

# 70 YEARS OF PROGRESS



2012  
*Annual Report*







Didi Hirsch stands next to a concept drawing of the yet-to-be-built headquarters on Sepulveda Boulevard

## *When a few caring souls take action...*

*N*onprofits begin when someone sees a need and takes action. And so it was for us. In the 1930s, a few caring souls began underwriting counseling for women coping with the stress of the Great Depression. But it was not until 1942 that we opened our doors as Los Angeles Psychiatric Service.

Our first budget of \$5,000 would be about \$71,000 today—a far cry from our actual budget of \$40 million. The public's increasing willingness to invest in mental health made that possible. Money isn't the heart of our progress, though. Our progress is reflected in the evolution of our mission, philosophy and treatment.

In the beginning, there was little diversity among our clients, although we had expanded services to include men. Today, our mission is to serve communities where stigma and poverty limit access. Our 11 centers extend from Pacoima to the Pico Union area to South L.A. Our newest center in Glendale serves the largest Armenian-American population in the U.S. Our language capacity is extensive, including Spanish-speaking counselors on our suicide prevention crisis line 24 hours a day and Korean- and Vietnamese- speaking counselors during peak evening shifts.

With the generous support of Didi Hirsch and her family, we became a federally designated community mental health center in the '70s. We expanded our services to include children and developed a full continuum of care—from community education to outpatient services to residential treatment.

Renaming the agency in Didi Hirsch's honor gave us the opportunity to replace Psychiatric Service with Mental Health Services. We had progressed beyond the days of couch therapy when only doctors provided care. Today, teams include therapists, substance abuse counselors, job coaches, housing specialists, nurses, psychiatrists, and peer counselors.

This expansion reflects a growing awareness of the importance of treating the whole person. How far the field has come. Twenty years ago, it was common for mental health professionals to refuse



to see clients who were abusing alcohol or other substances. Now, we integrate mental health care, substance abuse treatment, and primary care.

Clients also are actively involved in their treatment. No longer do clinicians keep diagnoses a secret. The more clients learn about their illnesses, the better they can manage them. Our most recent partnership with clients involves collaborative documentation where staff write their notes with the client's input.

Developing programs to meet gaps in care remains a core value. Just as the psychological pain of the Great Depression inspired our beginning, the recent stresses of the Great Recession prompted us to train staff at banks and mortgage companies who were overwhelmed by suicidal customers. Similarly, we provided services for veterans after World War II and now are helping military families affected by deployment.

Attitudes have progressed immensely, too. We now understand that depression, bipolar disorder, and schizophrenia are real illnesses, not moral failings, and they are treatable. But, the biggest agents of change are the people who courageously share their stories. Someday, we'll be able to take erasing the stigma out of our mission!

*Kita*

Kita S. Curry, Ph.D.  
President/CEO





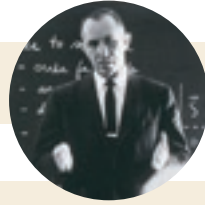
**1942** - Founding of Los Angeles Psychiatric Service.

**1953** - Care continues for veterans, leading to merger with Veteran's Psychiatric Clinic.

**1956** - American Psychological Association accredits our pre-doctoral internship program.



**1962** - Executive Director Dr. Gerald Jacobson establishes first walk-in crisis intervention clinic in the western U.S.



**1958** - Suicide Prevention Center is founded.

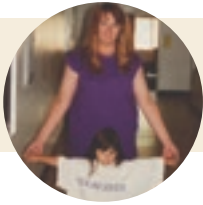
**1966** - Clinic opens in Venice to help underserved Latinos/African Americans.

**1970** - As part of the mental health safety net, we are federally designated as Community Mental Health Center.

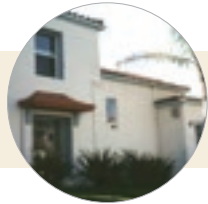


**1974** - New headquarters named for generous supporter Didi Hirsch; Merger with Culver City Child Guidance Clinic, adding services for children and families.

**1978** - Didi Hirsch partners with Venice Drug Coalition developing consultation and education services in the community.



**1979** - Via Avanta residential program opens—a decade later, becomes among first in U.S. to let kids stay with addicted moms in treatment.



**1982/1986** - Founding of crisis residential treatment programs Excelsior House and Jump Street.

**1991** - L.A. County Child Abduction Task Force forms, with Didi Hirsch as founding member.

**1992** - Merger with Centinela Family Child Guidance Center, adding more services in Inglewood.



**1996** - Commission on Accreditation of Rehabilitation Facilities accredits our employment services.

**1997** - Merger with Family Services of Los Angeles, adding services in Pico Union and South L.A.



**2001** - Following September 11, we partner with Red Cross to counsel traumatized flight crews and residents.



**2004** - Purchase/renovation of South L.A. clinic with lead gift from S. Mark Taper Foundation.

**2007** - First of three Wellness Centers is established.

**2010** - Orange County center opens for suicide prevention, especially in Korean, Vietnamese, and Arab/Muslim communities.



