



VailPlace



**Cultivating hope and inspiring change
to promote mental health recovery.**

2017 ANNUAL REPORT



A Message from our Executive Director

“2017 has truly been a transformative year not only for our members, who continue to overwhelm me with their courage, dignity and resilience, but for our entire organization as we’ve searched to find innovative ways to fill the huge gap in mental health services. These programs are driving us to reach out through entirely new methods to improve the lives of adults with serious mental illnesses. I’m pleased to say that Vail Place is truly setting an example not only within the mental health community, but in the greater community in which we all live.”

Making Our Mark in the Community with a Focus on Wellness

Vail Place provides community-based support based on the internationally-proven Clubhouse model as well as case management, collaborative community programs, supportive housing, and outreach services throughout the Twin Cities. The Clubhouse model provides a whole-person approach to mental health recovery that has been at the forefront of promoting integrated health care for people with serious mental illnesses.

Program Accomplishments

2017 saw the creation of new programs like **Vail Care** and **Vail Connect**, designed to increase community outreach and to focus more attention on overall wellness programs.

Vail Place Employment Programs expanded to include new partners like TJ Maxx and Kowalski’s. We also received significant media attention for helping provide transitional employment, proving once again that **adults with mental illness can make productive contributions** to employers and their communities.

Our new partnership with North Memorial impacted **over 300 people**, decreasing hospital readmissions by an average of 84%.

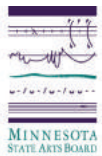
New communications strategies have broadened the overall reach of our message, attracting the attention of new supporters and **deepening the commitment** of existing donors, volunteers and other partners.



Members Provide Moving Performances Through Theater Arts

2017 saw yet another successful completion of our popular Theater Arts Program, culminating in a set of moving member performances on May 11 as part of Mental Health Month. Our 2017 theme was **Life With a Mental Illness**. Member performances highlighted the importance of speaking up and sharing what mental illness feels like to someone going through it. Through a variety of scenes, monologues, poetry, song and dance, members revealed the often devastating challenges of living with a mental illness, as well as the healing and recovery that is possible with understanding and support.

This activity is made possible by the voters of Minnesota through grants from the Minnesota State Arts Board and the Metropolitan Regional Arts Council, thanks to a legislative appropriation from the arts and cultural heritage fund.



Volunteer Spotlight

BOARD CHAIR, EMILY PEARL

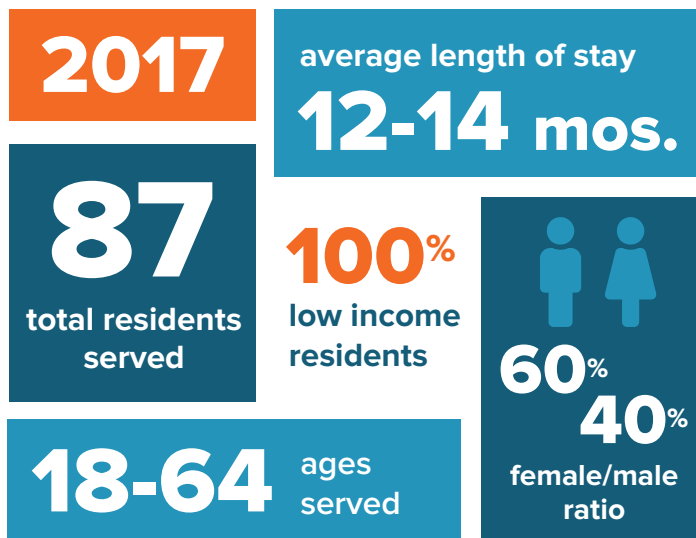
Emily was first introduced to Vail Place while working for Excel Energy. She fell in love immediately with the organization's mission, transparency and friendly attitude and accepted an offer to be on the Vail Place Board of Directors in 2011. She became our Board Chair in 2017.

"The reality is that everyone has experience with mental illness, directly or through loved ones," Emily says. "It's been eye-opening how difficult that conversation can be, but how important it is to have it." Emily adds that Vail Place has given her the tools and opportunity to have that "conversation" with many people, helping spread awareness while deepening her own understanding of mental health issues.





2017 Vail House Statistics



Member Spotlight

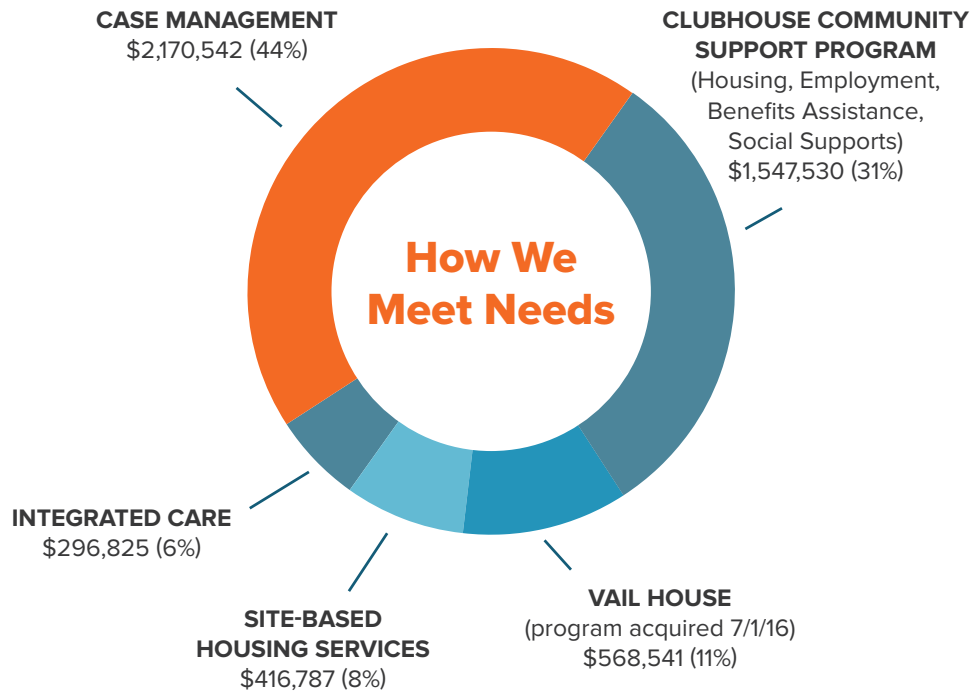
MARTHA BIRD

“My daily struggles with PTSD made it really challenging to manage my life,” says Member Martha Bird.

