**RIGHT** Opening our Sanford Hope & Healing Center in January 2024 to serve York County's mental health & recovery needs.

**BELOW** Opening our Lewiston Hope & Healing Center in November 2024 to serve Androscoggin County's mental health and recovery needs.



# A Year of EXPANSION

A look inside the opening of our Lewiston and Sanford Hope & Healing Centers

### 2025 ANNUAL REPORT



YS WIN



#### 2024-2025 HIGHLIGHTS

- Opened the Lewiston Hope & Healing Center
- Started a **monthly radio segment** called Mental Health Minute on 94.9 WHOM
- Started Maine's only Child ACT team
- ✓ Opened the Sanford Hope & Healing Center
- Opened a transitional aged youth residential program to give young Mainers a fresh start
- Expanded our OPTIONS and Recovery Coach programs
- Featured in a national PBS show
- Passed legislation to fund \$2 million construction of Maine's first Psychiatric Residential Treatment Facility
- Held the largest fundraiser in the 32-year history of our live Auction and a record-breaking Golf Classic in the 35-year history of our tournament
- Opened a new adult residential program on the grounds of our Belfast campus

# Sweetser is **RICCH** in values.

#### VISION & VALUES

Sweetser envisions a world where mental health stigma is eliminated and access to treatment and recovery is possible for all.

Respect Integrity Commitment / Compassion Age

#### THIS HAS BEEN A YEAR OF EXPANSION FOR SWEETSER.

This effort focused on meeting the ever-growing behavioral health needs of our communities, especially in addressing Maine's youth mental health crisis.

We set out to reduce barriers to accessing mental health treatment and recovery services. We accomplished this through program launches and new physical location openings, expanding care to more corners of our state and specifically to underserved communities.

With over 10,000 Mainers on a waitlist throughout the behavioral health system, Sweetser is stepping up to meet this critical moment of need.

#### Sweetser's accomplishments included:

- Opening two new mental health and substance use clinics called Hope & Healing Centers in both Lewiston and Sanford
- Launching Maine's only Child Assertive Community Treatment program (Child ACT)
- Starting a transitional aged youth residential program in Saco
- · Beginning a new adult residential program in Belfast
- Expanding our OPTIONS & Recovery Coach programs

The opening of our two additional Certified Community Behavioral Health Clinics garnered significant media attention and praise from lawmakers. Our Lewiston Hope & Healing Center was opened next to Just-In-Time Recreation as an important symbol of resilience as Maine continues to heal from the Lewiston mass shooting. These walk-in care centers enable us to serve hundreds more Mainers throughout York and Androscoggin Counties. As we have become demonstration sites for the state, the goal is for Sweetser to lead the way in the expansion of these centers to more counties.

This annual report gives you a glimpse into a year in which Sweetser carved out a clear path to strengthening our operations. We hope you find your own way to fuel our mission and amplify our collective impact through action. Sweetser looks ahead to building upon our expansion of services with an eye towards growth and sustainability to make recovery possible for all.

Jayne Van Bramer President & CEO

Jessica Demers Board Chair

#### 2024-25 BOARD **OF DIRECTORS**

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PHOTO Board Officers: Vice Chair James Nylund, Treasurer William Zafirson, Chair Jessica Demers, and Secretary Mike Del Tergo 3



children, adults, and families were reached by our essential services in 2024

### Creating Promising Futures



Peer Support Line calls answered





Mobile Crisis interventions supported



children served by our school-based clinicians



1,227 individuals received continuing education and mental health first aid training through

our Training Institute



individuals accessed our New England Eating Disorders program



children served at Saco Special Purpose School



53

children served in Sweetser's residential programs

#### INDIVIDUALS SERVED BY COUNTY:

| Androscoggin | 1,685      |
|--------------|------------|
| Aroostook    | 574        |
| Cumberland   | 1,929      |
| Franklin     | 104        |
| Hancock      | 235        |
| Kennebec     | <b>398</b> |
| Knox         | <b>450</b> |
| Lincoln      | 410        |
| Oxford       | 256        |
| Penobscot    | 1,023      |
| Piscataquis  | 86         |
| Sagadahoc    | 782        |
| Somerset     | 199        |
| Waldo        | 617        |
| Washington   | 283        |
| York         | 3,423      |
| Out of State | 63         |





Our annual **Ruel Ricker Country Fair** honors our first farm manager, Ruel Ricker, who held the position from 1941 through the 1970s, and is the namesake for Ricker Farm. Board members and staff create a carnival experience for our students with games, prizes, and BBQ.