**2011** - Acquisition of bankrupt Glendale clinic, preserving care in U.S.'s largest Armenian community; California Mental Health Services Authority selects Didi Hirsch to lead first statewide suicide prevention network.

**2012** - Federal agency SAMHSA awards two major grants: (1) primary care at Inglewood Center and (2) **military families' care...**

# HELPING OUR MILITARY FAMILIES



Erica Trejo, a Didi Hirsch therapist, coordinates a program that focuses on the mental health of military families. She gained a personal perspective when her 13-year-old stepson got in trouble at school.

Trejo's husband, Capt. Joel Perez of the Army Reserves, had just left for a yearlong deployment to Kuwait when her stepson started arguing with classmates and teachers.

"No one at the school knew his father had just deployed and that he was adjusting to a difficult family situation," Trejo says. "Because he wasn't identified as a military child the school treated him as a problematic child."

When administrators were made aware of the family's separation challenges, teachers and school counselors showed more sensitivity and her stepson's problems were resolved.

Trejo's personal experience captures exactly what she hopes to achieve through the program she coordinates, Military Families Achieving Recovery. Funded with a \$1.6 million grant from the Substance Abuse and Mental Health Services Administration, over the next four years Didi Hirsch will address the challenges faced by active duty, reserve and National Guard military families living in the Los Angeles/Harbor region.

Los Angeles County lacks the resources and built-in networks of support found on large military bases. While nearly 73% of military service members have children under the age of 11, most military families are not identified in local schools.



Capt. Joel Perez and Erica Trejo, LMFT

"When we identify a military child, we may see their disruptive behavior differently," Trejo says. "That child may have just had to say goodbye to a parent. It's a huge adjustment."

The program provides outreach and education to schools and churches and trains community mental health therapists in therapeutic tools that have been shown to help military families cope. Training community-based mental health therapists is key, because of the stigma of mental illness in the military.

"It's hard for military families to seek help within the military services," Trejo says. "Their mindset is, 'We can deal with it; we can solve it.' Because of stigma, they would rather seek help outside the military. But for community therapists to be effective with military families, they need to understand the military culture."



## Coming Home

Like many veterans today, veterans of previous wars found difficulty in talking about their experiences upon return home. War is "hell" and upon its end, there is the expectation that those difficult experiences and memories will be left behind. The stigma of receiving mental health support was and continues to be a great challenge for veterans of military service.



# RECONNECTING Mind & Body



Primary care and mental health services  
to low-income patients under one roof

The last time Mary tried to get treatment for her diabetes, she became paranoid that the nurse was trying to kill her and left the office without receiving any care.

Mary's mental illness interferes with her ability to get medical treatment in so many ways that she is likely to die 25 years earlier than her peers, studies show.

To help patients like Mary lead longer and healthier lives, Didi Hirsch's Inglewood Center recently expanded its efforts to provide primary care and mental health services to low-income patients under one roof.

"Patients with mental health problems die earlier not from suicide or schizophrenia or bipolar disorder, but from preventable medical causes like untreated diabetes or high blood pressure that can lead to strokes or heart attacks," says Curley Bonds, M.D., Medical Director of Didi Hirsch Mental Health Services.

Many do not have a primary care doctor, and those that do often feel stigmatized, which can prevent them from seeking medical care. "They don't feel welcome in a doctor's office—especially if they're having symptoms," Dr. Bonds adds.

The Healthy Inglewood Project is a four-year pilot program funded with grant money from the Substance Abuse and Mental Health Services Administration (SAMHSA). Its goal is to improve the wellbeing of low-income adults with severe mental illness and/or substance abuse disorders by providing medical care under the same roof in an environment that is sensitive to their needs.

In a suite with exam rooms built especially for this program, mental health patients can see a psychiatrist as well as a medical practitioner from South Bay Family Health Care, Didi Hirsch's partner on the project.

Patients who enroll in the program are assigned to a team of health practitioners including a psychiatrist, a therapist and a "health coach" to make sure they understand their illness, how to take their medications and other doctor's instructions.

Patients also will have online access to their medical records through a "personal health portal," and can participate in the Inglewood Center's Be Well project, which emphasizes healthy choices regarding smoking, diet and exercise.



## Smoking Cessation Didi Hirsch Goes Smoke-Free

Americans with mental illness consume nearly half of the nation's cigarettes at twice the rate of the general population. Because people with mental illness are affected disproportionately by the health consequences of smoking, Didi Hirsch decided to encourage our clients and employees to quit using tobacco.

We are providing nicotine replacement products, support groups and other resources to clients and employees who need assistance in leading healthier, smoke-free lives.



## Tele MEDICINE: *Collaborating With Healthcare Providers*

A woman with mental illness was refusing life-saving medical care for a chronic physical illness and her primary care physician wasn't sure what to do.

