



2024  
**ANNUAL  
REPORT**

**A YEAR OF CONNECTION, COMPASSION & COMMUNITY**



# AT A GLANCE

It was another extraordinary year at WellStone, thanks to our phenomenal and growing staff. Our 575 or so employees continue stepping up to the next challenge, with one often coming quickly after the other. We also credit state and local leaders, donors, and collaborating agencies for our collective progress.

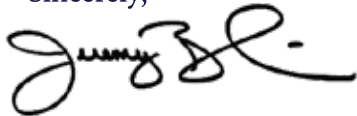
**Most importantly, we thank the many clients who trusted us with their care.**

Inarguably, the greatest achievement of FY24 was the opening of Alabama's first and urgently needed 24/7 psychiatric crisis facility for children.

The WellStone Emergency Services Pediatric Unit fills a huge gap in our community's continuum of care, giving hundreds of youth psychiatric care close to home. This transformational center is an addition to WellStone Emergency Services (WES), which we opened to adults two years earlier.

WellStone also celebrated the completion of a major expansion project in Cullman. Thanks to all who joined us for the ribbon cutting last spring. Please read on for more of the stories, statistics, and services that made FY24 one to remember.

Sincerely,



Jeremy Blair  
Chief Executive Officer





**WellStone**  
*Healing starts here.*

**Executive Leadership**

<b>Jeremy Blair</b> <i>Chief Executive Officer</i>	<b>Nicole Gibson</b> <i>Chief Financial Officer</i>	<b>Josaylon Henry</b> <i>Chief Clinical Officer</i>	<b>Chris Van Dyke</b> <i>Chief Operating Officer</i>
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**WELLSTONE** .....

WellStone opened its doors in 1970, with Dr. Bill Goodson, a Huntsville native, serving as executive director of what was then known as the Mental Health Center of Madison County. Goodson, along with a small team and board, was determined to provide mental health services to everyone who needed them. In 2017, we merged with the Cullman Area Mental Health Authority, further expanding our reach. While the names have changed, and the organization has grown exponentially, our commitment to community remains strong. WellStone, still a 501(c)3 nonprofit community mental health center, ensures that everyone has access to the individualized care they need and deserve, regardless of resources. No one is turned away from WellStone programs and services due to an inability to pay. And now there are more programs and services available than ever before, each created to address a myriad of mental health conditions and improve life for those suffering.

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**AS NORTH ALABAMA CONTINUES TO FLOURISH,  
WELLSTONE REMAINS COMMITTED TO SERVING  
OUR GROWING COMMUNITIES.**

.....



# SHINING A LIGHT ON OUR COUNTIES

According to the CDC, the national suicide rate remained at its peak again in 2023, while the number of overdose deaths declined **ever so slightly** for the first time since 2018. The CDC reported 105,007 overdose deaths in 2023, down from 107,941 in 2022. Provisional data shows further decline in 2024, but experts warn we are still in the midst of an unprecedented epidemic.