Scan the QR code to watch a video recap!

# Campus Connection

Our latest annual **Learning Arts Fair** on our Saco campus was a week-long event that included a variety of hands-on activities like creating nature journals, animal art, food insect sculptures, nature silhouettes, birdhouse building, and more! Thank you Saco & Biddeford Savings for their longtime and ongoing support of our students.



Scan the QR code to watch a video recap!

LAMB CA

#### **Re-Opening of Child Crisis**

Sweetser has re-opened its Child Crisis Stabilization Unit in Saco after designing a truly therapeutic, trauma-informed environment for our clients. This reset allowed us to use an available building on our campus and set up the space in a way conducive to providing children with the care they require. This includes designated spaces for group therapy and using therapeutic colors throughout the unit.





#### **Opening the only Child ACT Team**

We opened the state's only Child Assertive Community Treatment program (Child ACT) following a federal report showing a critical gap in this service model to provide community-based programs for youth and their families. Child ACT is often referred to as a service for children with serious emotional disorders, helping to avoid costly hospitalization.

Scan the QR code to watch the announcement!

### Sweetser providing a fresh start to young Mainers

We opened a transitional aged youth residential program in Saco that provides a physical, therapeutic place for young adults who experienced childhood trauma or system involvement to treat their mental health challenges and get the necessary support they need to become successfully independent.

Scan the QR code to learn more!



# Caring for Community

2024 found us attending events like the Lost Valley Fall Festival, Saco Police Night Out, Saco Harvest Fest, Biddeford River Jam, Rockland Sunday Stroll, Portland Pride, Brunswick Pride, and dropping the first puck at the Maine Mariners game.











#### Sweetser's CFO, John McAnuff, throwing out the first pitch at the **Portland Sea Dogs game**.







#### HALLOWEEN: A Stroll Through Candyland

Put on by staff for the children we serve.







# Program Expansion

#### **HOPE & HEALING CENTERS**

In addition to our existing Brunswick clinic, Sweetser opened two additional Certified Community Behavioral Health Clinics in Sanford and Lewiston. These new Hope & Healing Centers enable us to serve hundreds more Mainers in need of mental health and recovery treatment throughout York and Androscoggin Counties. All centers have walk-in hours with same day access, reducing barriers to critical services.



# In the News

\$3M+ in earned media coverage

70+ live Mental Health Moment segments on WMTW Channel 8



















WMTW 8's live special on mental health with anchor Jon Chrisos was a highlight of 2024!



#### Sweetser was WABI's Mental Health Awareness partner

for the second year to help reduce stigma in rural areas and participated in an Ask ME segment at the Bangor station.



Scan the QR code to see the segment!



### IN THE NATIONAL SPOTLIGHT

Sweetser was featured in a **national PBS segment** with a film crew coming to our Saco campus to interview our team.







Scan the QR code to watch!



MaineBiz profiled Sweetser President & CEO Jayne Van Bramer.



Senior Director of Public Relations & Advancement **Justin Chenette** joined **94.9 WHOM** host Lori Voornas to record our monthly **Mental Health Minute** segments.



Jayne Van Bramer was also interviewed to discuss our interest in establishing a psychiatric residential treatment facility by WMTW.

#### SHOWING LOVE FOR LEWISTON

We wrote an **op-ed in the Press Herald** about reducing barriers to treatment in the Lewiston area.

Lewiston-based mental health care is part of recovering from horror

Because Androscoggin County has this center, hundreds of people can access support. Ant year, nearly 2000 reslines throughout Androby Segato Carbon with Androton Segato Se

Borng on p. p. and diff. The same of the function of the same of t

Dr. Marc Kaplan spoke with **News Center Maine** on the 6-month anniversary of the Lewiston shooting.



And we're spreading the news about the **Lewiston Hope & Healing Center.** 



Scan the QR code to watch our PSA!





Scan the QR code to

watch our PSA!



