

2020

January 1 – June 30

Annual Report

fiscal year transition




DAEMION
COUNSELING CENTER
a place to be heard since 1970

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Message from the Board Chair



Dear Friends,

We are pleased to present a transitional abbreviated Annual Report, as our fiscal year has switched to a July-to-June format. This report represents January 1st through June 30th, 2020.

2020 was a year of challenges affecting almost every person. The physical toll of COVID-19 is well documented, but the mental toll (and the importance of mental health) continues to become more apparent.

During these trying times, the staff at Daemion Counseling Center has continued to serve the community in providing mental health care to those in need.

Notable accomplishments in the short fiscal year (January to June) included:

- Daemion transitioned to virtual sessions and increased our therapist sessions to handle a 25.4% increase in client hours compared to the prior year. While seemingly modest, this number would substantially increase in the second part of the calendar year.
- We created new programs to meet the changing needs of the community during the COVID-19 crisis, including presenting Healing the Helping Professionals, the Surrey Services for Seniors, and the Kindness Campaign in March 2020.
- In addition to the year-end annual fundraising campaign, Daemion also participated in the Giving Hope NOW campaign, which successfully raised funds that were matched by an anonymous donor.
- We instituted a change to a fiscal year calendar (July to June) to better align with foundation calendars and other reporting requirements.

While the above summary and stats are interesting, the main accomplishment was that Daemion Counseling staff CONTINUED to serve and support those who were unable to pay the full cost of sessions during a pandemic year, a milestone in our 50th year of service. It is this grass-roots community focus that makes Daemion a unique asset to supporting those in need.

We are justifiably proud of Daemion's impact upon our community and invite you to help us make a difference in our community.

Respectfully,

A handwritten signature in black ink that reads "Kenneth Chen". The signature is fluid and cursive.

Kenneth Chen
Board Chair



Accomplishments in Support of our Mission

January through June 2020 was filled with client support, program delivery, community outreach, fundraising, board development and more, all while navigating the COVID-19 pandemic.

Community awareness, education, and outreach

- Presented Healing the Helping Professional to senior staff at Orion Communities Inc., and The Crime Victims' Center of Chester County, Inc.
- Participated in Phoenixville providers bi-weekly calls to make organizations aware of community resources.
- Continued the closed support group, Coping with Addicted Adult Children, which is in its third year.
- Participated in Main Line Ministerium meetings to inform the churches of Daemion's services.
- Extended Daemion's services to local front-line organizations when the pandemic began, free of charge.



Program delivery

- Increased total client session hours from January 1, 2020 - June 30, 2020 by 25.4% over the same time in 2019.
- Transitioned from fully in-person to virtual sessions in March 2020.
- Purchased four new laptops and one iPad for therapists that were funded by a grant to meet client needs during COVID-19.
- Offered staff training.
- Developed our presence in the Phoenixville community.



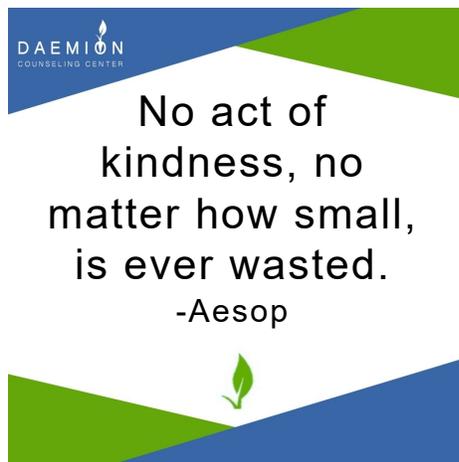
"During the COVID-19 pandemic, several friends and business associates were suffering and stressed. I connected them with the staff at Daemion Counseling Center and they were able to submit paperwork and schedule them to see a counselor within days! Both reported that they loved the counselor they were seeing and they continue to work through their issues while strengthening their strategies for success and happiness."

- Stacey Ballard

Fundraising and volunteer engagement

- Postponed Daemion Counseling Center's 50th Anniversary celebration, planned for May 2020, until we can be together in person.
- Due to COVID-19 restrictions and our inability to hold in-person fundraisers, our volunteer activity hours are down, but our client hours have increased. In these adverse circumstances, we have remained true to our mission of serving those in need during challenging and demanding times.
- Held monthly Board and Finance committee meetings, frequent marketing committee meetings, as well as fundraising planning sessions with an engaged volunteer board of directors, who have donated 150 volunteer hours with an in-kind value of \$4,078.50.
- Participated in Giving Hope Now, a special Giving Tuesday virtual fundraiser to support pandemic needs, with a match incentive by an anonymous donor.

Marketing and advertising



- Initiated a social media Kindness Campaign during which Daemion Counseling Center posted various self-kindness, kind-to-others, and general kindness ideas and quotes through Facebook, Instagram, and Twitter.
- Daemion Counseling Center continued to expand visibility and reach to the local community via social media through increased posts and followers.
- Distributed six digital Daemion newsletters to an average of over 800 supporters with an average open rate of 20.3%.
- Daemion Counseling Center's website continued to act as a resource, seeing 1,743 user sessions from January to June 2020.

