

# NEW Mental Health Connection Member Meeting

Thursday, July 11, 2024



# AGENDA



- **Membership News**
- **Agency Spotlight:** The NEW Mental Health Connection! Strategic Planning and Funding Update
- **Update:** Project Zero's Mind Your Wellness Survey 2.0
- **Update:** DRIVE Health Project - What we are learning along the way...

# Membership News...

## Membership is more important than ever! Why?

- ❖ Be a part of creating new initiatives and strategies for solving problems
- ❖ Join pop up committees working on specific issues of interest
- ❖ Engage in cultural competency or other learning circles
- ❖ The Connection is an ecosystem enabler and systems change agent representing the interests of members
- ❖ Membership reinforces community agreement that collective action is the way to address mental health and suicide prevention at the population level

Expect to see Membership Renewal Notices by email over  
the next two months





# The Connection's Agency Spotlight

**\*SURPRISE!**



**The Connection**  
N.E.W. MENTAL HEALTH



- Surveys
- Member Session
- Stakeholder Session
- Board Sessions
- SWOT Analysis
- Leader assessments

**What we've  
been up to:**

## Timeline

**April 2024** – Analysis/Report to the Board of Directors from Consultant

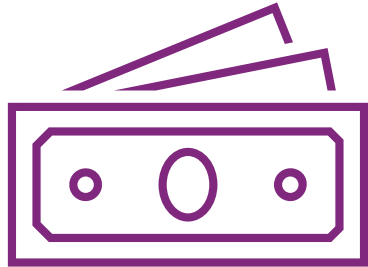
**June 2024** – Board review of analysis

**July 2024** – Begin creation of strategic plan

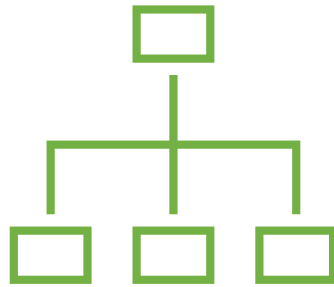
**July 2024** – Report to members on strategic process results and provide funding update



# Our Goals & The Big Picture



- Better understand our budget shortcomings
- Identify ways to maximize organizational revenue



- Confirm our organizational structure best serves our members
- Ensure future success of Executive Director role



- Map out the next 1-3 years, based on different decision points
- Bring new board members into the decision-making process

# Our Inclusive Process to Date



1. Member and board member surveys



2. One-on-one interviews with board members and staff



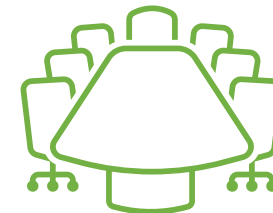
3. Two interactive workshops with members and community leaders



6. Final presentation



5. Position description dissection with staff



4. Three board member workshops and discussions

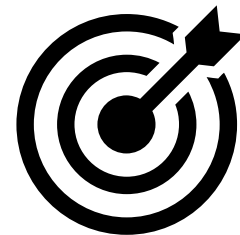
**\*record scratch noise\***





# Crisis ended, but we still need to be strategic!

- Our story of existential crisis made an impact and led to significant funding
- ALL of the grants written in 2024 have been funded
- Conversations with funders that took place in 2022-23 were fruitful – it just took some time, but this is what ‘relationship-based philanthropy’ looks like... funders are coming to us to see how they can engage in and support our work

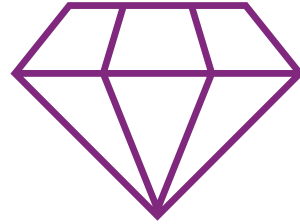


**Some of our weakness and threats have been neutralized.**

# SWOT Findings - Strengths



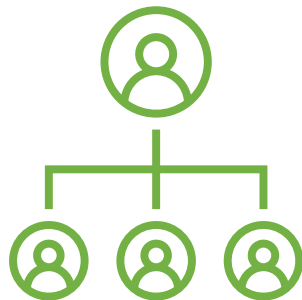
- Members are widespread throughout the region and are invested and committed.



