2021-2022

Annual Report

DAEMION
COUNSELING CENTER
a place to be heard since 1970
Message from Daemion’s Board Co-Chairs and President/CEO

Dear Friend of Daemion Counseling,

It is likely that each of us feels like our life has shifted in many and varied ways in the last two and a half years. Restrictions, limitations, unexpected shifts in our personal and professional lives, health issues, and other challenges seem to have become the norm. Organizations such as Daemion have confronted our own challenges in providing our services in new and different ways to a growing list of clients. We acquired a new copier that is HIPAA compliant, we added therapists to our staff to meet the increasing client demand, we converted to a new software program that allows therapists to enter their tele-health notes from home directly into an electronic database in the office, and we purchased computers for our new staff members. We provided training for the staff on the new programs and delivery protocols. As a result, our operating costs have elevated significantly in the past year. Fortunately, through the kindness of our community supporters, our fundraising this year allowed us to successfully finance these changes in our programming.

We are proud of our expanded programs, which included a presentation at the Phoenixville YMCA on managing life during COVID. Daemion collaborated with Valley Forge Park Alliance and REI to provide a series of mindful meditation walking tours in beautiful Valley Forge National Historical Park. Daemion initiated planning a Community Conversation on Teen Suicide Prevention, free to the community via Zoom, with the American Foundation Suicide Prevention, Ethos Treatment, and Peter’s Place. This recorded session is available on Daemion’s website for your viewing. www.daemioncounseling.org

We are looking forward to our new partnership with The Clinic in Phoenixville, allowing us to provide mental health counseling services in Phoenixville in the Ann’s Heart building with a pilot project to provide on-site mental health counseling services.

Daemion successfully hosted three fundraisers in the past year, including our Positivity Ride (a bicycle ride from Glenside, PA to Cape May, N.J.), our annual golf outing at the Philadelphia Cricket Club, and our 50th Anniversary Hope Gala.

As you read through this report you will find very impressive statistics. Please call to mind the important reality that these represent how we were able to help individuals who might be a neighbor, co-worker, relative or friend. Thank you for helping us to continue to provide hope, one hour at a time, to our clients.

Sincerely,

Margaret Magee
President/CEO

Carol Robinson
Co-Chair

Kenneth Chen
Co-Chair
Mission
Daemion Counseling Center offers professional mental health counseling focused on helping community residents navigate life’s many transitions by providing expert yet affordable care.

Vision
We envision a world where people, without regard to their ability to pay, have access to services and programs that will address their mental health needs.

History
Daemion Counseling Center is a 501(c) 3 nonprofit community-based counseling agency that opened its doors in 1970 when a group of concerned community members met informally in their residences and crafted the concept of Daemion House as a way of helping and supporting runaway teens and their families, working ultimately toward reconciliation while trying to ensure the safety of the teenagers involved in the interim. The office and volunteer staff members were initially housed in the basement of the home on the property of St. Luke’s Lutheran Church in Devon, Pennsylvania.

Over the years, Daemion has adjusted and updated its mission to reflect evolving community needs. It has transitioned from an agency that met critical needs in times of crisis to Daemion Counseling Center that works with individuals who struggle with a variety of issues and who are committed to devoting the necessary time with professional therapists, one hour at a time, to heal and move forward with their lives.
2021–2022 Accomplishments in Support of Our Mission

July 2021 through July 2022 was filled with client support, program delivery, community outreach, fundraising, board development, and more, all while continuing to navigate the COVID-19 pandemic.

Daemion Counseling Center Celebrates 50 Years Of Hope And Healing

It was planned as a celebration of hope and healing. And what a celebration it was! More than 200 “friends” of the Berwyn mental health counseling non-profit joined in the fun-filled evening created to recognize Daemion’s more than half-century of service. And to raise money to help the agency continue to serve those with mental health needs throughout the Delaware Valley.

Energy in the room formed at the welcome reception with live music of the Blue Sky Band and complementary photos by Emily Brunner Photography. It continues throughout a fast-paced program of recognition and tribute. A keynote presentation was provided by Fran Dunphy, the winningest coach in Philadelphia collegiate basketball history. Dinner was presented by Waynesborough Country Club, table settings and floral arrangements by StudioFloral in Berwyn were donated by Stacey Ballard. Albert P. Massey, founding member of Daemion House, the current counseling center’s 1970 predecessor, served as emcee.

