting transition to becoming Brightli Foundation in 2024,

we reflect upon the journey and celebrate the remarkable success of the past two years. Each milestone has prepared us for this moment: the opportunity to expand our scope and impact across the entire Brightli system of behavioral health providers, ensuring more people can access the care they need to live productive, fulfilling lives.

With this expansion comes a greater responsibility to leverage the role of philanthropy as a bridge connecting people, fostering collaboration, cultivating hope, and creating resiliency. We will embark on an exciting strategic planning process in 2024 that will challenge us to reimagine our purpose, possibility, vision, and impact to meet this moment on a greater scale. We wouldn't be ready for this next step in our journey without you – our community, and our corporate, individual, and employee champions. Your recognition of the importance of normalizing brain health conversations – in our workplaces, schools, and communities – is truly humbling.

Our shared belief in equitable access to care motivates us to continue to find innovative ways to bridge the gap created by financial constraints. This belief applies to improving access for clients, but also to ensuring provider resources and increasing training opportunities for the community. This systemic approach is prompting thoughtful dialogue at the Foundation, causing us to ask ourselves:

- ▶ **Where can the Foundation more efficiently and effectively assist clients who cannot afford mental health services?**
- ▶ **How might the Foundation play a more strategic role in supporting the talent pipeline to meet the overwhelming demand for more mental health professionals, leading to a reduction in client wait times?**
- ▶ **In what ways could the Foundation operate more nimbly to meet the Brightli system's greatest unfunded needs and adapt to the ever-changing landscape of mental health?**
- ▶ **What does it look like for the Foundation to become an even more influential community partner and advocate?**

We are shifting the narrative surrounding mental well-being and its profound connection to creating stronger communities. By collaborating with others who share our passion for mental health, we amplify our collective efforts to create lasting change.

I feel privileged to lead the Foundation into its next chapter, inspiring conversation, erasing stigma, and advocating for health equity. And I invite you to join us as we continue to rewrite the narrative surrounding brain health so all people have an opportunity to thrive, regardless of their journey or background.

With gratitude,

Kristen Weaver
Executive Director, Brightli Foundation

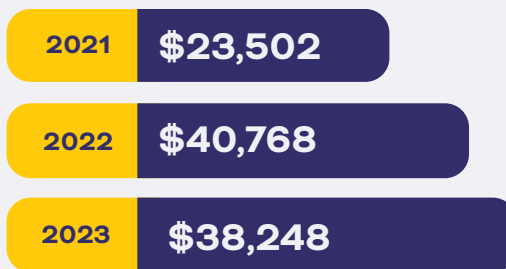


Recognizing the contributions of our 2021-2023 Team Members
Gabrielle Martin, Janelle Reed, & Rory Rayos



2021/2023 Financial Insights

Grants Secured
\$102,518
 (Total as of November 11, 2023)



Monetary Donations
\$265,160
 (Total as of November 11, 2023)



In-Kind Donations
\$174,482
 (Total as of November 11, 2023)



Shining a light on mental health.

The Foundation receives support from grants, individual and corporate contributions, and in-kind donations to augment the ongoing behavioral health programs and services within the Brightlī system. Financial support also allows the Foundation to continue to raise awareness of the mental well-being needs in our service communities, helping to reduce stigma around brain health and care.

2021 Grants: Walmart (\$1,500), Veterans United (\$10,000), Marie Carlisle Fund (\$5001.71), Starbucks (\$1,000), SFC Bank (\$1,000), Walton Cole Fund (\$5,000)

2022 Grants: The Giving Branch (\$1,500), Hatch Foundation (\$6,000), Enterprise (\$1,500), Walmart (\$1,500), Veterans United (\$7,092), Bass Pro (\$7,500), Staenberg Family Foundation (\$1,800), Royals Charities (\$8,800), Marie Carlisle Fund (\$5075.70)

2023 Grants: Bass Pro (\$7,500), The Giving Branch (\$1,000), Ozarks Health Advocacy Foundation (\$2,000), Marie Carlisle Fund (\$5,247.81), Cook Family Foundation (\$20,000), Arkansas Community Foundation (\$2,500)



Give Ozarks 2021

GRANTS & DONATIONS AT WORK



Cherry St. Youth Center

Springfield, MO

Cherry St. Youth Center - Give Ozarks 2021

In March of 2021, the Burrell Foundation introduced itself to the community by participating in Give Ozarks, a region-wide day of giving organized by the Community Foundation of the Ozarks. In the 12-hour giving period, we raised over \$12,000 to help completely renovate an outdoor activity area at Burrell's Cherry Street Youth Center for adolescents and teens in substance-use recovery services. Supplemented by in-kind donations from **Advanced Exercise, Hood-Rich Architecture, Storee Construction Co., and Carson's Nurseries**, this new space has been a game changer for our youngest clients in recovery.