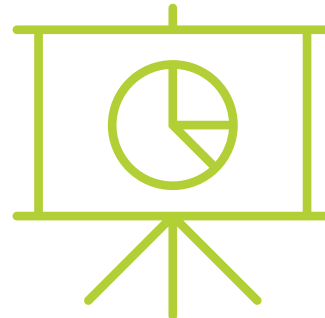
- The Connection yields tremendous impact at a low cost. We are a great ROI.



- The Connection boasts highly impactful signature projects and activities in its 13-year history.



- Highly respected Executive Director at the helm.

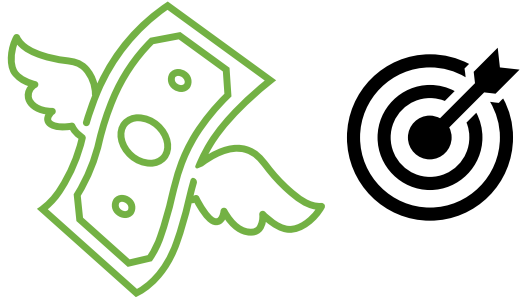


- Projects executed by The Connection produce results.



- DEI message is delivered loudly and clearly by The Connection.

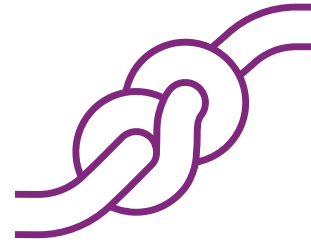
# SWOT Findings - Weaknesses



- Grantors are wary of operational expenses necessary to a backbone entity and don't offer differentiated funding streams for backbone or systems change work.



- Decentralization of health systems away from the Fox Cities and prior handshake agreements.



- Board of Directors struggles to separate the organization's legacy from its long-time Executive Director.



- Significant percent of Executive Director time is spent fundraising operational dollars vs. mobilizing funding for project work.



- Despite doing measurably impactful work for a decade +, the backbone model is still not well understood locally.

# SWOT Findings - Opportunities



- The Connection has strong synergy with other initiatives at work in the Fox Cities.



- The Connection is a local thought leader in N.E.W. for successfully managing a backbone and achieving systems change results.



- There is opportunity to expand the footprint of The Connection.



- Expanding The Connection's mission to include other focus areas would expand the tent.



- Need for a focus on recruitment, retention, ongoing support for mental health clinicians.

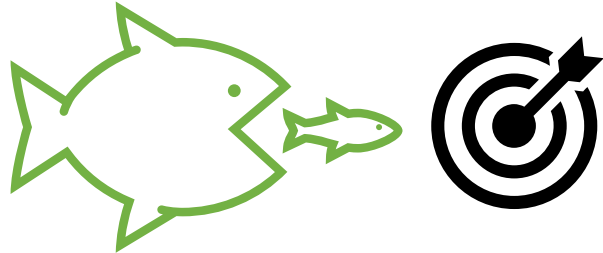


- The Connection could help to facilitate the conversation among stakeholders interested in a mental health stabilization facility.



- Developing cohorts within membership can further collaborative impact.

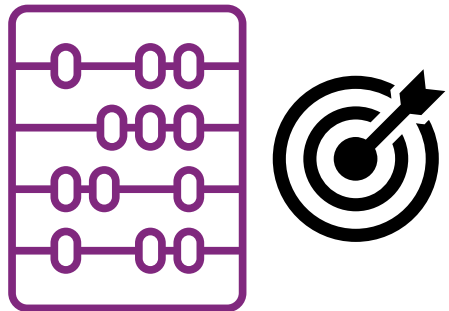
# SWOT Findings - Threats



- The Connection directly competes with non-profit member organizations for funds and its current model does not allow for revenue creation.



- Big P policy and advocacy work has less of a presence in The Connection.