Allyson McAndrews Washo, a Daemion board member related her personal story of resilience. Mary Ann Piccioni, a member of the TE Board of School Directors presented Daemion with citations from the PA House of Representatives, and Stacey Ballard, President/CEO of Eadeh Enterprises, was honored with Daemion’s Community Champion Award for her tireless work carrying on the philanthropy of the late Earnest Eadeh.

Dr. Mark Cunningham-Hill, president of the Paoli-Malvern-Berwyn Rotary Club, presents Daemion’s President/CEO, Margaret Magee (center) with a $10,000 donation at the Hope Gala. Rotarians looking on are left to right, Dr. James Brown, Mary Ann and Amedeo Piccioni, Stacey Ballard, Jennifer Payton, Carol Robinson, Andrew Dohan, Cindy Petty, and Michael Alofsin.
True to the bestowal of the champion mantle, Stacey was surprised, and draped with an appropriate Wonder Woman cape and tiara to the delight of the crowd. While the caping and crowning seemed a “hard act to follow” perhaps it was equaled by the $10,000 check the Paoli-Malvern-Berwyn Rotary Club presented by club president, Dr. Mark Cunningham-Hill to Margaret Magee, Daemion’s President/CEO.

Keynoting the evening, LaSalle University Head Basketball Coach, Fran Dunphy, who starred at LaSalle when a student there, told inspiring personal stories drawing parallels between values taught in basketball and sports in general and healthy mental attitudes. As an aside, Dunphy, a graduate of Malvern Prep, prior to attending LaSalle University has amassed a full court full of recognition and tributes himself, the latest one, with his new role at LaSalle, becomes the first head basketball coach of three different Philadelphia area schools, Penn, Temple, and LaSalle. As said earlier, he also is the winningest coach in Big 5 History.

The Blue Sky Band provided the live music for the gala (as a donation to Daemion) is a group of local active and retired businessmen that includes Todd Pohlig (Pohlig Homes), John Spangenberg (retired physical therapist), Joe Cafarchin (Meridian Bank), Dave Long (Bryn Mawr Rehab), Thom Graham, (Paoli Hospital), and Thom’s son, Nate, filling in on bass.
Winners, and the auction prizes they won are James Paul (Larry Holmes autographed Boxing Gloves, Tori Harvey (original watercolor painting by Ardyth Sobyak), Jennifer Payton (Key West Getaway, and Tuscan Treasures by Lux Gives), Joanne Marks (white gold ring) David Kahl (Family mini get-away with Reading Phillies tickets and more) Stacey Ballard (mega pizza party), Linda Stull (old-fashioned party in a box) Suzanne Clark (car detailing and vroom-vroom mini Maserati), Anne McClellan (framed color photo of Jay Wright cutting the net after Villanova won the 2016 NCAA championship authentically signed by Coach Wright), Glenn Mahoney (Surf & Turf Trip by Lux Gives), and Mike Brady (Baha Breeze by Lux Gives).

From the welcome reception to closing remarks, and everything in between, the collegial evening provided guests a perfect balance of laughter and a few tears and a celebration to remember.

The Hope Gala committee: Raymond J. Hoffman, Chair; Glenn D. Mahoney; Albert P. Massey; John C. T. Alexander, Gerld Carter; Kenneth Chen and Carol Robinson, Board Co-Chairs, and Margaret Magee, President/CEO, Daemion Counseling Center.
Tori Harvey, Raymond J. Hoffman, Hope Gala Chair and member of Daemion’s Board of Directors, and Laurie Harvey