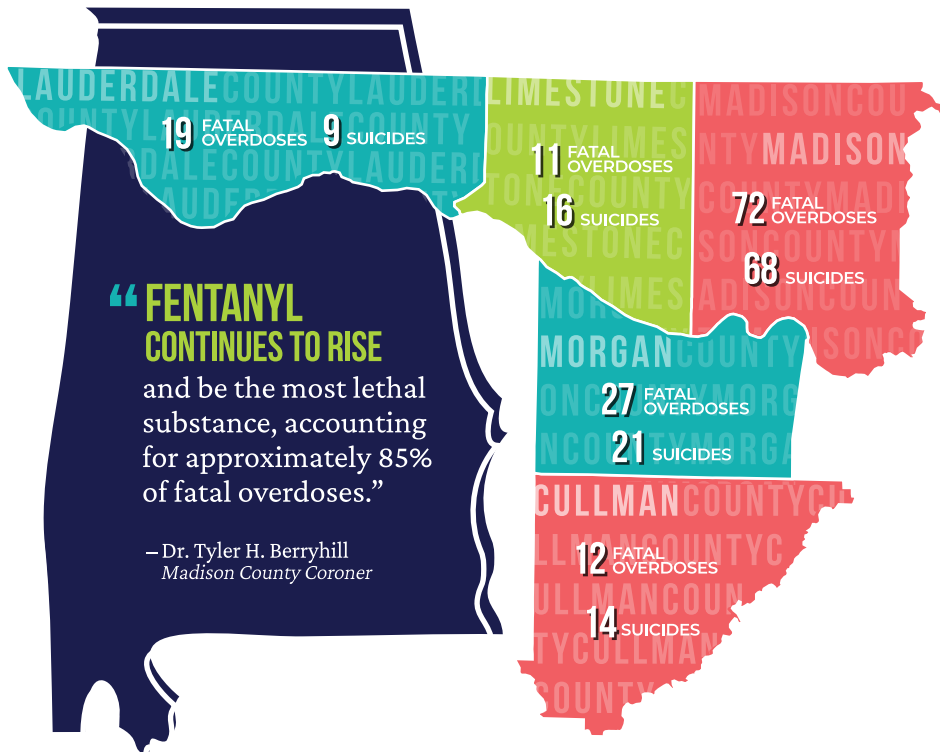
2022-2023

OVERDOSE RATES

FOR AGES

**15-54**  
DECREASED ↓

**55 & UP**  
INCREASED ↑



“FENTANYL CONTINUES TO RISE

and be the most lethal substance, accounting for approximately 85% of fatal overdoses.”

—Dr. Tyler H. Berryhill  
Madison County Coroner

\*Statistics as of 12/31/24. This is provisional data from coroner reports, with final counts expected to be higher.

## By the Numbers

12,225  
CLIENTS SERVED

\$3,585,030.00  
UNCOMPENSATED CARE

### service type



85%  
MENTAL ILLNESS

5%  
CO-OCCURRING

10%  
SUBSTANCE ABUSE

### client age

0-17  
31%

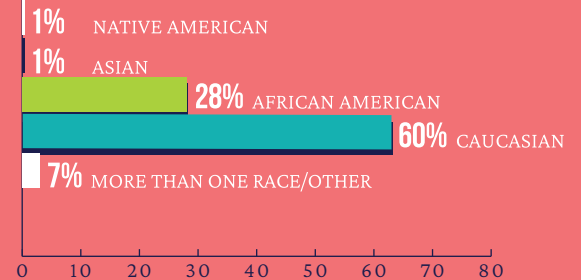
18-39  
36%

40-49  
13%

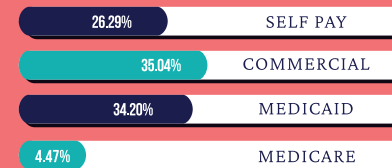
50-64  
15%

65+  
5%

### client ethnicity



### payor source



FED GOV'T  
\$2,021,233

LOCAL GOV'T  
\$3,444,477

OTHER REVENUE  
\$2,479,365

STATE GOV'T  
\$23,180,481

PATIENT FEES  
\$12,368,365

TOTAL REVENUE  
\$43,493,808

# GROWING IMPACT

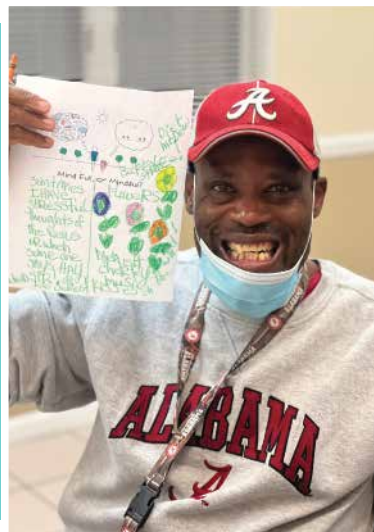
## MOMS IN CULLMAN

A longtime Huntsville offering is now available to Cullman clients. The **MOMs program** stands for **Meals, Observation, and Medication**, and offers semi-independent living.

The Eastland in Cullman County serves 20 live-in clients, providing them with three meals each day, consistent observation, and medication maintenance with 24/7 staffing. The MOMs program is **designed for adults with serious mental illness, and is often considered transitional housing for individuals previously living in group homes**. The Village is the semi-independent living facility in Huntsville, and has served Madison County clients for more than five years.