In the past, the physician might have struggled to make contact with the patient's psychiatrist, but with the help of cutting-edge information technology embraced by Didi Hirsch, the doctor got the answers he needed in a timely fashion.

Beginning in October 2012, Didi Hirsch's Medical Director Dr. Curley Bonds began hosting web-based videoconferences twice a month for primary care providers who want to consult with a psychiatrist about patients with mental illnesses. The conferences are part of ECHO LA (Extension for Community Healthcare Outcomes in Los Angeles) in partnership with LA Net, a Primary Care Practice-Based Research and Resource Network in Los Angeles.

"Due to a shortage of psychiatrists, many primary care providers in underserved communities have trouble getting specialty referrals for patients," Dr. Bonds says. "Videoconferences help close the gap so patients with complex illnesses can get the care they need."

In the case of the patient refusing care, Dr. Bonds advised the physician to probe her mental state to find out if she is capable of making healthcare decisions and to initiate a legal process to appoint a surrogate decision maker, if appropriate.

"The providers are fairly knowledgeable," Dr. Bonds says. "But sometimes they have questions such as 'How can I have a conversation with someone who is clinically depressed but is refusing medication?' I encourage them to see depression as an illness, not a weakness, and give them language that helps de-stigmatize mental illness."

25 YEARS AGO,  
THE TOTAL NUMBER OF COMPUTERS  
AT DIDI HIRSCH:  
(in 2012: 530 computers)

2





# Suicide Prevention Chat Line



It sounds like you're really feeling overwhelmed right now so I'm glad we can talk for a while until you feel safe.

Send

## ***No one has talked to more suicidal callers—or has seen so many changes at Didi Hirsch's suicide prevention hotline—than Barbara Miras.***

She has helped more than 18,000 suicidal callers in the three decades she has worked as a crisis counselor and supervisor.

"When I started here, I was 24, single, naïve and a little sheltered," Miras says. "But I've changed a lot since then. I've been married and divorced. I've had children and lost them again to the world as an empty nester. I've lost a parent. Going through these life experiences has made me a better

counselor. The way the program has grown, I feel as if I have grown with it."

The hotline has changed significantly since Miras was inspired to volunteer by one of her favorite UCLA professors—Dr. Edwin Shneidman, who co-founded the Los Angeles Suicide Prevention Center in 1958.

No longer merely a single phone line offering help to English speakers, the hotline now has 24-hour coverage in Spanish, as well as dedicated hours with Korean and Vietnamese counselors, and chat and texting services. It also takes toll-free calls from phone lines serving teens, veterans and employees of the Los Angeles Unified School District. And instead of handwritten checklists, crisis counselors use a sophisticated computer program that not only calculates a caller's risk profile but also locates appropriate resources.

Although Miras doesn't consider herself particularly "tech-savvy," she nevertheless stayed so current with Didi Hirsch's emerging technology that she was able to launch and help train crisis counselors for a national Lifeline chat pilot project.

During a six-month period in 2012, Didi Hirsch's crisis counselors took more than 1,000 chats—120 of them completed by Miras. Three out of four chatters were female. More than half were between the ages of 13 and 25. The pilot was so successful that Didi Hirsch is continuing to provide chat services on weeknights.

"We have to meet people wherever they are," Miras says. "Many people who would not pick up the phone feel safe with the relative anonymity of chat or text. By making these services available, we are able to reach more people—especially young people."

While much has changed over the years, the basics of building rapport and assessing risk haven't, Miras says. Nor have the goals of crisis counseling—or its rewards.

"I'm always in awe of the people who reach out to us, however they do it, because it takes courage to talk to a stranger about feeling suicidal," Miras says. "Listening to them, being with them in their dark place is a gift I can give that they might not be able to get from their family and friends. With everything that our callers and chat visitors endure, their resilience constantly renews my faith in the human spirit."

Suicide Prevention Chat Portal  
[www.didihirsch.org/chat](http://www.didihirsch.org/chat)

**877-7CRISIS**

Call toll-free, day or night.