Dan and Meg Robertson, and Molly and Kevin Ryan

Gerald T. Davis, Stacey Ballard, and Kim Cuthbert

Ryan Quigley, Board Member and his wife, Morgan

Andy and DeeDee Dohan

H. Kathleen Childress and Ed Davidson

Photos: Emily Brunner Photography
Community Awareness, Education, and Outreach

- Held a Community Conversation about Teen Suicide with more than 60 registered participants. Presented by Mary Ann Murtha, Director, American Foundation for Suicide Prevention; Michael Blanche, MSS/LCSW, Co-Founder, Ethos Treatment; Joseph Kelly, Director of Programs, Peter’s Place and hosted by Margaret Magee, President/CEO, Daemion Counseling Center.
- Invited by Tower Health to present to Phoenixville YMCA, Keeping Aging Minds Healthy, Understanding the Effects of COVID, presentation by Andrew Jara.
- Presented to the PMB Rotary Club and the Upper Main Line Rotary Club to inform each of Daemion’s services resulting in $13,000 in grants.
- Selected, along with many other community leaders, to be painted on the new community mural in Berwyn, Pennsylvania.

Program Delivery

- Re-opened to limited in-person counseling in September 2021.
- 95% of clients are seen via Telehealth.
- Increased Contributory Revenue, Grants, Contributions, (In-Kind) and Fundraising Events by 52% year over year.
- Daemion utilized two Nationally Certified Counselor master’s level Interns, a master’s level Nationally Certified, who is also a K12 school certified counselor, two LPC’s with a focus on marriage and family counseling and one LPC certified in Anger Management Counseling and Drug and Alcohol Evaluation. Two LPC’s provide supervision to staff.
- Participated in Phoenixville pilot project with The Clinic and Ann’s Heart to provide mental health counseling.

Fundraising and Volunteer Engagement

- Volunteers donated 550 hours by participating as board or committee members.
- The Hope Gala celebration at Waynesborough Country Club with more than 230 friends of Daemion on May 13, 2022, honoring Stacey Ballard, Community Champion, with keynote speaker, the legendary Philadelphia collegiate basketball coach Fran Dunphy.
- Positivity Ride from Glenside, PA to Cape May, NJ. June, 2022.
Marketing, Increased Visibility and Communication

- From July 1, 2021, to June 1, 2022, there were 4,295 unique users to the website, an increase of 151.8% compared to the same time period in 2020-2021.
- The users/visitors that came to the website resulted in 5,577 user sessions, representing a 153.6% increase compared to the same prior period (July 1, 2020, to June 1, 2021).
- During the same 11-month timeframe, Daemion sent 13 email marketing messages, including those retargeting previous prospects.
- E-mail campaigns to previous non-openers were targeted to an average mailing list of 754 addresses. Topics included the golf outing, the Community Conversation on Teen Suicide, Mindfulness Walk & Talk and The Hope Gala.
- There were 9,749 successful deliveries of the emails, with a 29.4% open rate and a 3.4% click rate.

Board Development and Governance

- Created a new Strategic Plan to guide the organization for the next three years.
- Welcomed one new board member with strong marketing and financial experience to Daemion’s Board of Directors.
Our Programs

Individual, Family, and Couples
Clients at Daemion Counseling Center have the opportunity to talk confidentially with one of our highly-trained, licensed therapists about challenges they are experiencing. Daemion’s therapists are welcoming and compassionate within a nonjudgmental environment, creating a positive counseling experience from which a strong therapeutic alliance can form.

We see clients struggling with managing symptoms associated with mood disorders, such as major depression and bipolar depression, a variety of anxiety and personality disorders, and adjustment disorders arising from transitions that occur across the lifespan, as well as those who are experiencing grief and bereavement that accompany many types of loss. We also see individuals who desire to improve their quality of life and personal wellbeing through exploring relationships, self-esteem, communication skills, health, and spirituality, and the many other dimensions that create a value-driven, meaningful life. Our therapists use a variety of counseling theories and techniques to explore new and healthier ways of thinking, behaving, and relating to and with others that help individuals meet their unique goals of therapy.

Anger Management Program
Daemion offers a specialized, one-on-one,10-session psycho-educational program that provides a structured format in which the client and therapist-educator explore together his/her personal experience with anger and how it manifests emotionally, cognitively and behaviorally. Clients are evaluated at the first and last session using a validated, evidence-based anger management instrument that measures the experience, expression, and control of anger.

Throughout the program, the therapist works with the client both in-session and through between-session assignments, to better identify triggers, to recognize and replace distorted thinking patterns that contribute to anger and related emotions, and to explore and practice positive and productive alternative behaviors to replace current reactive behaviors.