## ART THERAPY

Thanks to a grant from **Mazda Toyota Manufacturing**, we were able to implement a new **art therapy program** for our Group Home residents. The clients look forward to the monthly sessions, and found **hope and healing** in activities that included coloring, painting, clay, and more.



## CCBHC

This year, WellStone completed the rollout of the Certified Community Behavioral Health Center program. The **CCBHC Medicaid Demonstration Program** helped WellStone expand its services, ensuring that North Alabama clients have access to a wider range of services. As a CCBHC, WellStone is required to **deliver nine specific services to clients**, including mental health crisis services; screening, assessment, and diagnosis; outpatient primary care; screening, and intensive, community-based care for members of the armed forces and veterans.

WellStone teams are also responsible for **helping clients with other essential services**, from housing assistance to employment and basic living skills. If they need services not available through WellStone, our case managers will link clients to the appropriate agencies.

# HOPE AND HEALING IN ACTION

## 988 LIFELINE

WellStone's 9-8-8 Lifeline staff is making a huge difference for individuals who might not otherwise ask for help. Our crisis trained counselors answered approximately 350 calls and texts per month, with emergencies ranging from loneliness to suicide ideations and attempts.

## MOBILE CRISIS TEAMS

Adult and pediatric mobile crisis teams are on the move. These programs are specific to Madison and Cullman Counties, with each MCT comprised of a masters-level therapist and a case manager. They provide trauma-informed crisis intervention through de-escalation, assessment, and facilitation of warm hand-offs to appropriate service providers.

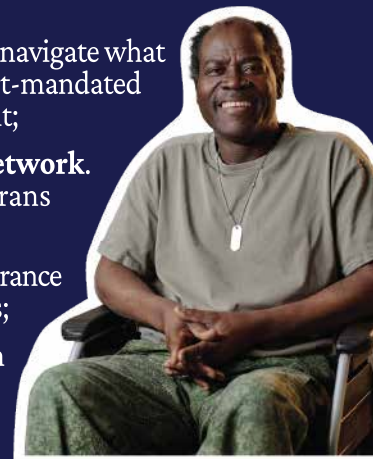
## WELLSTONE EMERGENCY SERVICES ADULT UNIT

WellStone Emergency Services completed its second full year, serving 1,675 men and women in the adult facility. WES is a 24/7 crisis care center for individuals in mental health and substance use crisis. At WES, compassionate teams give adults in crisis the mental health care they need with the dignity and respect they deserve.

## VETERAN CARE

Alabama is home to more than 300,000 veterans, with some 45,000 living in the Huntsville area and another 7,000 in Cullman. That's why we have worked hard to expand veteran-specific services, which include:

- A **Veterans Care Coordinator** to help clients navigate what is often a complicated system, along with court-mandated mental health and substance abuse treatment;
- Inclusion in the **VA's Community Care Network**. This direct link to WellStone helps area veterans receive timely, high-quality care;
- Acceptance of **Tricare**, the most common insurance for members of the military and their families;
- The **Stellate Ganglion Block Program**, an injection used to treat PTSD in soldiers. It's available through WellStone's Cullman office, at no cost to veterans;
- A special protocol for veterans admitted to WES;
- A Cullman therapist who, as a veteran herself, offers a unique relatability to her veteran clients.



## OPIOID COMMUNITY TRAINING SEMINAR

In March, WellStone hosted its first community-wide training for individuals in mental health, substance abuse, and related fields. "Understanding the Opioid Epidemic: What We Know and What We Can Do" featured Dr. Chris Johnson, a nationally recognized speaker and Emergency Department physician, and Dr. Stephen Taylor, a Birmingham-based psychiatrist and substance abuse expert.





## MENTAL HEALTH FIRST AID

Mental Health First Aid is an evidence-based, early-intervention course. The program, provided at **no charge to North Alabama companies and organizations**, teaches the skills needed to recognize and respond to signs and symptoms of mental health and substance use challenges, as well as how to provide someone with initial support until they are connected with appropriate professional help.