Sweetser is a proud partner of **News Center Maine's** Let's Talk About It coverage, which aims to reduce stigma and increase awareness of mental health support.

#### SHARING THE NEED TO SAVE SCHOOL-BASED THERAPY

Sweetser launches communitybased program for children with severe mental illness



f in 🖂

Youth mental health needs are growing. Without more funding, providers say they could face cuts

The need for mental health services in Maine schools has sharply risen. But funding remains scarce

OPINION

School-based therapy not financially sustainable without state support

Joanne Grant is the chief growth officer of behavioral health organization Sweetse L.D. 2002, Introduced by Maine Speaker of the House Rachel Talbot Ross, would

Taibot Ross, would allow the Department of Education to setup a grant-like incentive for schools to contract with a behavioral health provider to provide school based therapy services.

support takes a village and providers like us are one important

Providers like mine are creatively subsidizing the cost of mental health services at public schools. That can't last.

> atisfy the growing d and need for preven- ABOUT THE AUTHOR







Sweetser joined other leaders of Maine's behavioral health community at the State House to call for funding the **Maine Resiliency Package** and its key mental health priorities.



Sweetser President & CEO **Jayne Van Bramer** spoke about the impact mental health has on Maine's hospitality

industry at the annual **Tourism Workforce Summit** at Thomas College.

# Speaking Out

Sweetser President & CEO Jayne Van Bramer and Senior Director of Public Relations and Advancement Justin Chenette held roundtable discussions with legislators in key areas of the state where we have a physical location.



See our testimony for school-based therapy legislation!





# Fueling Our Mission

#### 35th annual Sweetser Jack Chevrolet Golf Classic

Together, we raised a record breaking \$112,000, our biggest fundraising total in the 35-year history of our Golf Classic! A big shout out to Jack Chevrolet and the Rosenberg family for their long-standing support for Sweetser. We appreciate all the participating teams and sponsors making this event so successful at Dunegrass in Old Orchard Beach.





#### 32nd annual Auction & Gala

New venue. Same great cause. Fundraising that broke our record.

Thanks to presenting sponsors Maine Community Bank and Central Maine Power, our 32nd annual **Auction & Gala** at Brick South was a huge success.

Together, we raised the largest total in the history of our event, a record-breaking \$330,000 for Sweetser! Proceeds were 72% higher than last year's amazing outcome. Over 500 attendees loved the new location on Thompson's Point in Portland, the addition of live music, and a fun photo booth.







#### **Annual Meeting & Donor Appreciation**

Sweetser's 75th annual meeting and donor appreciation event, **Sweetser Soiree**, was held at The Landing at Pine Point. Newly minted Sweetser Corporators **Marise Anagnost** and **Denise Labbe** of the Sanford Elks received Sweetser Star Awards for their significant fundraising efforts.

# Local Impact

#### **PLAY BALL**



Our 1st Annual Hit It Out Of The Park For Sweetser softball tournament raised over \$8,000 with the help of teams from Maine Molecular Quality Controls (MMQCI), Pond Cove Millwork, and Nikel Precision Group and an assist from our friends at Barreled Souls.



We are fortunate to have amazing partners in the **Sanford Elks Lodge** #**1470** who fundraise for Sweetser all year round, culminating in their annual **Jam for Mental Health** event.

#### **RAISING AWARENESS**

Our free **Mental Health First Aid training** for teams at the YMCA and Waypoint in Sanford



Aroma Joe's franchise locations in Saco and South Sanford donated a portion of proceeds during Mental Health Awareness Month.



Marc Motors Nissan in Sanford is a great community partner, providing us a percentage of their oil changes to fuel our mission.



#### **HOLIDAY HAPPENINGS**



#### The Portland Media Group

helps give Sweetser kids a meaningful holiday season. We deeply appreciate their \$4,000 donation to our holiday gift tag program, pictured here with 101.9 WPOR Afternoon Radio Host, Ben Brophey.

The team at **Systems Engineering** support our Holiday Gift Tag program for the youth we serve.





Our **1st annual Kidz Winter Jamboree** in Biddeford was a big hit with children and families with performances by children's musicians, **KindKids Music.** 



Higher Ground Benefit Concert at Vinegar Hill Music Theatre featuring American Idol's Julia Gagnon.