The Hatch Foundation provided additional funding for three local muralists (Meg Wagler, Sherri Davis and Emily Million) to create murals on the walls outside of the facility. All three artists were able to sit down with the youth and asked them about their individual experiences so that the murals could reflect those perspectives.

“One of the things I was **shocked to learn** when I started in this program was that kids don’t know how to have fun without drugs here.”

- Amanda Mays, Director of Recovery Services, Burrell Behavioral Health



before



after



before



before



after



after

Brightli Gives

GRANTS & DONATIONS AT WORK

“ I know what it’s like to struggle with mental health and question your purpose as a person. I donate and do my job in the hopes that it will help at least one person know that they are not alone and there is hope. ”

- Brightli Gives Contributor

Brightli GIVES

The Foundation created and launched Burrell’s first employee giving program, and has expanded it to be offered for all of Brightli’s affiliates. Brightli GIVES offers team members the opportunity to give back through paycheck contributions in support of the Brightli Foundation. In year one, over 100 new employee donors enrolled, bringing in \$15,000 to help provide unmet needs within the system and communities we serve.

100+ Employee Donors
\$15,000 Raised **2023**

“ Participating in Brightli Gives not only provides help to clients and services, but also affirms that I am working within my purpose! ”

- Brightli Gives Contributor

The Art of Being ME

RAISING AWARENESS





The Art of Being ME: Traveling Exhibition

The Foundation, in collaboration with artist Randy Bacon, is proud to present the Art of Being ME movement. This exhibit features personal stories of more than 25 individuals who share their lived experiences with mental health and substance use. The Foundation hopes this powerful, meaningful art educates communities about mental health, normalizes the experiences of those who live with challenges, and inspires others to share their stories.

The Art of Being ME exhibition has traveled over 2,000 miles in 2022-2023, to locations throughout Missouri, and will continue its journey to even more locations in 2024. To learn more about upcoming exhibitions, or to bring the Art of Being ME exhibit to your organization or event, contact us or visit BurrellFoundation.org.

Where we've been:

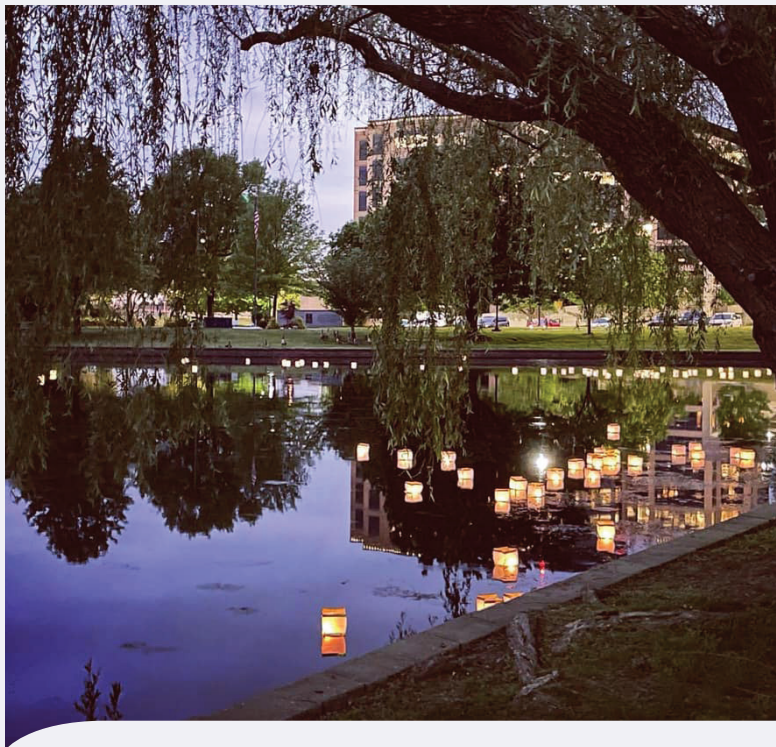
Columbia, MO - Berrywood, Columbia Chamber of Commerce, Commerce Bank, MUMC, Stephens College, Talking Horse
St. Louis, MO - BJC Healthcare
Springfield, MO - Randy Bacon Studio, Missouri State University, Burrell Behavioral Health, Greene County Health Department
Osage Beach, MO - Real Voices, Real Choices Conference
Jefferson City, MO - State Capitol Building
Kansas City, MO - UMKC, Oracle Health (Innovations Campus)
Louisville, KY - MHCA 2022

We were honored to have The Art of Being ME recognized by Lady Gaga's *Born This Way* Foundation and the Channel Kindness project.