A two-session evaluation program is also available. Clients first meet with the therapist-educator for an intake and evaluation session. At the second session, clients receive feedback on the results of the evaluation and, based on the recommendation of the therapist-educator, determine best next steps that meet the individual’s goals.
Drug and Alcohol Evaluation
Daemion offers a two-session Drug and Alcohol Evaluation service to clients using validated instruments designed to measure substance and/or alcohol use and the risk of abuse.

Clients first meet with the therapist for an intake and evaluation session. At the second session, clients receive feedback on their evaluation, are given appropriate educational information, and, based on the recommendation of the therapist, determine best next steps that meet the individual’s goals.

Both the Anger Management and Drug and Alcohol Evaluation programs meet the requirements of many court, school, law enforcement and employer-initiated requests for professional, independent evaluations.

Healing the Helping Professional
- Healing and emotional support to promote resiliency among helping professionals.
- Interactive, healing, supporting, nonjudgmental and psycho-educational.
- Learn about, explore, and develop insight into self-care practices that might shift one’s thoughts feelings, with behaviors related to their personal and professional identities.
- Support each other in a common goal of being one’s best self and striving towards health, wellness, purpose, and fulfillment in all actions.

Valley Forge Park Alliance, REI, and Daemion Counseling Center Mindfulness Walking Series
Mindfulness walk series designed to promote community connections and teach mindfulness techniques to improve mental health and well-being. A group of 8 community members met each week to walk a loop in VF park, starting from the Maurice Stephens House, the future headquarters of the Valley Forge Park Alliance. Midway through the walk, mindfulness techniques such as tuning into your senses, box breathing, body scanning and finding stillness were taught and practiced. Evaluations were overwhelmingly positive, and we hope to continue the series in September 2022. With two therapists, we have the ability to accommodate up to 15 participants and can expand the program to incorporate additional topics that may appeal to various populations of the community and we are continuing the series.
The Clinic (Phoenixville Behavioral Health Emergency Center), Ann’s Heart, and Daemion Counseling Center

In early 2022, The Clinic, Ann’s Heart and Daemion Counseling Center discussed a pilot project to address the growing mental health needs in Phoenixville. Following several planning meetings, amid some minor delays due to ensuring compliance, and obtaining insurance certificates, we opened the clinic on June 3. Although the Phoenixville pilot project was small, it proved extremely successful. We had a 93% show rate for appointments. Calling the clients ahead of time was beneficial to remind them of their appointment, helping with the high attendance.

Meeting clients where they are is crucial in having mental health services for all. Not all clients have the luxury to come in person to Phoenixville. Child-care issues, work schedules and therapist availability are some roadblocks to in-person counseling. Therapy is an investment in time for the client and therapist. Having the flexibility to meet via zoom for clients helps promote meeting clients where they are. Once the client and therapist have established an in-person relationship, tele-health is a wonderful way for our clients to continue their therapeutic journey. Clients can still come to Phoenixville to use Ann’s Heart therapy room, which provides confidentiality and the technology needed for continuation of services.

Overall, the clients are pleased with the mental health services that are provided. They made and kept their appointments, and did the necessary work to help themselves between visits. Their mental health journey isn’t over as we need a few more visits to continue their improvement. At their last visit they were asked about the mental health services in Phoenixville and every client responded with positive comments. This service is working and benefitting the client, which is also benefitting the community.

“I have been to therapy before, but I knew that I needed to return because things have really gone off track in my life, and I need to fix that. Therapy helped me before and I am hoping that it will help me again.”
Program Impact
Daemion Counseling Center is a cornerstone of support providing hope, one hour at a time for our friends, families, and community members who are in need. We offer professional mental health counseling to clients seeking help as they navigate life’s many transitions.
Our Clients

Race
- Caucasian: 75%
- African American: 8%
- Hispanic: 6%
- Asian or Pacific Islander: 5%
- Other: 5%
- Bi-Multi Racial: 1%