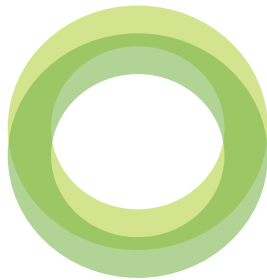


- Few regional backbone entities have been successful while following the “true” model.



- Future model discussions of The Connection should maintain an independent agenda.

**Should The Connection**  
*remain leaders in this evolving  
narrative or pivot to a new  
model?*



**OPTION 1.**  
**Remain leaders in  
this evolving space.**



# Option 1: Remain leaders in this evolving narrative

**Our strategic outcome:** Over the next three years, we continue to educate on the effectiveness of the backbone model to gain greater buy-in from funders. We accomplish this through **three action areas** which occur concurrently:



Grow revenue through focused conversations with existing major funders around differentiated funding streams.



Grow revenue by growing our membership base (explore dues and footprint).



Grow revenue through focused conversations with potential funders with an interest in creating a backbone of backbones

Differentiated funding streams are showing up and being developed to highlight systems change and backbone work!





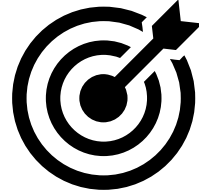
**OPTION 2.**  
**We pivot to a new  
model**

# Option 2 *Pivot to a New Model*

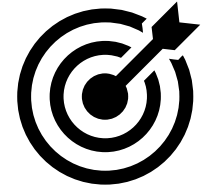
**Our strategic outcome:** Over the next three years, we explore other funding options. We realize that while we have great impact, the backbone is not fully understood locally.