Board development and governance

- Received IRS approval to change Daemion's operating year to a July 1 fiscal year.
- Several Board members attended the Chester County Community Foundation's Food for Thought forums, Investment Forum, and Annual Meeting.

Our Clients

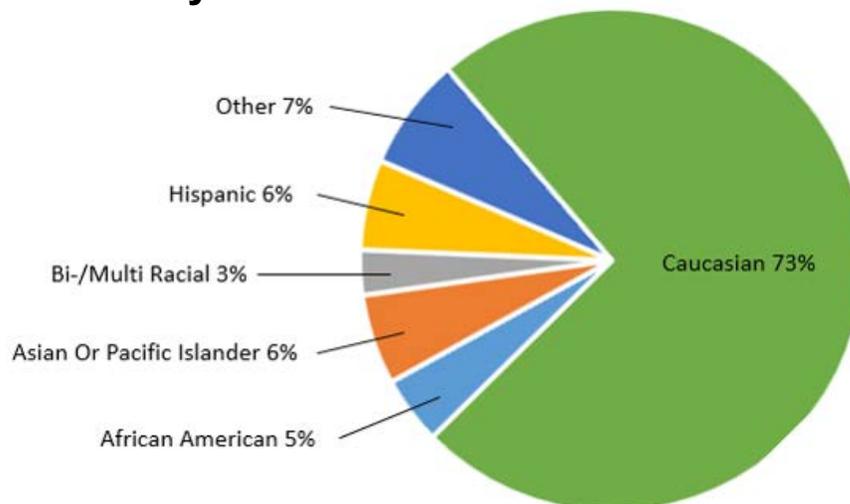
Client Stories

Name and personal details have been changed to protect client privacy.

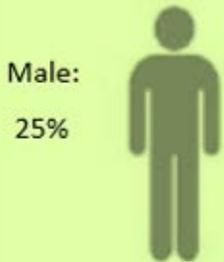


Colleen is a 24-year old woman who recently moved to this area from a small western Pennsylvania town. While initially excited to be accompanying her partner on a new adventure to a new city and ready to embrace the challenges of being independent from her family, she found herself anxious, and panic attacks had caused her to leave her full-time job in retail. Distraught, unable to sleep, and experiencing conflict with her partner, Colleen came to Daemion Counseling Center to explore these unexpected happenings. Together with her therapist, she was able to uncover the many normal stressors that can arise, even from planned and welcome change. Being able to acknowledge the feelings of loneliness, disappointment, and not fitting in was a significant aspect of Colleen's therapy. She was then better able to identify ways to reduce stress and anxiety through somatic practices, including yoga and reiki, as well as become aware of the ruminating thoughts and negative self-talk that were keeping her stuck. Over the course of six sessions, Colleen made meaningful progress toward becoming more comfortable with herself, resolving conflict, and being more functional on a day-to-day basis, including returning to work.

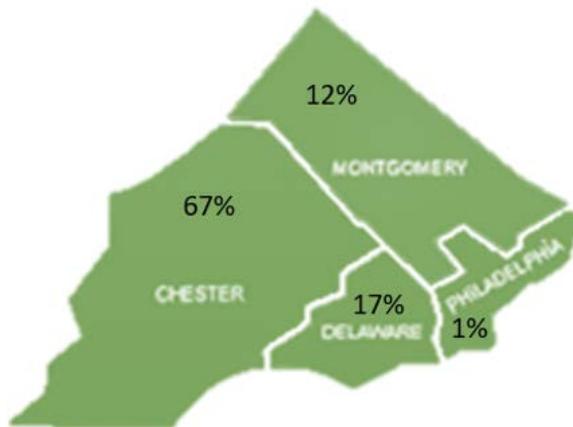
Ethnicity



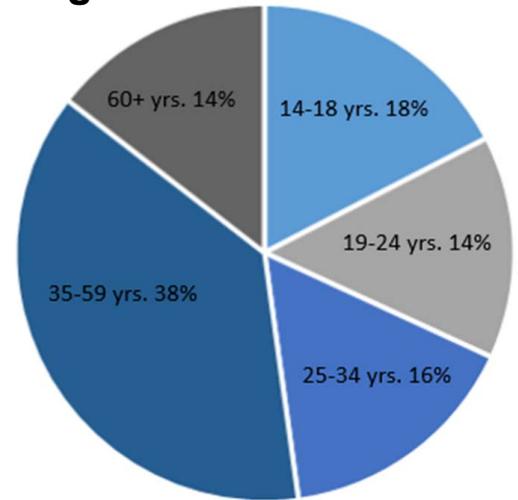
Gender



Counties



Age



An additional 3% of our clients came from Berks and Bucks counties. The largest percentage of our clients falls in the 14-34 years age bracket (48%), followed by 38% in the 35-50 years age bracket, and we're supporting older adults as well.