Then Martha found Vail Place. She joined our popular Theater Arts Program, writing for the first time about her own experiences with mental illness. This reintroduction to the creative experience opened the door once again for Martha to express herself through art. Eventually, this experience and other elements in her life led her back to her first love, basket weaving.

In a very short time, she has received considerable acclaim for her artistry, placing pieces in major galleries, traveling to Ireland, receiving a Hinge Arts residency, and flourishing as part of the vibrant Twin Cities arts community. Martha never dreamed that her recovery would not only revive an old hobby, but lead her into a new vocation as a nationally recognized artist.





“Vail Place has given me courage, and a place where I feel loved unconditionally. I don’t think I’d be where I am today without Vail Place.”

Vail Place Member Ralph Coleman

“Here at Vail Place, people are willing to let me in, and everybody knows and accepts me. It’s been an amazing thing for my mental wellness.”

Vail Place Member Calynn Hendrickson

2017 Board of Directors

OFFICERS

Emily Pearl – CHAIR; Target Corporation
 Scott Kerssen – VICE CHAIR; Project Manager, Safenet Consulting
 Roger Sorensen – TREASURER; TCF Financial Corporation
 Angie Dahl – SECRETARY; American Society for Blood & Marrow Transplantation

Key Staff Members

Executive Director – Vicky Couillard
 Director of Operations – Jen Boulton
 Director of Case Management Programs – Jolene Peterson
 Director of Contracting and Compliance – Shelly Zuzek
 Director of External Affairs – Stefano LoVerso

DIRECTORS

Amy Browne, Cardiovascular Systems
 Stephanie Devitt, SDK Communications
 Jane Dixon, Minneapolis Vail Place Member
 John Duffy, Ingredient Technologies, Inc.
 Patrick Hagan, Ameriprise Financial Services
 Jack Haggerty, Minneapolis Vail Place Member
 Desi Heaven, Hopkins Vail Place Member
 Calynn Hendrickson, Hopkins Vail Place Member
 Elizabeth J. Knight, Catholic Charities
 Catherine McGlinch, University of Minnesota Foundation
 Sofya Mikhelson, Fairview Health Services
 Sharon Oswald, Delta Dental of Minnesota
 Cynthia Theis, Minneapolis College of Art and Design

FINANCIAL POSITION 2017

ASSETS

Current Assets	\$1,067,277
Fixed Assets (net)	\$2,574,381
Other Assets	(11,282)

Total Assets **\$3,630,376**

LIABILITIES

Current Liabilities	\$301,461
Long Term Liabilities	\$1,107,170

Total Liabilities **\$1,408,631**

Total Net Assets **\$2,221,745**

REVENUE

Private Revenue	\$659,351
Public Revenue	\$4,070,236
Other Revenue	\$105,017

Total Revenue **\$4,834,604**

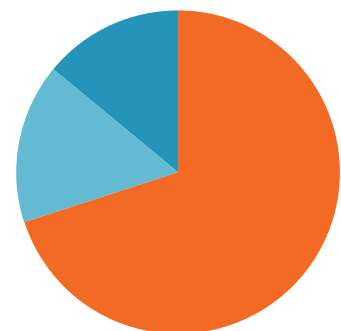
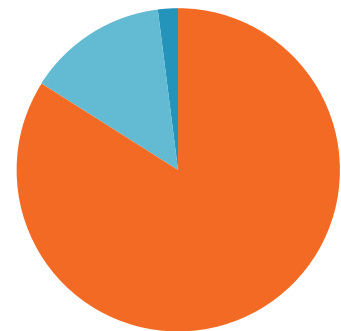
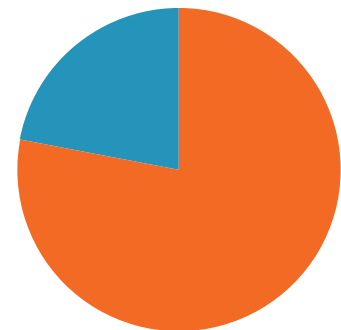
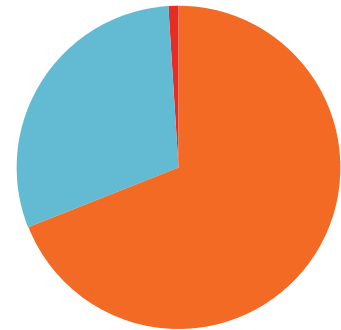
EXPENSES

Personnel Expense	\$3,551,487
Operating Expense	\$821,011
Other Expense	\$627,720

Total Expense **\$5,000,218**

Depreciation **\$265,214**

Net Income Before Depreciation **\$99,600**



Numbers are unaudited.

Administrative Offices

23 9th Ave. South
Hopkins, MN 55343

Main: 952.938.9622

Fax: 952.938.7934

Vail Hopkins Clubhouse

15 9th Ave. South
Hopkins, MN 55343

Vail Uptown Clubhouse

1412 W. 36th St.
Minneapolis, MN 55408

Vail House

1025 6th St SE
Minneapolis, MN 55414