



Sanctuary Counseling Group

2023 ANNUAL REPORT

FROM OUR EXECUTIVE DIRECTOR

Sanctuary Counseling Group experienced significant positive results in 2023 that indicate a strong drive toward our mission. New offices, an expanded colligate program, new diverse communities, and Medicaid expansion continued the movement to make mental health accessible, available, and affordable. SCG put another \$305,000 back into our communities for those who cannot afford mental health care through our sliding scale and Samaritan's Scholarship Fund.

In addition to a new office in Winston-Salem at Green Street UMC and in Greensboro at NC A&T campus, SCG is now working with Niner United on the UNC-Charlotte campus to make our services available. College campuses are struggling to deal with the many mental health issues their students bring to campus. On-campus counseling centers have limited resources, and with SCG on site, mental health care is more accessible for students. What started out a couple of years ago as a cry for help is now developing into a clinical program for SCG, with us on 3 campuses and more to come.

In another effort to make our services available to more people, SCG began taking Medicaid in 2023. It allows us to see a population that is often forgotten for mental health. This is another way that we consider our mission statement. Our goal is to find ways to make mental health available to as many people as possible.

When I came to SCG as the Executive Director, I told the board of directors that I wanted us to be more diverse in our staff and in our client base. It has been important to me for SCG to be in communities and make ourselves accessible to all people. To make mental health available means we must be where the people live and work. It is imperative that we are in a safe place that welcomes them. We have to work to reduce the stigma of mental health, so we are willing to talk about anything – emotions, parenting, grieving, men's issues, BIPOC concerns, suicide, mental illness, addiction, and sex – the list goes on and on as I think of the topics we spoke about in 2023. The more we talk, the more people come. At my most recent engagement, there were at least 12 people who came up afterward for my card. I have yet to speak when we did not get a least one referral.

What we do at SCG is important and vital. We make a difference in so many people's lives. Our therapists accept people without judgment. We demonstrate to them the unconditional love of our faith without ever mentioning it. Grace and hope are a powerful part of our message, and after hearing from all our therapists for years, it is what brings the healing so many long for in their lives.



Jay Cobb

Jay Cobb, M.A., LMFT, LCMHC
Executive Director



OUR CLIENTS

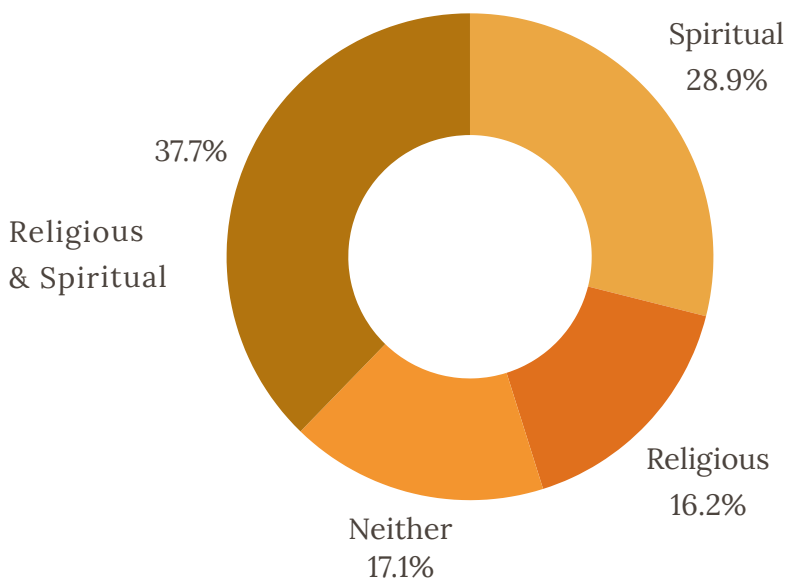
In 2023, Sanctuary Counseling Group continued its mission to serve an increasingly diverse population of clients. The graphs below are representative of clients who chose to complete an intake demographic evaluation form. Each question was optional.

59.9%

of our clients household incomes are less than \$100,000.