Income

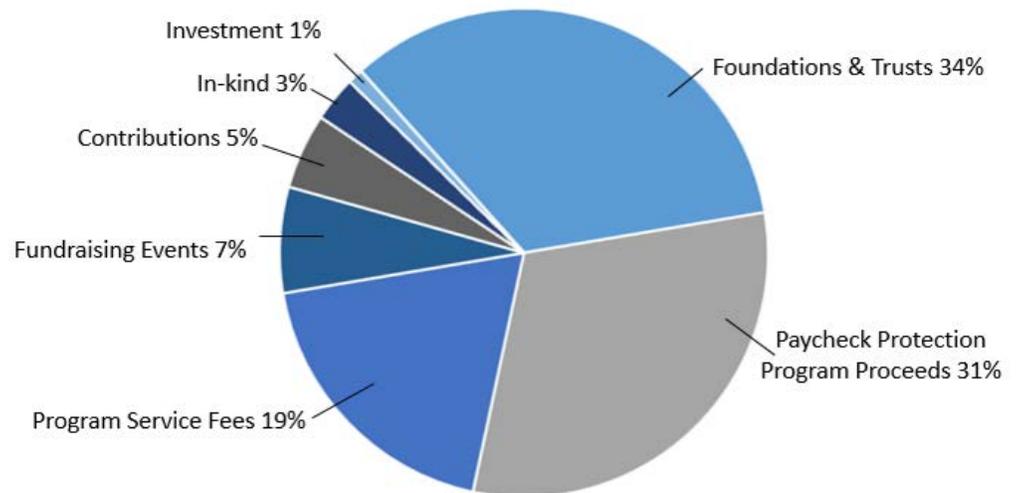
Income Range	Percentage of Clients
Up to 15k	25%
\$15k-\$30k	6%
\$30k-\$40k	5%
\$40k-\$50k	3%
\$50k^	37%
Undisclosed	24%

78% of clients with income over \$50k were court-ordered (for Drug and Alcohol Evaluations or Anger Management), or paid with health insurance. 22% were members of a closed support group.

A Look at Income and Expenses

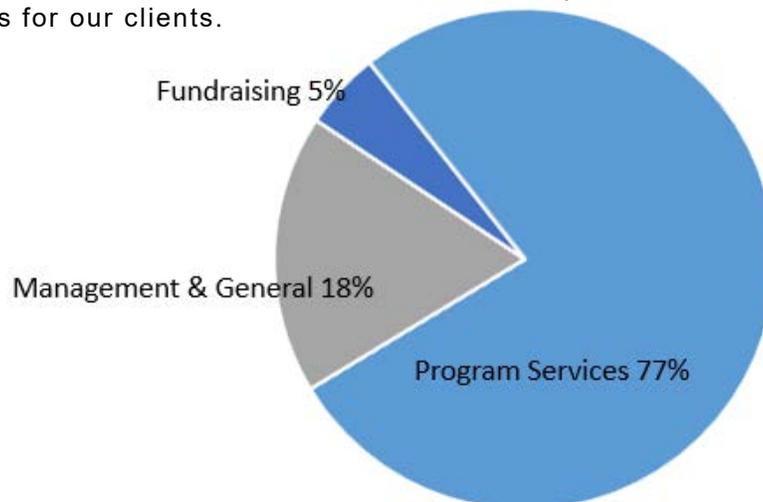
Income

For 50 years Daemion Counseling Center has not accepted federal, state, or local funds. Due to our inability to fundraise due to COVID-19, we applied for Payroll Protection Program funding, received it and had it forgiven. We repaid the Economic Injury Disaster Loan.



Expenses

77% of our expenses directly support Daemion's clients through programs or operational overhead. Daemion Counseling Center functions with a client-first approach; all financial decisions are made to improve mental health counseling services for our clients.





Thank You to our Donors

DONORS

Mr. Jared Allred
Mr. and Mrs. Michael Alofsin
Ms. Monica Anderson
Ms. Natalie Annechinni
Mr. Albert Brooke
Mr. and Mrs. Kenneth Campbell
Mr. Kenneth Chen
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Ms. H. Kathleen Childress
Mr. and Mrs. William Claypool
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Ms. Nelda Sims
Ms. Leanne Sims
Ms. Melissa Sims
Mr. and Mrs. William Suplee
Ms. Juliet Warner

COMMUNITY SUPPORT

Barre3 Berwyn
Compass Realty- The Roach Steely Team
Costco Wholesale
Eadeh Enterprises
Grand Slam USA
Longwood Gardens
Scout and Cellar Wine
Spell Style Lounge
The Party Shoppe of the Main Line
Upper Main Line Rotary Club
Urban Air
Wegman's Malvern

IN KIND

Ms. H. Kathleen Childress
Ms. Susanne DeWitt
Ms. Kaitlen Langerhans
Orion Communities
Phoenixville Community Health Foundation

FOUNDATIONS

The McLean Contributionship
Robert E. Lamb Foundation
The Stewart Huston Charitable Trust
The Wyss Foundation