A photograph of a community event taking place on a large, grassy lawn in front of a modern, multi-story building with large glass windows and balconies. Many people, including children and adults, are scattered across the lawn, some sitting on blankets, others standing and talking. A large tree is on the left side of the frame. The entire image has a dark blue overlay. A yellow curved shape is on the right side, partially overlapping the building.

Community Impact

PARTNERSHIPS AT WORK



Burrell Remembers: A Youth Mental Health Event & Reflection Walk

On May 7, 2021, the Burrell Foundation and Burrell Behavioral Health held Burrell Remembers, commemorating Mental Health Month and National Children's Mental Health Awareness Day. More than 250 community members joined us around Schaible Lake on the beautiful grounds of Burrell's Main Campus in Springfield for live music, food, and interactive children's activities aimed at promoting and starting conversations about mental health. The evening culminated with a beautiful and poignant water lantern vigil, in which attendees were invited to float lanterns in remembrance or in honor of someone who has died of or is living with a mental illness.

37 North Expeditions

Thanks to a partnership with **37 North Expeditions**, and a grant from **Bass Pro Shops** youth and adult participants across multiple programs have been able to venture outdoors throughout the Ozarks. The goal of these nature therapy excursions has been to help participants learn another way to practice self-care, manage stress, remove distractions, enhance self-esteem, and create connections. This program will continue in 2024.

2021 56 People Impacted

2022 70 People Impacted

2023 92 People Impacted

Convoy of Hope — Springfield Community Cares

Our recent partnership with the **Convoy of Hope** - Springfield Community Cares Program allows us to acquire substantial amounts of surplus products from disaster relief efforts that we are then able to pass along to our clients in need (i.e., hygiene supplies, nonperishable food items, baby items, paper products, etc.). This partnership has helped us to impact the lives of 12,000 clients to date.

2021 6,044 People Impacted

2022 6,698 People Impacted

2023 2,947 People Impacted



Holiday Support for Clients

Holidays can be hard, so we've made it a point to secure holiday gifts for all of our clients in residential care facilities, adult and youth, utilizing our unrestricted funding. This effort not only brings our team members together for fun volunteer assembly days, but it has impacted over 825 clients who may not otherwise have had a gift to open on Christmas morning.

2022

**825 clients
received gifts**

Chow Down for Chandler — Maso Autism Support

With April being World Autism Month, the Foundation partnered with **Maso Pizza Bar** and the Pratt family to support local efforts through Bingo nights and fun month-long restaurant promotions. The Maso team generously donated a percentage of pizza sales to the Burrell Foundation, and the efforts yielded \$6,700 to support the purchase of various play therapy tools/resources for the Burrell Autism Center.

2023

**\$6,700 Raised for the
Burrell Autism Center**





CoMoGives

The Burrell Foundation is a proud multi-year participant in CoMoGives, a year-end giving campaign that supports high-impact nonprofits in Columbia and mid-Missouri.

2021

\$13,735 raised

**for the Colombia, MO
Behavioral Crisis Center**

In 2021, the Foundation raised \$13,735 to support the new Behavioral Crisis Center in Columbia. Every dollar raised went directly to the Behavioral Crisis Center for necessary materials, on-site client resources, and additional support items.

2022

\$2,790 raised

**for IMPART (Infant, Mother Prenatal
Assessment Recovery Team)**

In 2022, the Foundation raised awareness and funds to invest in IMPART, a mental health and substance use recovery program for new moms in central and southwest Missouri that aims to keep families together. This program served nearly 60 local moms in their recovery journeys, providing them with tools and resources for sustainable mental health and well-being.



ONE Show to Save a Life

The Burrell Foundation, Burrell's ONE program, and Springfield's **Q102** radio station collaborated in 2022 and 2023 to put on a rock concert in support of suicide education and prevention. The event, hosted by The Riff, featured performers the Black Moods, Eva under Fire and Troy. The Foundation used the 2022 proceeds to implement Sources of Strength (SoS) at Sparta Middle School. SoS is an evidence-based resiliency training that empowers students and staff to have conversations about mental health, recognize when classmates may be struggling, and connect them to support.