Age in Years
- 36-59: 50%
- 19-24: 10%
- 60+: 8%
- 14-18: 16%
- 19-24: 10%

Sex
- Male: 24%
- Female: 76%

Counties
- Montgomery: 7%
- Chester: 79%
- Delaware: 12%
- Philadelphia: 2%

Income Range
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Client Story

A 49-year-old Caucasian male, court mandated to attend counseling for anger management, came to Daemion Counseling Center for help. After the initial intake was performed, the DCC therapist and client determined goals for therapy. The client was in the midst of a messy divorce. Because his ex-wife had addiction issues, the client had sole custody of their 17-year-old son. Emotion regulation was his primary concern, as he had been feeling mildly depressed, with bouts of anger that he struggled to control. He also wanted to reduce his alcohol intake, which he had been using as a coping mechanism. Finally, he wished to improve the relationship with his son.

The DCC therapist worked with the client in 8 sessions, after the initial intake and goal setting. She began with teaching mindfulness techniques, such as meditation, deep breathing, and counting, in order to help him stay present in the moment, reduce his overall stress, and enable him to better regulate his emotions during stressful situations. The client was familiar with meditation and adapted these techniques quickly. Feeling more centered and decreasing his overall level of stress, improved his ability to deal with issues that came up regarding the divorce as well as the emotions and interpersonal struggles with his teenage son. Next, the client set a goal for himself to reduce his alcohol intake to no more than 2 beers each day. In order to accomplish this, the therapist worked with him to better understand the emotions that triggered his urge to drink.

Using psychotherapy, the therapist helped the client become more aware of his emotions as a reaction to interactions in his life, and worked through them in therapy sessions. Sometimes called “talk therapy”, psychotherapy uses a variety of treatment techniques that aim to help a person identify and change troubling emotions, thoughts, and behavior. With the unconditional positive regard, and the rapport established by the therapist, the client realized how he had learned throughout his life to stifle emotions and act rather than feel. However, understanding his emotions, and how he used alcohol to numb them, was only half of the treatment, however. The client then needed to replace his alcohol use with a healthier coping mechanism. Together, he and the therapist discovered his love of nature and the outdoors. He began to do more fishing and hiking, which filled some of his time in a more healing way and reinforced the mindfulness techniques he was learning. His son began to accompany him on these outings, which slowly began to improve their relationship.
As their relationship became less volatile, the therapy shifted to working on this final goal. The therapist utilized cognitive behavioral techniques with the client to improve his communication and listening skills. These techniques allowed the client to be more present with his son and have empathy for his situation rather than trying to control or fix it. The son felt more validated and understood, which in turn improved their relationship further. The client and son continued to spend more time together outdoors, which gave them shared experiences outside of the parent/child roles. Finally, the therapist utilized boundary setting techniques to help the client establish healthy boundaries with his ex-wife. Boundaries are the limits and rules people set for themselves in relationships. Someone with healthy boundaries can say “no” when necessary, but are also comfortable opening themselves up to intimacy and close relationships. The therapist taught this client appropriate language for speaking assertively, boundary-setting tips, and performed role playing in the therapeutic setting to help him become more comfortable with the behavior.

In doing so, the client was able to stop engaging in his ex-wife’s poor behavior patterns, which freed him to focus on the relationship with his son in a more positive, loving and approachable manner. Over this 8-week period, the father/son relationship continued to improve. The client's stress level decreased, and he found more joy in doing things outside in nature. The client was able to establish healthier boundaries while progressing through the divorce and had techniques to regulate his emotions.

His alcohol intake decreased to a more manageable level so as not to exacerbate the stressful situations existing in his life. This client came to Daemon Counseling Center open and eager to improving his life. Having experienced therapy in the past, he had good insight into his behavior patterns, and was quite self-aware, enabling the therapist to go further in the therapeutic techniques, and success happened more quickly. In addition, he had a good support network of friends, and had some established hobbies he could engage in immediately. By the end of the sessions, his goals were met, and he felt optimistic and hopeful about his relationship with his son and his life moving forward. He initiated the end of therapy, and the counselor began the termination process.
The end of therapy can be a positive experience, with a long-lasting impact on the client. When successful, termination is an opportunity for closure. Together, the client and therapist reviewed the personal growth that unfolded over the course of treatment. Because they had collaborated to establish specific, achievable, and measurable treatment goals, it was clear that therapy had come to a point of closure. Termination is a time to review the client’s achievements and reinforce plans for maintaining good mental health. The therapist reviewed the positive changes in the client by comparing the first few sessions to the most recent sessions and pointing out improvements. She shared specific changes seen in the client such as decreased symptom severity, more positive body language, improved relationships, and a more positive outlook on the future. An important part of termination is a plan for dealing with a recurrence of the presenting problem. The therapist and client created a maintenance plan to review his triggers and warning signs and reminded him how to manage these by using the mindfulness strategies, boundary setting skills, and outdoor hobbies they had established.
A Look at Income and Expenses