We accomplish this through **one of two new models.**

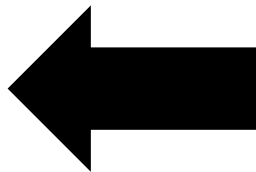
1



2



We are being sought out to share our technical expertise and thought leadership

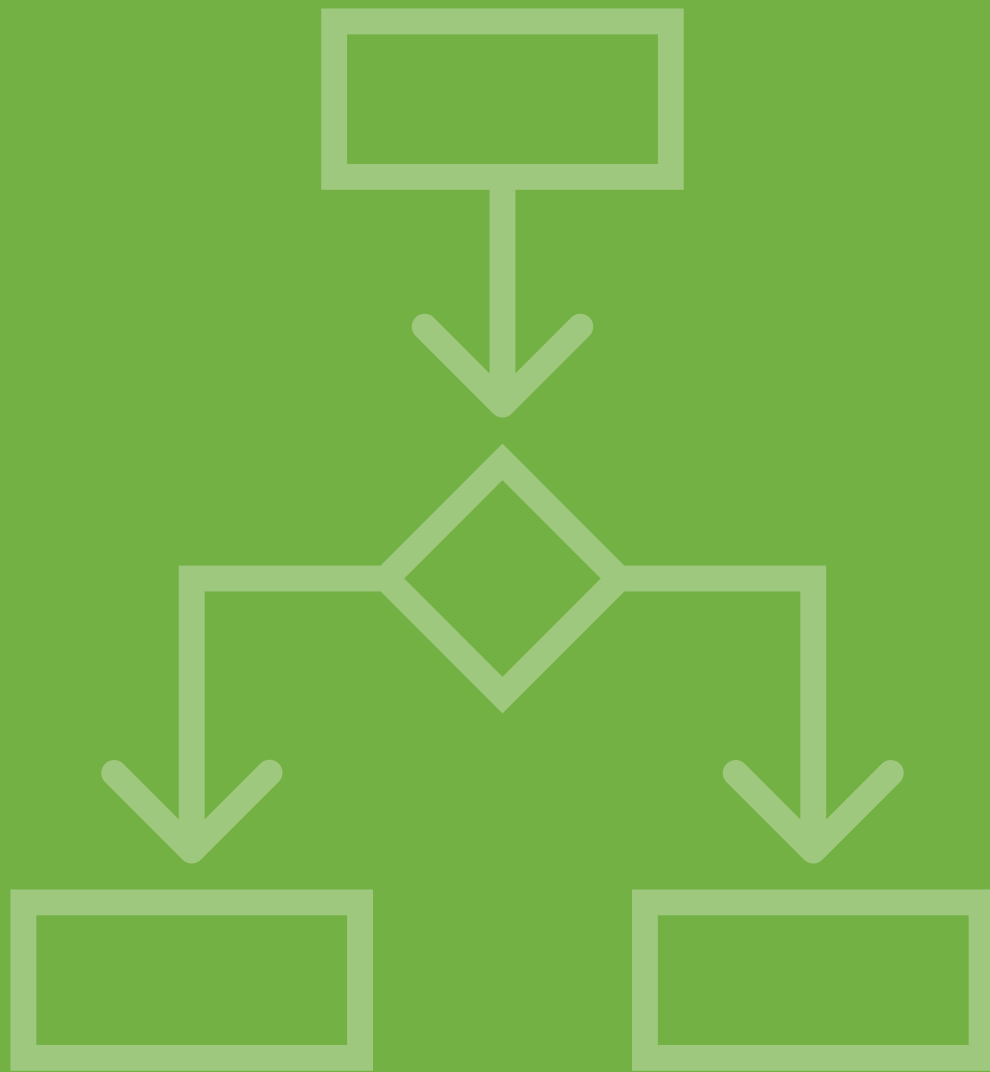


## **New Model #1:**

We generate our own revenue differently.

## **New Model #2:**

We cut overhead needs through absorption.



**Turns out we were ahead of the curve with our backbone role... Don't jump ship now – the Fox Valley is just catching up!**

# Do we pursue multiple strategies at once? But from a place of *stability* rather than *crisis*.



Look at engagement of Community Health and Public Health support related to partnership in Tri-County CHA/CHIP



Explore strategic relationships for eventual home for backbone of backbone entities (housing, early childhood, wellbeing, mental health, etc.)



Continue ensuring there are differentiated funding options for work like ours – backbones, systems change work, collective impact work



Request to add in backbone support to project grant requests



**The path forward is  
a blended version  
of all the  
solutions... and an  
influx of funding  
will allow us to  
capitalize on this  
blended strategy**

# Every single grant we wrote for in 2024 was funded!



## **Advancing a Healthier Wisconsin Endowment**

- Momentum Grant \$250,000 – Project Zero continuation



## **City of Appleton ARPA Funding**

- Project Zero - \$45,000
- Connected Community - \$45,000
- The Connection - \$10,000