WellStone currently offers a course for adults, and another for youth. WellStone's **Mental Health First Aid** coordinator trained 130 individuals over the course of the year.



## RIVER VALLEY RECOVERY

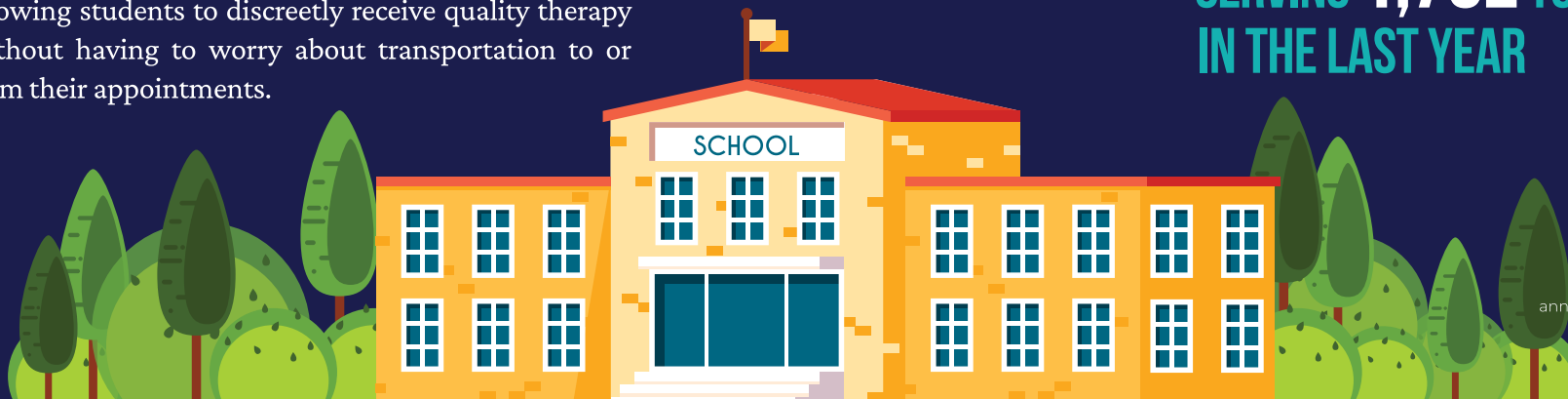
River Valley Recovery helps adults **with substance use disorders find hope, healing, and a quality of life** they never imagined possible. The state-contracted, community-based agency provides services on a sliding fee scale. Residential clients stayed an average of 41 days over the last year.



## SCHOOL-BASED

The School-based therapy program is incredibly robust within the Huntsville City and Madison County districts. This program **removes barriers** to access, allowing students to discreetly receive quality therapy without having to worry about transportation to or from their appointments.

**35 WELLSTONE THERAPISTS IN 60 SCHOOLS**  
**SERVING 1,752 YOUTH IN THE LAST YEAR**



# SERVING YOUTH IN CRISIS

## PEDIATRIC UNIT

On September 19, Governor Kay Ivey, along with state and local lawmakers, area business leaders, donors, and mental health advocates **celebrated the completion of the WellStone Emergency Services Pediatric Unit.**

The pediatric addition is the **first extended care facility for kids** in Madison County, and the first of its kind in the entire state. The **24-bed, 12,000 sq. ft.** pediatric unit features whimsical designs, a large outdoor playground, reading nooks, a reward room, and even a classroom to help kids stay on top of their homework.

This pediatric unit, along with the original WellStone Emergency Services (WES) facility for adults, is **transforming care for individuals, of all ages**, experiencing mental health and substance use crises.

• **THANK YOU TO EVERYONE WHO CONTRIBUTED TO THIS**  
• **INCREDIBLE, TRANSFORMATIONAL PROJECT.**





# IN THE COMMUNITY .....



## SHINE TIME CAR WASH

In April, **Shine Time** opened a new car wash on South Parkway. To celebrate, they offered motorists free car washes, while giving them the opportunity to support mental health with donations to WellStone. The event yielded 625 sparkling clean vehicles and raised nearly \$6,000 for WellStone's **Be the Rock** campaign. A huge thanks to Shine Time Managing Partner Mike Reiney, his family, the Shine Time crew, and the charitable drivers for their support.