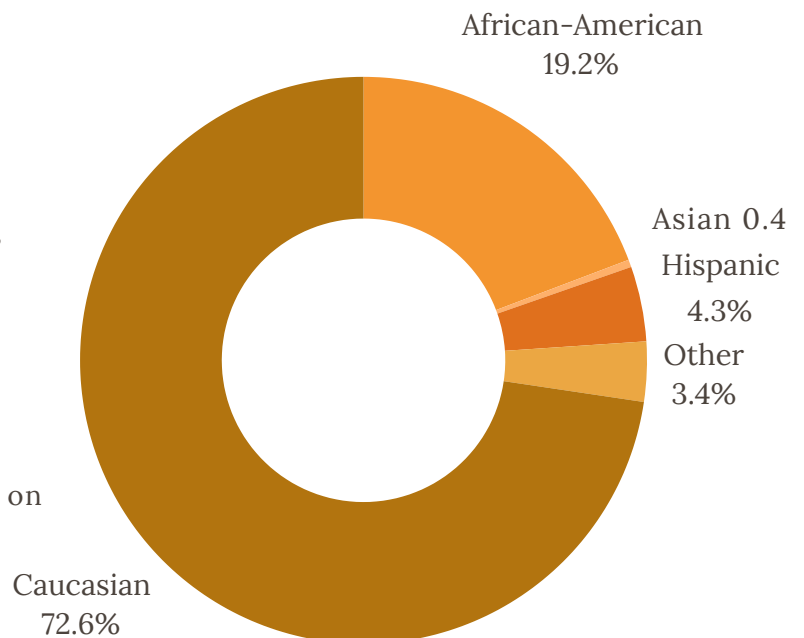
RACIAL DEMOGRAPHICS

These percentages specifically represent demographic information voluntarily provided by 163 respondents. The statistics for racial diversity match or exceed the national average for racial populations who seek services.



SPIRITUAL & RELIGIOUS AFFILIATION

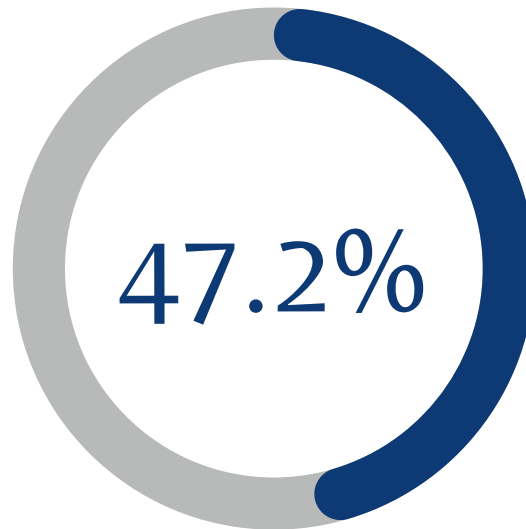
Sanctuary Counseling Group does not only serve people with a spiritual or religious affiliation. Based on this survey 14.3% of respondents reported being Atheist or Agnostic.



OUR IMPACT

In 2023, Sanctuary Counseling Group provided **7,671 hours** of mental health services. A total of **2,039 hours** were either provided through the Samaritan Scholarship Fund or via sliding-scale service agreements. This means almost **27%** of our clinical mental health hours were dedicated to these discounted services. Thus, Sanctuary Counseling Group gave back approximately **\$305,850** in services to our communities in 2023!

THE NEED



Only "47.2% of U.S. adults with mental illness received treatment in 2021." *



11.4%

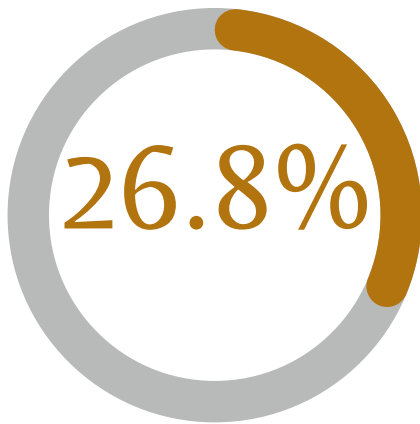
of North Carolinians are underinsured. *

* These statistics were compiled based on data from the National Alliance on Mental Illness. For full citations, visit: nami.org/mhpolicystats.

SAMARITAN SCHOLARSHIP FUND

Sanctuary Counseling Group's mission is to bring mental health care to more people in need. In addition to accepting Medicaid in 2023, SCG offered clients the ability to participate in sliding-scale agreements and receive our Samaritan Scholarship Fund.

Sanctuary Counseling Group worked hard to ensure that anyone who requested mental health services could be seen. With the help of these two programs those without insurance or who are underinsured were able to be treated at Sanctuary.