## **ThedaCare Community Health**

- Connected Community Project - \$20,000



## **Winnebago County Health Department ARPA**

- Connected Community Project - \$34,000



## **Spirit Fund – Winnebago County ARPA**

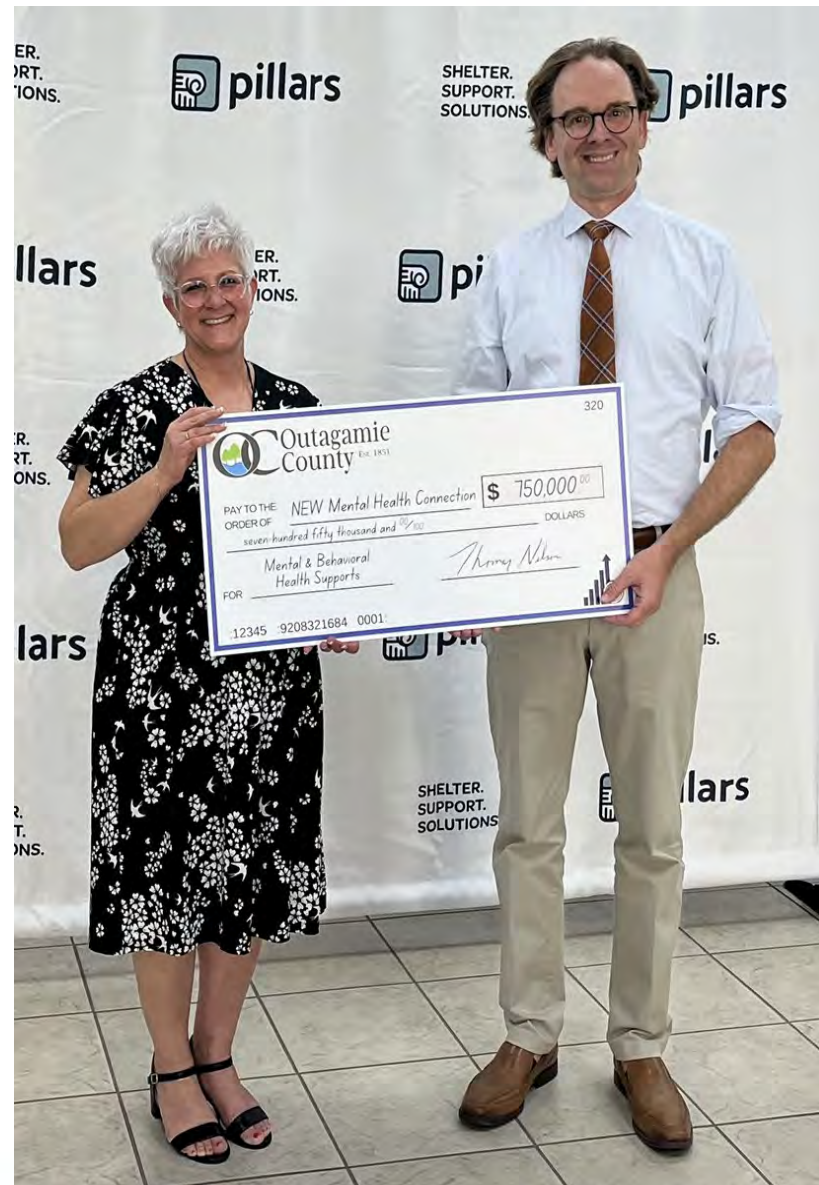
- MyConnectionNEW.org 2024-2026 - \$75,000