2022

\$2,590 raised

for ONE Suicide Prevention Program

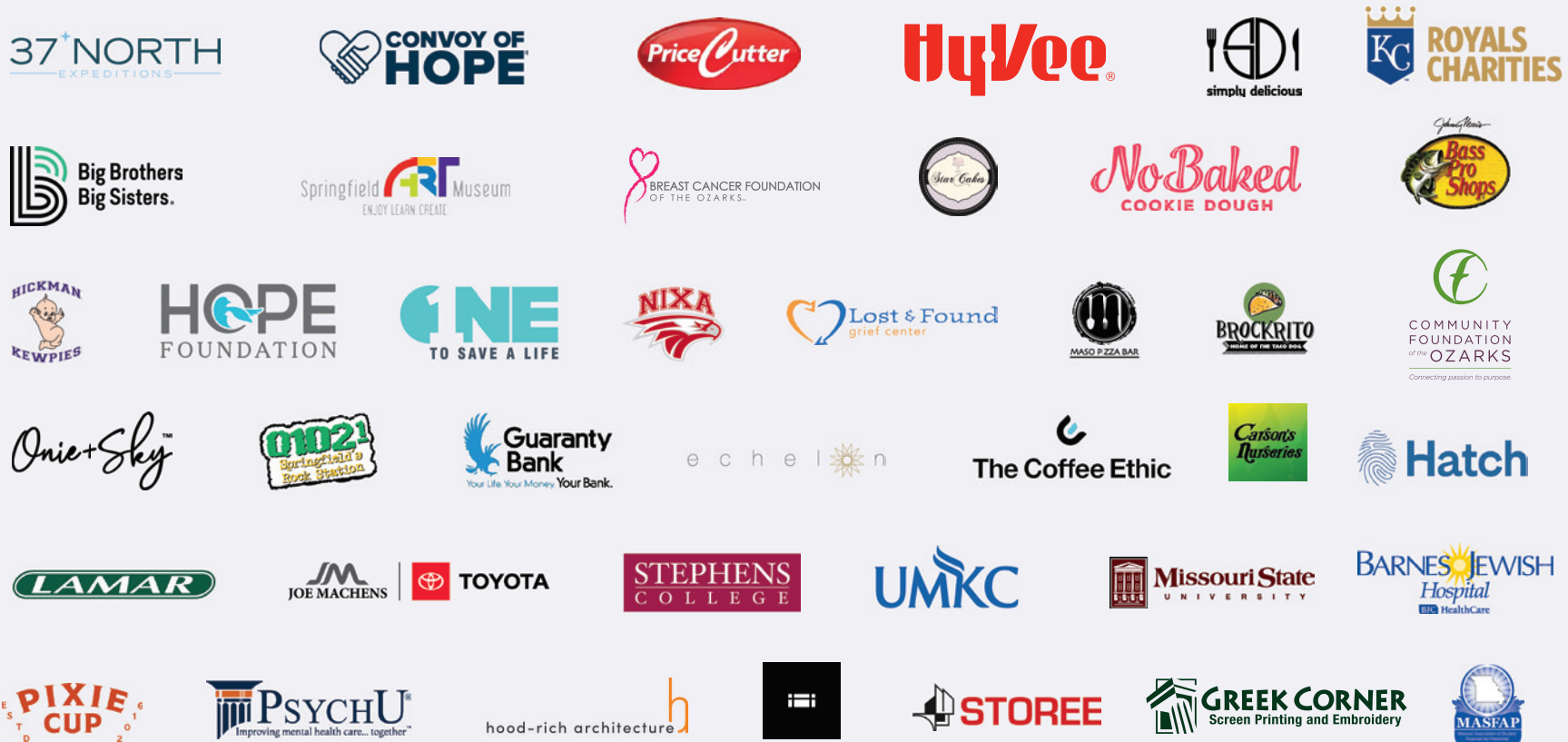
Columbia Family FunFest

The Burrell Foundation was proud to partner with Burrell's Be Well Community for a summer Family FunFest in Columbia, Mo. The two organizations provided a fun "Bee Kind to Your Mind" interactive booth for families to experience which included various interactive youth mental health activities, resources for parents, face painting and more.