In 2023, **26.8% of clients** were beneficiaries of our Samaritan Scholarship Fund or sliding-scale agreements.

Of the **7,671 hours** of client services that Sanctuary Counseling Group provided this year, **2,039 hours** were provided by the Samaritan Scholarship Fund or sliding scale agreements.

**2,039
HOURS**



FUNDRAISING

Sanctuary Counseling Group continued our efforts to bolster our Samaritan Scholarship Fund.



100%

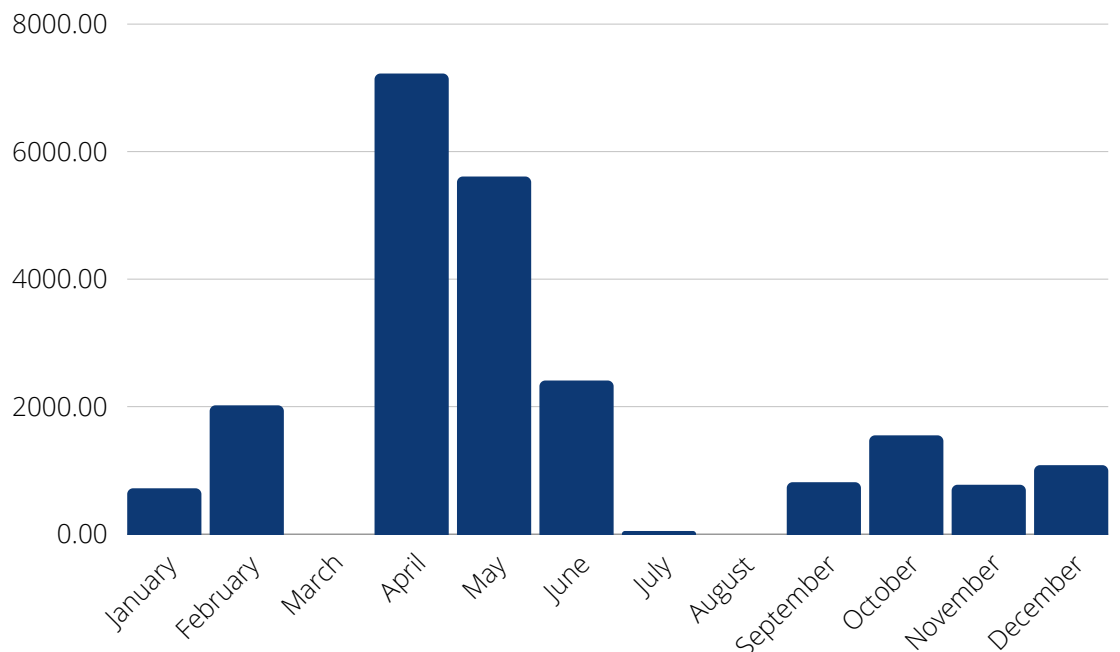
of Sanctuary Counseling Group's board members donated in 2023.

DONOR DIVERSITY

Sanctuary Counseling Group received donations to support its Samaritan Scholarship Fund from various donors. The major donor categories were Individual donors (including Social Media donations), our Church Partners, Corporate Sponsors for our Bowl For Better fundraising event, Board Members, Other, and Staff.

MONTHLY DONATIONS

In 2023, Sanctuary Counseling Group raised a total of **\$22,257.06** over 12 months.





OUR BOARD

Mark Moseley mmoseley@scottins.com
2023 Chair

Lori Anne Bowen
Loriannebowen@aol.com

Kelly Coco-Clarkson
kellycococlarkson@gmail.com

Rev. Brian Mateer
bmateer@wnccumc.org

Sheena Boyd
sjboyd3021@gmail.com

Rev. Andrea Conder
andyconder@gmail.com

Fontella McKyer
fmckyer@gmail.com

Paula Bulman
paula.bulman@usi.com

Rev. David Hockett
dhockett@davidsonumc.org

Tanika Scott
tanika.scott@outlook.com

Joy Bryant
bvonlaw@gmail.com

Don Irwin
dirwin@4decisions.biz

Kristin Wood
kkwood@windstream.net

 (704) 375-5354

 info@scgnc.org

 2129 E. 7th St, Charlotte, NC 28204

 www.sanctuarycounselinggroup.org

 @SanctuaryCounselGroupNC

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