## **Outagamie County ARPA**

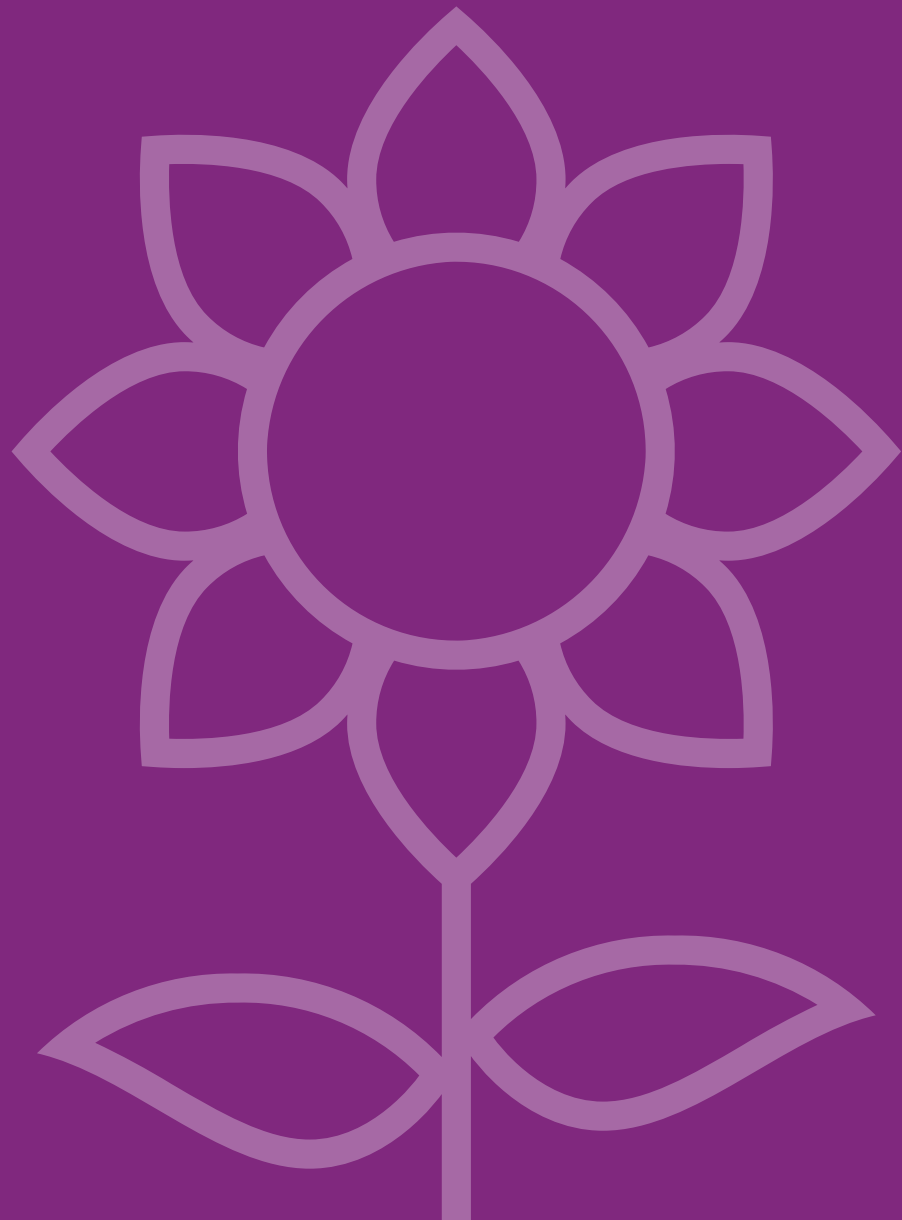
- Beneficiary Funding - \$750,000

<b>Coalition</b>	<b>Wendy – Connection</b>	<b>Sarah – PZ 2.0</b>	<b>MyConnNEW.org</b>	<b>DRIVE Health</b>	<b>Total</b>
City of App \$10,000	City of App \$45,000	City of App \$45,000			100,000
	WCHD \$35,000				35,000
		AHW Mtm \$250,000			250,000
	ThedaCare CH \$20,000				20,000
	AHW Seed \$50,000 (Applying in August)				50,000
Out Cnty ARPA \$520,000	Out Cnty ARPA \$30,000	Out Cnty ARPA for MH Nav \$100,000		Out Cnty ARPA \$100,000	\$750,000
			Spirit Fund 2024 - \$15,000 2025 - \$30,000 2026 - \$30,000		75,000
				WCSF \$1.2 mill	
<b>2024 Fully Funded</b>	<b>Funded: \$130,000 Unmet: \$60,000</b>	<b>Fully Funded</b>	<b>Fully Funded</b>	<b>Fully Funded</b>	



Outagamie County ARPA Funding	TOTAL: \$750,000
Replenish lost reserves for security in weathering continuing/future financial storms	\$ 125,000
General Operating Support for 3 years – to allow for building a plan of action on coalition sustainability through membership and general operating strategy	\$ 370,000
Capacity building within the coalition for addressing mental health workforce challenges, including recruitment, retention, worker wellbeing, cultural competency, professional development, “helping our helpers” support	\$ 25,000
Building a body of knowledge for our community on how to move the needle (equitably) at the population level on social connectedness and belonging as a driving factor behind mental ill health, substance use and chronic disease	\$ 30,000
Mental Health Navigator & Crisis to Care Bridge Appointments Pilot extension/expansion/sustainability	\$ 100,000
Support for Mental Health-focused Community Health Worker program, using braided funding with existing DRIVE Health Project, for psychosocial supports in community	\$ 100,000





**Some other BIG  
wins...**

# We are getting the recognition for our hard work *AND* the way we are doing the work!

- **An article** is being written by two Senior Faculty at FSG/Collective Impact Forum regarding Backbone Effectiveness for the Stanford Social Innovation Review. The Connection will be featured as one of five Backbone Entities doing Collective Impact work in the United States. Our backbone story is about achieving measurable impact.