## APA POOL TOURNAMENT

Following the loss of two members to suicide, and a third to overdose, the Alabama Poolplayers Association of North Alabama raised awareness for mental health, while also working to end stigma. They hosted the first **APA Mental Health Awareness Pool Tournament**. The event raised \$2,755 to support WellStone's Emergency Services. Thanks to coordinator Courtney Hopkins, the APA, and the many players who turned out to support Mental Health Awareness.



## CULLMAN MOTORCYCLE RIDE

Steven McDonald and Kevin Speegle teamed up last spring to co-host the "**We Care**" **Suicide Prevention Ride** in Cullman County. Dozens participated, meeting up at Redline Leather & Cycle Works in Hanceville, and pitching in to donate \$1,200 to our **Be the Rock** capital campaign. We are grateful for the the biker community's efforts to make a difference in mental health.

## WELLREAD: THE BOOK CLUB

WellStone completed its first full year of **WellRead**, covering serious and somber topics, like suicide, addiction, tech and teens, and schizophrenia. Thanks to every reader who not only read the books, but participated in honest, open discussions on the tough topics selected.



## BE THE ROCK

Thanks to a huge outpouring of passionate and generous support for WellStone's **Be the Rock** campaign. In three years, WellStone raised nearly \$2 million to support transformational crisis care. Special thanks to the nearly 400 donors whose donations ranged from \$10-\$250,000. Each one of you helped WellStone Build a strong foundation of connection, compassion, and community for adults—and kids—in mental health and substance use crisis.



**Thank you to our Be the Rock Volunteer team for their passion and dedication in fundraising for adults—and children—in mental health and substance use crisis.**

- Michele Armstrong
- Amy Bailey
- John Braswell
- Kelly Clary
- Patrick Fleming
- Edith Foster
- Vicky Hinton
- Jim Holtkamp
- Marilyn Lands
- Taylor Propst
- Brandy Smith
- Corey Wimberly

# SIGNATURE FUNDRAISERS

Every event provides an opportunity to connect individuals to WellStone's mission and wide array of services for individuals and families in our community. So that they know there is help—and hope.

## BEACON OF HOPE

On May 16, we hosted another big crowd for our Beacon of Hope Celebration, co-presented by **Lane Wilson** and Merrill Lynch's Staley, Dunn, Wilson group and **Julie Schumacher** with KODA Technologies. Award-winning author David Magee shared his story of love, loss, and tragedy, along with the courage to recover, individually and as a family. Congratulations to Judge Sybil Cleveland, recipient of this year's Dr. Gary W. Porier Leadership Award.



## MBT's SENSORY INCLUSIVE SANTA

Not a fundraiser, but we continue friend-raising with this special event. MBT at WellStone, in partnership with KultureCity, hosted the 8th annual Sensory Inclusive Santa at the Episcopal Church of the Nativity. The special event serves children with Autism Spectrum Disorder and other sensory-related conditions. Kids have one-on-one time with Saint Nick, receive gifts, and a professional photographer captures the memories.

## BOARD OF DIRECTORS

### Huntsville/Madison County

F. Lee Cook  
Edith Foster  
Byrom Goodwin  
Stuart Maples  
Meredith Payne  
Temple Richie  
Annie Saylor  
Eddie Sherrod  
Liz Smith  
Anna Watts  
Sidney White  
Becky Vansant

### Cullman/Cullman County

Shirley Arnett  
Todd Floyd  
Tiffany Oldacre  
Josh O'Neal  
Grace Potter  
Cassie Sparks

## TRUSTED ADVISORS NETWORK:

Tom Albright	Jonathan Hall	Charles Jones	Robin Reeves
Justin Burney	Brian Hinson	Jeff Jones	Leslie Sharpe
Caitlin Campbell	Chris Hinson	David Kimrey	Brandon Smith
Andrea Guillion	D. Ashley Jones	Clay Martinson	Brittany Toth