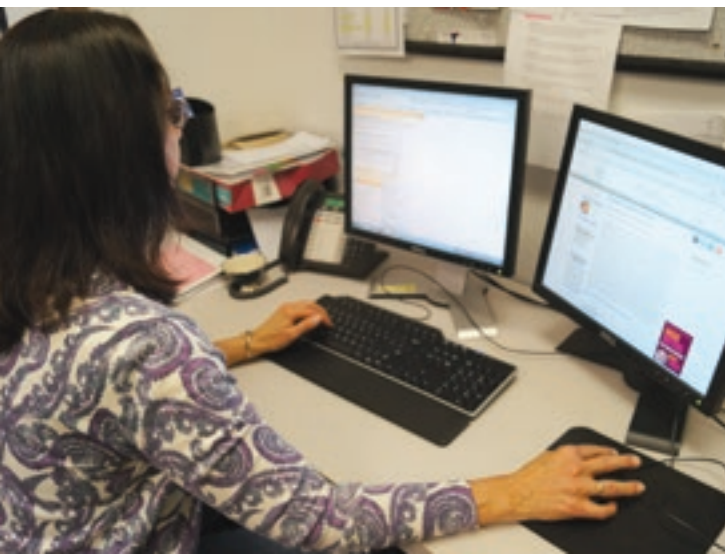


***"It helped me feel like I wasn't alone."***

**Devin, age 20,  
Survivors of  
Suicide Attempts  
group participant**

*About* 5,000 people in Los Angeles County—and more than a million in the United States—will make a suicide attempt this year. People who survive a suicide attempt often look online for support, but are distressed to find that most resources under "suicide survivor" are for people who have lost loved ones to suicide, rather than for individuals who have tried to kill themselves.

Didi Hirsch Mental Health Services took the initiative to help this underserved population in 2011 by launching one of the first programs in the nation to provide a safe environment for suicide attempters to talk openly about their struggles. Called Survivors of Suicide Attempts, the program offers free, eight-week support groups to Los Angeles County residents at least 18 years old who have attempted suicide. Members provide each other with fellowship and support as they develop customized "safety plans" to help them cope with suicidal thoughts and feelings.



## The Suicide Prevention Center

Founded in 1958 by Drs. Norman Farberow, Robert Litman and Edwin Shneidman, it became a part of Didi Hirsch in 1997.

The first in the country to provide a 24-hour crisis line, it now handles over 50,000 calls a year.