**Income**
Daemion Counseling Center relies on community support to fund our ability to make our mission a reality. We offer mental health counseling at an affordable rate, accept most insurances, and offer a sliding fee scale. Many of our clients were unable to afford to contribute to their clinical sessions, and we are able to help because of the grants, contributions and gifts we receive. Our income is significantly dependent upon the generosity of donors, fundraisers, investments, foundations or corporations, and in-kind donations.

**Expenses**
Ninety-five percent 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 the mental health counseling services for the client.

“In my life I have been taking a lot of positive steps with my health (yoga, walking, and losing 50 pounds by exercising and eating healthy), but I still am waking up in the middle of the night with anxiety that keeps me awake for hours.”
Board Leadership

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Carol Robinson  
Co-Chair

Amadeo Piccioni  
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Gerald Carter  
Board Member

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Board Member

Ryan Quigley  
Board Member

Allyson Washo  
Board Member
Ways to Give
We give hope one hour at a time. Your gift can help someone who is feeling hopeless pay for a one-hour counseling session that can help them turn the corner toward hope. You can give by PayPal, Venmo, mail, online, or in person. To learn more and give now, go to www.daemioncounseling.org/donations/.

Give Back as a Volunteer
If you’re looking for a meaningful way to give back, Daemion offers you a flexible opportunity to make a positive difference in your local community. Visit https://daemioncounseling.org/volunteer/.

Join a Committee of the Board
If you’re a professional who is passionate about the importance of mental health care, and would like to work with one of our board committees (Program Advisory, Fundraising, Finance, Governance, or Marketing and Outreach), please send your resume to staff@daemioncounseling.org.

First session: “I don’t know if I want to go to counseling, but my Dr. at the clinic suggested it.”

Last session: “When can we meet again? This is helping me with my anxiety about returning to work.”
Thank You to Our 2021-2022 Donors

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Berwyn community mural
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In Memoriam

Daemion Counseling Center honors the memory of Mary E. Buggy, who passed away on May 8th, 2022, at the age of 82. Mary was a vital part of Daemion Counseling Center, serving as a therapist and then executive director from 1994 until her retirement in 2007.

Mary was an active and resolute-working woman with a thirst for knowledge, and natural inclination to help others. Her husband, John, described her as “a good listener with natural instincts in dealing with people who needed help. Throughout our marriage, she always had people coming over to get her help. Mary had good insights naturally, and then learned the different {counseling} approaches in her Villanova University program”.

Mary earned her Master’s Degree in Counseling from Villanova, after achieving a Bachelor’s Degree in Business Administration by attending night school at St Joseph’s University. She completed her degrees while continuing to work various jobs, from teaching business classes at private high schools and Delaware County Community College, to bookkeeping and accounting, along with raising their three children with John.

Mary’s background in business and counseling gave her the unique perspective and combination of skills to help lead Daemion Counseling Center through challenging times in the late 90’s/early 2000’s.

An excellent “people person,” Mary worked well with the board of directors, and according to John, “They responded well to her. They knew of her commitment to Daemion, and that she would do whatever was needed. She would work 60+ hours a week, and they all jumped aboard to help her grow the program.”

Of all the varied interests and passions Mary had throughout her career, she was most proud and passionate about providing supervision to therapists and interns. Mary enthusiastically supervised every counselor at Daemion during her time as executive director, offering personal support for their work and continuity of services. At the same time, she also supervised interns in counseling graduate programs as West Chester and Immaculata Universities.

Daemion Counseling Center will be forever grateful for Mary’s years’ long accomplishments, devotion and leadership, and her memory will help us continue to be dedicated to serving those in need.