## CULLMAN OKTOBERFEST

After 17 years, we had our biggest turnout ever for the Oktoberfest 5K and 10K races, with 342 runners registering. Thanks to volunteers, participants, and supporters, especially our starting and finish line sponsors, Cullman Savings Bank of Cullman and Dental Arts, respectively. **The event raised \$17,000, with net proceeds supporting mental health programs and services in Cullman County.**



OCTOBER 5, 2024 • CULLMAN, AL

# OKTOBERFEST

5K/10K HOSTED BY WELLSTONE



## RUBY \$100,000 +

The Alpha Foundation  
Hank Isenberg, Iron Mountain Solutions  
The Propst Foundation

## EMERALD

\$25,000 - \$99,000

Cynthia and Rey Almodóvar  
Phylis and Bob Baron  
Amity and Rob Baron  
The Brotherton Family  
Danielle and Deke Damson  
Daniel Foundation of Alabama  
Huntsville Utilities Innovation Fund  
Annie Saylor  
ServisFirst Bank  
Starfish Holdings  
Freedom Real Estate  
Torch Technologies  
Lia and Ray White  
Judy and Sidney White  
Lane Wilson and family  
Women's Philanthropy Society

## SAPPHIRE

\$5,000 - \$24,999

Crissy and Thomas Albright  
Beard Young Foundation  
Lynne Berry  
Rachel Brown Homes  
CFD Research Delta Foundation  
The Caring Foundation of BCBS  
Crossflow Technologies  
Paula Cushman  
ERC  
First Horizon Bank  
Dorothy Foster  
Edith Foster  
Tricia and Jon Hall, BMSS  
Huntsville City Lifestyle\*  
Tracy and George Jones family  
The Jurenko Foundation  
Koda Technologies  
Little Drummer Girl Fund  
Mazda Toyota Manufacturing  
David McKinley  
Merrill Lynch, Staley, Dunn,  
Wilson Group  
Modern Technology Solutions, Inc.  
Christy Nickelson  
The Parker Family Foundation

Emily and Mike Reiney  
(Shine Time Super Wash)  
Emily and Steve Robertson  
Nancy Sheppard  
SimTech  
Toyota Motor Manufacturing  
Venturi  
WAAY-TV\*  
Judy and Jeron Witt

## TOPAZ

\$1,000 - \$4,999

AI Signal Research  
Alabama Federation of Women's  
Clubs, North District  
Alabama Pool Players of  
North Alabama  
Pam and Joe Alexander  
Ameritek  
Rev. John and Laurel Bailey  
Behavioral Sciences of Alabama  
Beth and Jeremy Blair  
Bradford Health Services  
Bradley Arant  
Lori and Danny Butler  
Chapman Sisson  
COPT Defense Properties  
Alexander Cox  
Robin Cozby and Rep. Marilyn Lands  
Peg and Wood DeLeuil  
April Denney  
Fite Building Company  
GFWC Du Midi  
GFWC Legacy & Woman's Clubs  
Violet and James Gilbert  
Harrison & Gammons  
Cheryl and Harry Hepler  
Judy and John Houser  
Jon and Dana Houser  
(We the Grillaz)  
Hope Kinch  
Huntsville Hospital  
Leo Law Firm  
Longview Financial Services  
Zara and Todd Lowry  
Madison County Medical Alliance  
Madison County Medical Society  
MISC Recruiting  
JP Morgan & Chase  
Anna Norton, Avion Solutions  
Elaine and Lynn Oakes  
The Payne Foundation  
Redstone Federal Credit Union  
Renasant Bank

Sonja and Jonathan Rossow  
Russ Russell  
Schoel  
Simtech  
Tanu and Anuj Singhal  
SouthState Bank  
Paula and Matt Steele  
Thompson Burton  
Lynn Troy  
We Care Suicide Prevention Ride  
Gus Weisler  
WLRH\*