# 2012 BY THE NUMBERS

88¢



OF EVERY DOLLAR WE RECEIVE GOES DIRECTLY TO PROVIDING SERVICES

## SERVICES

MENTAL HEALTH & ADDICTIONS

7,795

SUICIDE CRISIS LINE

46,199

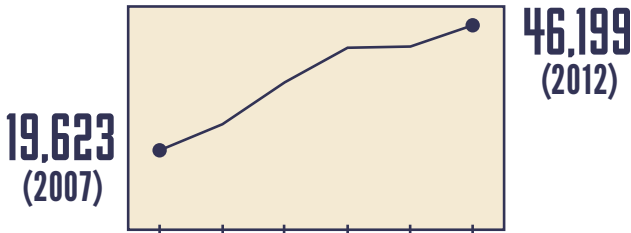
EDUCATION AND PREVENTION

18,403

TOTAL SERVED

72,397

## CRISIS CALL VOLUME

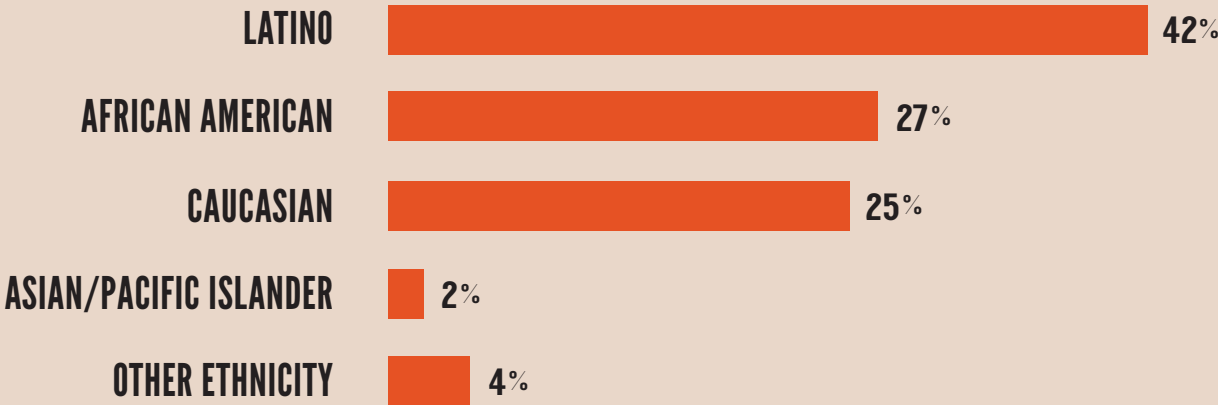


MORE THAN

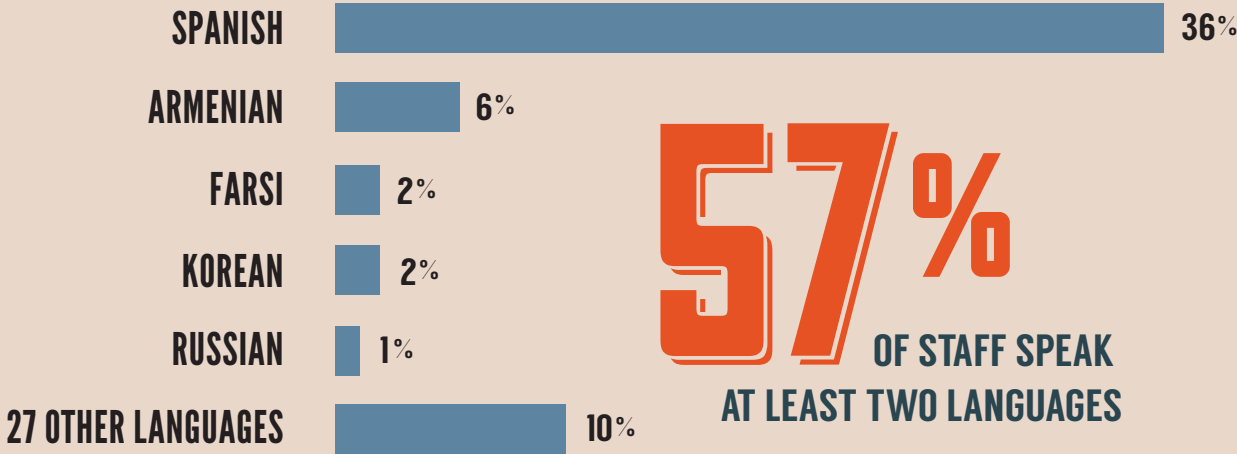
90%

OF OUR MENTAL HEALTH AND SUBSTANCE ABUSE CLIENTS **LIVE IN POVERTY**

## DIVERSITY OF OUR CLIENTS



## LANGUAGES SPOKEN BY STAFF



**57%** OF STAFF SPEAK AT LEAST TWO LANGUAGES

IN A COUNTYWIDE SURVEY, CLIENTS WERE MORE SATISFIED WITH OUR CULTURAL SENSITIVITY THAN OTHER PROVIDERS OVERALL



# A KINDER ROAD TO RECOVERY



When former heroin addict Ray Ayala became a court-ordered resident of Via Avanta in 1983, he was routinely forced to sit in the middle of a room while peers and counselors circled around to hurl insults and call him names.

"It was very embarrassing, very shaming, but that was the standard for how they would prepare people to change," Ayala says. "They would tear you down emotionally and then try to bring you up."

A lot has changed since then.

Ayala successfully completed the residential treatment program, became a certified substance abuse counselor and took a job at Via Avanta where he has worked for nearly three decades. Now a program coordinator with a wife of 35 years, seven children and 24 grandchildren, Ayala has helped an estimated 3,500 men and women overcome drug and alcohol addictions throughout his career.

Once a co-ed residential treatment program, Via Avanta now exclusively serves women with

children, providing them with treatment, parenting classes and vocational assistance. Thanks to an infusion of funds from L.A. County Supervisor Zev Yaroslavsky and the Veterans Healing Initiative, the facility is now under renovation to provide specialized treatment for homeless women with young children, with some slots reserved for female veterans.

The confrontational style of therapy that humiliated Ayala into sobriety has been replaced with "motivational interviewing," a style of therapy that is sensitive to the co-existing trauma from homelessness, domestic violence, molestation, rape and combat stress that many women with substance use disorder have experienced.

"The style of therapy I went through only worked for people who really wanted to change their lives and I was at a point where I was ready," Ayala says. "I'm a grateful man, but I'm also glad that there's more compassion today. It's more about how people are feeling and helping them deal with their emotional and psychological problems as well as their substance abuse."



Didi Hirsch  
MENTAL HEALTH SERVICES

# ARMUNITY

Armenian Community Health and Wellness

Recently widowed by the continuing war between Armenia and Azerbaijan, Narineh and her three children moved to Glendale—which has the largest Armenian population in the United States—to start a better life.

But a year after they arrived, the family's struggles had multiplied. Unable to find employment, Narineh was anxious and depressed and suffering from post-traumatic stress syndrome—especially common in Armenian immigrants from war-torn countries such as Iran, Iraq, Lebanon and Syria, as well as Armenia. Her teenage son, Artin, was having problems in school and her two younger children, Armen and Sarineh, were socially isolated and not adjusting to their new lives in America.

A school administrator referred the family to ARMUNITY, a Didi Hirsch pilot program that provides Armenian-American men, women and children in Glendale and neighboring cities with a wide range of needed services such as integrated mental health, physical health, substance abuse and alternative medicine.

With support from ARMUNITY, Narineh and her children received mental health treatment and assistance in finding low-cost housing and work. Today, Narineh is employed, Artin is doing better in school and Armen and Sarineh have made friends in a community-sponsored Armenian dance class.

"I am so grateful for the help we received through this program," Narineh says. "I feel stronger and much more positive about our future."

ARMUNITY aims to reduce stigma and denial—barriers to care that often prevent Armenian-Americans from seeking mental health and substance abuse treatment when they need it. The project operates with more than two dozen community partners including All for Health, Health for All, the California Care Corporation and local chiropractor Dr. Razmik Mesrkhani. Since the program was launched in 2011, ARMUNITY has hosted about 120 outreach activities, offering support to about 5,000 Armenian-Americans in Glendale and surrounding areas.