Sweetser hosted the **2nd Annual Sanford Recovery Rally** with our staff, Know Your OPTIONS liaisons, recovery coaches, peer support specialists, and more.



Sweetser held a free **community screening** of the film 'Compassion Cures' and held a recovery panel.



Justin Chenette, Sweetser Senior Director of Public Relations & Advancement, made the MaineBiz 40 Under 40 list of the next generation of leaders.



904+ volunteer hours donated by corporate groups, businesses, and individuals





Volunteers Give Back

Companies like **Unum** and **Tom's of Maine** sent hundreds of their team members to help beautify our campus. They both received our **2024 Sweetser Star Award** for their contributions.

## Fiscal Year 2024 Financial Report





#### Revenue

| Net Program Service Revenue | \$47,223,000 |
|-----------------------------|--------------|
| Contributions & Grants      | \$966,000    |
| Miscellaneous Income        | \$O          |
| Income on Investments       | \$805,000    |
|                             |              |

#### **Expenditures by Operation Area**

| Outpatient Services      | \$17,273,000 |
|--------------------------|--------------|
| Crisis Services          | \$11,026,000 |
| Residential Services     | \$8,343,000  |
| Community-Based Services | \$6,017,000  |
| Educational Services     | \$4,852,000  |
| Other                    | \$746,000    |

#### Total Expenditures \$ 48,257,000

#### **Revenue Sources**



### PUBLIC RELATIONS & ADVANCEMENT TEAM

#### **Justin Chenette**

Senior Director of Public Relations & Advancement 207.590.3266 jchenette@sweetser.org

Jodie Hansen Senior Development Specialist 207.294.4476 jhansen@sweetser.org

Sara Towle Development Office Manager 207.294.4482 stowle@sweetser.org

Michelle Robinson Annual Giving & Events Coordinator 207.319.9931 mmrobinson@sweetser.org

**Bryan Roche** Communications Specialist 207.298.7386 broche@sweetser.org

Liz Smith Community Relations Associate 207.468.5673 ecsmith@sweetser.org



# Sweetser Recognizing gifts made from January 2024 to December 2024 Supporters

#### **INDIVIDUALS**

#### \$10,000+

Elyse & Jesse Cyr Kate Sweetser+

#### \$5,000-\$9,999

Wendy Anders & Michael Lacourse# Teri Campbell# Anna-Marie DiPasquale & Bruce Ocko\* Anne Famolare Kirsten & Harry Hewes Ramsey Lafayette Elizabeth Mantis+ Muriel Quinn# Barbara Silber Lamont<sup>^</sup> Susan Sturgis Mary & John Turgeon^

#### \$2,500-\$4,999

Erin Collins & Alfonse Arce^ Heather Gildea Holly & Matthew Hall# Amanda & Dr. John Henson<sup>^</sup> Dr. Marc Kaplan# John Noyes+ Kelley Owen Beverly Sherman Jayne Van Bramer# \* Tracy & Todd Vance

#### \$1,000-\$2,499

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#### \$100-\$249

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**UP TO \$99** 

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### Sweetser Corporators

Sweetser Corporators have a unique role to not only elect the members of the Board of Directors but to serve as a key link between Sweetser's mission and values and the communities and people it serves.

Craig Alie **Marise Anagnost** Lisa Arnold Tom Arnold **Donna Bailey Brian Ballute** John S. Beliveau Laura J. Blanchette Edward J. Bull James I. Cohen **Erin Ehrlenbach Collins** Israel Collins Allen Cornwall Robert M. Davis Michele C. Del Tergo Jessica A. Demers Tammy L. Dickinson Anna-Marie DiPasquale **Diane Donaldson** John Downing **Dennis Eagleson** Christopher T. Emmet Cynthia P. B. Fagan Kelli S. Fox Marjorie Getz **Brian Gilbert** Jim Godbout Karen Goldberg Lee Goldberg Carl Goodwin Lori Gramlich Stacey L. Gray Mark J. Hampton Joan M. Harrigan Pete Harrington Sam Henderson John Henson John M. Kerry Denise Labbe Michelle R. LaChapelle Barbara Lamont

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