Taco with Brockrito

A partnership with **Brockrito Taco Truck** allowed us the opportunity to organize multiple mobile events at various Burrell campuses for the staff and community members to enjoy. Brockrito graciously donated 20% of event sales back to the Foundation to support greatest needs.

Recognizing our Community Partners



Thank you to our In-Kind Partners J.B. Hunt, 310 Foundation, Advanced Exercise, Andy's Frozen Custard, Starbucks, Elite Promotions, 37 North Expeditions, Lance Garrison Aerials, WireCo, H-Design Group, Ozark Mailing Service, LLC, City of Springfield Fire Department, Coryell Collaborative Group, Brigitte's Wig Boutique, Eventful Rental, Beautyrest Sleep Gallery, Arwen Pratt.



Brightli Foundation Ambassador Board

Thank you to our Brightli Foundation Ambassador Board. These community leaders generously give their time and provide strategic guidance to assist the Foundation in executing its mission.



Peyton Andrews

Springfield Area Chamber of Commerce

The Brightli Foundation works to increase access to mental health services through advocacy, connection, and philanthropy. Removing the stigma around mental health is daunting, however, the foundation works to unite people at all walks of life to create awareness and change lives.



Danny Collins

37 North Expeditions

I am proud to serve on the Brightli Foundation Ambassador Board because it stands for proactive solutions to our mental health crisis. This group is focused on the difficult task of changing a societal mindset on the stigma of mental health and what defines medicine. Helping our community find ways to work on emotional well-being and allowing everyone to be more vulnerable will not only impact those individuals, but it will impact the entire community as a whole.



Chuck Dow

Synergy Wealth Solutions

Our family has experienced the impact of mental health first hand, and in turn I am honored and excited to serve on the Brightli Foundation Ambassador Board. The mental health crisis that we as a society face today continues to increase, and there simply can't be enough resources with the magnitude of what we are up against. We are working together to directly attack the stigma surrounding mental health, normalize the conversations about emotional well-being and increase access to necessary resources.



Abby Glenn

Central Bank

As a community, we must prioritize the acceptance of mental health services. I've personally seen the benefits of attending regular and consistent counseling sessions. We're at a cultural turning point where counseling is less stigmatized, but we must do more. I serve as a member of the Brightli Foundation Ambassador Board to advocate for the continued support of Mental Health services for all.



Stephanie Johnson

Paddio

I am privileged and honored to be a part of an organization that is working to normalize communication about mental health and that is building bridges for easy access to a multitude of resources. Education and knowledge can empower those who know little but need help or want to help and it's great to be a part of something that's doing both!



Colby Newman

Hickory Hills Country Club

Having a background in the hospitality and culinary industry, I've witnessed just how much the industry not only takes a toll on people physically but also mentally. Due to heavy workloads, late-night shifts, fast-paced and long workdays that contribute to work related stress, it is an industry that is infamous for substance abuse issues. The pandemic brought doubt to an environment that was once glorified and opened our eyes to how crucial mental health and a work-life balance is. As an advocate for the importance of mental health and finding that balance I want to encourage others that there is nothing wrong with seeking help from others or through programs such as what Burrell offers, rather it is courageous and inspiring.



Arwen Pratt

Two Impress Creative Associates

Having a son with Autism, I have personally witnessed the invaluable care that Burrell provides. That being said, it is crucial that we raise awareness within our community, normalize the conversation around mental health, and create opportunities for those in need to access all that Burrell has to offer. As a Brightli Foundation Ambassador Board Member, my focus is to help develop ways to promote mental health awareness and discover financial support for the Foundation and the organizations under Brightli.



Dan Reiter

Springfield Cardinals

I had a desire to serve on the Board because I believe in mental health. I believe in it for people to find comfort, to understand themselves and the world around them. I believe mental health is a way to help people of all ages. I believe focusing on mental health is a way to make systematic and long-term change to our society. I hope I can contribute to that vision.



Aaron Solari

TrustPoint - Sandler Training Center

I've seen the stigma around receiving mental health care stop many of my friends and loved ones from being able to share their story and get the kind of care they need. In my eyes, mental health is equally important to our physical health. What I see the Brightli Foundation and myself doing is normalizing the idea that it's okay to go for a routine check-up and care, just as we would go to see our doctor for a physical check-up and receive care.



Join the Movement



Are you ready to make an impact? Scan the QR code to donate today.



TheBurrellFoundation



@BurrellFdn



burrell_foundation



the-burrell-foundation