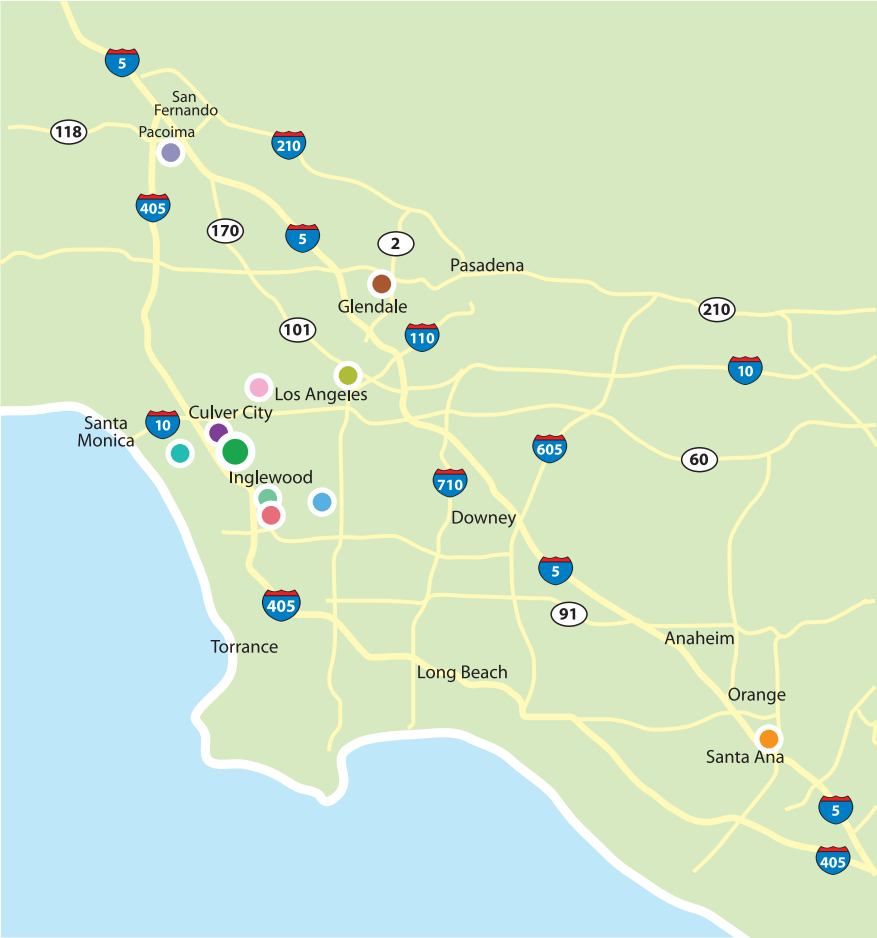
ARMUNITY's lively booth at the Korean/Armenian Cultural Festival, July 2012





# Out of Institutions, Into Communities.

In a diverse and sprawling metropolis like Los Angeles, we offer services all over the map, at more than 90 schools, in the home, on park benches... wherever we're needed.



- Headquarters**  
4760 South Sepulveda Boulevard  
Culver City, CA 90230  
Phone: (310) 390-6612
- Culver-Palms Center**  
11133 Washington Boulevard  
Culver City, CA 90232  
Phone: (310) 895-2300
- Excelsior House**  
1007 Myrtle Avenue  
Inglewood, CA 90301  
Phone: (310) 412-4191
- Glendale Center**  
1540 East Colorado Street  
Glendale, CA 91205  
Phone: (818) 244-7257
- Inglewood Center**  
323 North Prairie Avenue  
Inglewood, CA 90301  
Phone: (310) 677-7808
- Jump Street**  
1233 South La Cienega Boulevard  
Los Angeles, CA 90035  
Phone: (310) 855-0031
- Mar Vista Center**  
12420 Venice Boulevard, Suite 200  
Los Angeles, CA 90066  
Phone: (310) 751-1200
- Metro Center**  
672 South La Fayette Park Place, Suite 6  
Los Angeles, CA 90057  
Phone: (213) 381-3626
- Orange County Center**  
2021 East 4th Street, Suite 204  
Santa Ana, CA 92705  
Phone: (714) 547-0885
- S. Mark Taper Foundation Center**  
1328 West Manchester Avenue  
Los Angeles, CA 90044  
Phone: (323) 778-9593
- Via Avanta**  
Pacoima, CA  
Phone: (818) 897-2609

**May 27, 1973:  
Groundbreaking Ceremony**

**Didi Hirsch, Governor Ronald Reagan, and Senator Alan Cranston** break ground at the future site of the headquarters building in Culver City. The name of the agency was changed from Los Angeles Psychiatric Service to **Didi Hirsch Community Mental Health Center** in honor of Didi Hirsch and her family's generous support.