## ONYX up to \$999

Larry Banks, Banks Industries  
Brenda Boyce  
Allison Brown  
Shirley Cheek  
Ashley and John Clark  
Mary Compton  
Catherine Cope  
Alexander Cox  
John Davis, Anytime Fitness  
Delta Research  
Karen Denzine  
Robert Everett  
Karen Frith  
Elise and Bill Goodson  
Honest Coffee Roasters  
Dorcas Harris  
Frances Kay Huffman  
Debbie Igou  
Invariant Corporation  
Derek Johns  
Ellen Joyce  
David Kimrey, Merit Bank  
Bob and Cindi Ludwig  
Holly and Jim McCarty  
Jenny Perkinson  
Adina Peyton, GRAMI  
Lisa and Kapil Pant  
Linda Quinn  
Ernest Ruse  
David Shattuck  
Loretta Spencer  
St. Thomas Episcopal Church  
Cathie and Zack Tate  
Melissa and Mark Thornton  
Aparna Vuppala  
Warren Averett  
Jeanette White  
Justin Woods  
Sarah Zupko

\*Indicates in-kind

## RECURRING

Beth and Jeremy Blair  
Elizabeth and Patrick Fleming  
Kalee Full  
Halina Hale  
Mary Ann Hickman  
Daelyn Houser  
Brian Irelan  
Ann Marie and Gene Lang  
Kinslee and William Patton  
Karen and David Petersen  
Paula and Matt Steele  
Suzanne and William Stewart  
Justin Woods

## CULLMAN OKTOBERFEST

Borden Family Pharmacy  
Crystal Mountain Water  
Cullman Savings Bank  
John Davis, Anytime Fitness  
Dental Arts Cullman  
Smore Smiles  
Nell Dunlap, Weaver Farms  
WKUL

## SENSORY INCLUSIVE SANTA

Invariant Corporation  
Main Event Entertainment  
Torch Technologies

## IN MEMORY

Sara Brotherton  
Steve Brown  
Miriam J. Burnett  
Parker Carnohan  
Frank Cheek  
Robert E. L. Cope  
Hal Eskew  
Byron Foster  
Clyde Foster  
Gerald Hannah  
Joseph T. Keweza  
Travis Lilly  
Ben Ochoa  
Albert Tubbs

## IN HONOR

Brada  
Sherry and Topper Birney  
Rusty Bynum  
Jacki and Jim Chandler  
Walter Cordule  
Paula Cushman  
Bob Eison  
Erich Engler  
Marilyn and Don Evans  
Bill Giardini  
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Frank Graves  
Shirley Hale  
John Hartley  
Emmie Herriott  
Betty Lou Jones  
Caroline Kattos  
Brett Kinzer family  
Marta and Butch Kinzer  
Heath Kinzer  
Kayla and Ian Kinzer  
Luke Kinzer  
Marilyn Lands  
Kaffey and Ed Litkenhous  
Linda and Carter Martin  
Jim May  
Lee Kinzer May  
Sara McDaris  
Mac McElhaney  
Jon Moody  
Bob Moorman  
Sally and Bob Naumann  
Keith Neighbors  
Susan Neighbors  
Wes Neighbors  
Karen Petersen  
Sonja and Jon Rossow  
Bill Quinn  
Roger Rinn  
Claire Roby  
Marion Ruffing  
Lucinda and Marshall Schreeder  
Mickey Sharp  
Kim and Mike Smith  
Virginia and Justin Stefo  
Paula Steele  
Sarajane Tarter  
Judy Vann  
Felicia and Greg Walker  
Herb Walker  
Mary and Harry Wiley  
Sharon Wright  
Ruth Yates

# THANK YOU

A SPECIAL THANKS TO OUR WONDERFUL DONORS. WITHOUT YOU, NONE OF THIS WOULD BE POSSIBLE.

Gifts of \$250 and above are recognized in the annual report. Donations as of FY24.

-Please contact us with information regarding unintentional omissions or misspelled names on these lists.



# WellStone

[wellstone.com](http://wellstone.com)

1131 Eagletree Lane SE, Suite 300 • Huntsville, AL 35801

1909 Commerce Ave NW • Cullman, AL 35055

WellStone is a 501(c)3 nonprofit organization serving up to 14,000 children, adolescents and adults each year in Madison County, Cullman County, and surrounding communities.