*Dominique Samari and Paul Schmitz*



HEALTHY TEEN MINDS  
**PROJECT REPORT 2024**

PRESENTED BY THE NORTHEAST WISCONSIN  
MENTAL HEALTH CONNECTION

We are getting the recognition  
for our hard work *AND* the way  
we are doing the work!

We had the chance to tell one of  
our most significant systems  
change stories at the May  
celebration of our 8-year grant  
project, Healthy Teen Minds, and  
share **a report** on our  
outcomes/impact

**We are getting the  
recognition for our hard  
work *AND* the way we are  
doing the work!**

We received the Advancing a Healthier  
Wisconsin Endowment 2024

**Excellence in Community  
Partnership Award** acknowledging  
the successful collaboration between  
multiple organizations or sectors that  
has resulted in a meaningful and  
impactful health project (for our  
coalition's leadership of Healthy Teen  
Minds and Project Zero)



# What's next for projects?



- Building a body of knowledge for the community on how to move the needle on social connectedness, isolation and loneliness at the population level
- Addressing mental health workforce challenges, including recruitment, retention, worker wellbeing, cultural competency, professional development, trainees, diversifying service providers, policy issues
- Creating infrastructure for mental health-focused Community Health Workers, offering psychosocial supports in communities with mental health disparities
- Big P policy work through MHAP (Mental Health Action Partnership)
- Continuous quality improvement of MyConnectionNEW.org, including BIPOC and LGBTQ Mental Health-focused pages
- Project Zero continuation (2024-2026)
- DRIVE Health Project continuation (2024-2025)

# Project Zero Update

- Funding secured for 2 more years
  - AHW-Momentum Grant
  - City of Appleton ARPA dollars
- 3 Main Areas of Focus
  - Adult Suicide Death Review into Outagamie and Calumet County
  - Mind Your Wellness Survey 2.0
  - Suicide Prevention Action Team

**Project**  
**ZERO**  
**EVERYONE**  
**MATTERS**

# Mind Your Wellness – What’s Next?

- Learning and adjustments
- 2.0 compared to 1.0 cross walk and trending ability
- Timeline for distribution of MYWS 2.0
  - Available Aug. 1, 2024 run through July 2025
  - ONLY available digitally
  - Report out on data November 2025

## REMINDER:

Data from MYWS 1.0 is available and the Recommendations Report is on the Connections website  
(or take a copy with you today, if you’re in person)



# DRIVE Health Project Update

- Project Coordinator, Tiffany Yang, went on a leave of absence and did not return to the position
- Working with Blue Door Consulting to contract for an Assistant Project Coordinator at half time for 18 months to support the grant administration through the end of the project
- Completed Community Readiness Assessment Interviews in Black & Hmong Communities – Data analysis reports are currently being prepared by MCW academic partner
- We are part of building the case for the State of Wisconsin to view violence as a public health issue, giving violence prevention work access to public health tools for solving the problem!



..... **DRIVE** **Health** Disrupt. Respond. Innovate. Voice. Equity. ....





Slide deck & recording of  
today's meeting can be  
found at:

[www.newmentalhealthconnection.org](http://www.newmentalhealthconnection.org)

**YOU**  
*are*  
**AMAZING**



**Next Meeting: September 12, 2024**

**In person at Catalpa 7:30-9:30 AM**

**On Zoom 11:30-12:30 PM**