## STATEMENT OF ACTIVITIES

### Revenue

Government Contracts	\$31,064,612	\$24,431,292
Contributions and Grants	615,569	418,840
United Way	61,621	96,297
Special Events (Net)	356,467	288,799
Patient Fees	170,538	146,632
Donated Goods and Services	858,976	966,532
Other	321,090	53,269
<b>Total Revenue</b>	<b>\$33,448,873</b>	<b>\$26,401,661</b>

### Expenses

Personnel	\$24,772,574	\$19,837,402
Operating	4,160,343	2,877,954
Occupancy	2,507,985	1,983,402
Depreciation	978,397	706,146
Donated Goods and Services	606,718	966,532
<b>Total Expenses</b>	<b>\$33,026,017</b>	<b>\$26,371,436</b>

<b>Excess of Revenue over Expenses</b>	<b>\$422,856</b>	<b>\$ 30,225</b>
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## STATEMENT OF FINANCIAL POSITION

### Assets

Cash and Cash Equivalents	\$3,130,080	\$ 3,515,803
Accounts Receivable/Prepaid	2,970,261	2,941,181
Donated Property Held for Sale	302,258	--
Property and Equipment (Net)	10,311,321	10,143,089
<b>Total Assets</b>	<b>\$16,713,920</b>	<b>\$ 16,600,073</b>

### Liabilities

Accounts Payable/Accrued	\$4,930,843	\$ 4,797,523
Capital Lease Obligation	295,362	610,665
Notes Payable	5,577,607	5,704,633
<b>Total Liabilities</b>	<b>\$10,803,812</b>	<b>\$ 11,112,821</b>

<b>Net Assets</b>	<b>\$5,910,108</b>	<b>\$ 5,487,252</b>
<b>Total Liabilities and Net Assets</b>	<b>\$16,713,920</b>	<b>\$ 16,600,073</b>





## It's Never Too Late

For more than a decade, Crystal Li Cohen lived with a secret. To honor her mother's wishes, Cohen told people that her father had died of a heart attack. In fact, Ruh-Ming Li, an engineer and entrepreneur, had died by suicide.

"My parents are first-generation Taiwanese immigrants, and in my family, mental illness and suicide is a shameful thing, and should be hidden from others outside the family," says Cohen, a Los Angeles fashion executive.

But Cohen's view of her father's death changed when, at the urging of her

husband, Andrew, she completed a Survivors After Suicide group last year. After years of keeping her family's secret, Cohen decided to tell the truth about her father's death—in an email to everyone she knew—in her quest to raise awareness and support for Didi Hirsch's Alive & Running 5K Walk/Run.

"I knew people would wonder why I was asking for their support, so I decided to preface the email by telling them how I came to Didi Hirsch 10 years after my father's suicide and how I was finally able to talk about it and do something about it," Cohen says.

"Being more open and less secretive about my dad's suicide felt like a relief, like a load off my back," Cohen adds. "Also, I noticed that once I started being truthful about it, I started hearing other people's stories, which made me feel less weird or alone."

(Left) Crystal Li Cohen with husband Andrew Cohen  
(Right) Crystal's father, Ruh-Ming Li



River stones on display in the Remembrance Garden



(Left to Right) Participants Anne Ruivivar and Yvonne Asea (Team Julian), Board Member Andrew Rubin, Emcee Julianne Grossman

Wearing yellow bibs with a cartoon sketch of a "fart-propelled runner," the Cohens' team of 12, who called themselves "The Farteurs," brought levity to the run while raising more than \$13,000 for suicide prevention services.

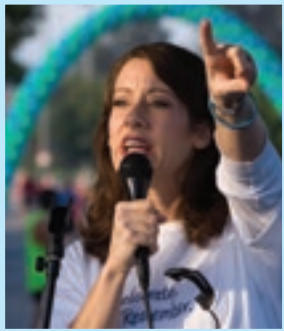
Actor/writer Seth Rogen and his wife, Lauren, friends of the couple's, tweeted about walking the 5K. Actor Jonah Hill tweeted his support for Alive & Running by posting a link to The Farteurs' team page. Also inspired by Crystal's story, the Apatow-Mann Family Foundation became a Gold Medal Sponsor of the event.

The Alive & Running event on September 23, 2012 drew a record number of participants—more than 1,700 runners and walkers—and raised more than \$200,000 for Didi Hirsch's Suicide Prevention Center.

Participants honored loved ones lost to suicide by writing their names on river stones, which they placed among rose petals in a colorful "Remembrance Garden" that lined the course. As in past years, the crowd took their marks to cheers from CheerLA and drumbeats by Chikaro Daiko Japanese Taiko drummers.

Alive & Running has grown significantly over the past 14 years. When Didi Hirsch hosted the first event, only a few hundred people participated and few businesses were willing to sponsor the cause, says Dr. Kita Curry, Didi Hirsch's Chief Executive Officer and President.

"Crystal's courage in telling the truth about her father's suicide helps erase the stigma so many families live with," Dr. Curry says. "When suicide is seen as a symptom of an illness rather than a disgrace, more grieving people feel comfortable getting the help they need."



Alive & Running Chair Todd Rubin, Suicide Prevention Center Director Lyn Morris





## ERASING the Stigma Leadership Awards 2012

# 70 YEARS OF MENTAL HEALTH IN MEDIA

“Seventy Years of Progress,” a film montage featuring images of how mental illness has been portrayed in movies over the decades, helped launch Didi Hirsch’s 16th Annual Erasing the Stigma Leadership Awards in 2012, which was hosted by actor George Segal.

Honored for their efforts to erase the stigma of mental illness were screenwriter Christopher Monger, who wrote an HBO biopic of autism activist Temple Grandin; singer Shelby Tweten, who spoke out publicly about her battle with depression and bipolar disorder during her audition for *American*

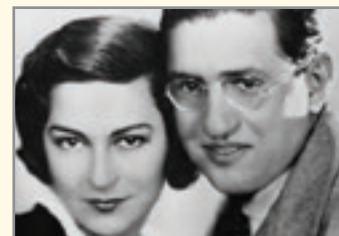
*Idol*; and Emmy Award-winning documentarian Bonnie Strauss-Gould, whose investigative series on the Pennhurst State Mental Institution contributed to new legislation for patients’ rights. Gail Kamer Lieberfarb served as the Event Chair for the second year in a row, and award presenters included Academy Award-winning cinematographer Haskell Wexler (*One Flew Over the Cuckoo’s Nest*), Freshwire C.E.O. and new Didi Hirsch board member Shawn Amos, and Nancy Hirsch Rubin, former U.S. Ambassador to the United Nations Commission for Human Rights.

PICTURED: (left to right)  
Presenter Haskell Wexler  
Honoree Shelby Tweten  
Emcee George Segal  
Honoree Christopher Monger  
Presenter Shawn Amos  
Honoree Bonnie Strauss-Gould



### Did you know?

In 1944, one of Didi Hirsch’s board members was **Irene Mayer-Selznick**, the wife of legendary producer David O. Selznick (*Gone With the Wind*, Alfred Hitchcock’s *Rebecca*) and the daughter of MGM mogul Louis B. Mayer.



Event Chair  
Gail Kamer Lieberfarb  
with Presenter  
Nancy Hirsch Rubin







## Shawn Amos

Freshwire founder and CEO Shawn Ellis Amos, a longtime supporter of Didi Hirsch, recently joined the agency’s board of directors with the aim of coaxing it into the digital age.

“I think Didi Hirsch can be a thought and conversation leader within a bigger community since nearly everyone has known somebody or has been affected by mental illness,” says Amos.

Amos, whose company creates digital content for consumer brands, is also a renowned songwriter, singer and record producer. He first connected with Didi Hirsch in 2006, when he performed songs from his album “Thank You Shirl-ee May” at that year’s Erasing the Stigma event. Amos’ album was a tribute to his mother, a nightclub singer who suffered from schizoaffective disorder and killed herself in 2003. Amos, who only learned about his mother’s singing career after she died, was seven when his parents divorced; his father is Wally Amos, founder of “Famous Amos” chocolate chip cookies, and now a motivational speaker.

Amos describes the stigma against mental illness as “particularly deep in black culture,” and believes it prevented his mother from getting access to the help she needed and kept family members from talking about her problems honestly.

He describes his own success as “statistically improbable given the color of my skin, the kind of mother I had and my parents’ divorce.” And he attributes the quality of his life—he is happily married, has three children and was recently named one of *Forbes*’ “Up and Comers”—to having been born “in the right zip code.”

“A lot of what motivates me is being able to put my energy and time into organizations that serve people who don’t live in a good zip code,” Amos says. “Didi Hirsch serves those people.”



## Philip Strauss

Philip Strauss, who recently joined Didi Hirsch’s board of directors, says he’s focused on helping more people, including those with mental illness, become more productive members of society.

“People want to be independent; no one wants to rely on a lifetime of assistance,” says Strauss, a tax partner at BDO, the world’s fifth-largest tax and accounting firm. “Through more widely available, high quality mental health services, we could have a lot more people capable of achieving independence, feeling a lot better about themselves by holding jobs and taking care of their day-to-day needs.”

A Calabasas resident and father of two, Strauss earned a bachelor of science in accounting from San Diego State University and was a partner in several other international accounting firms before joining BDO in 2002.

Strauss, 58, counts vintage sports cars, motorcycles and music among his passions. He plays drums in a band of accountants

called FIN48s, a reference to an interpretation of accounting rules that require businesses to analyze and disclose income taxes in their financial statements.

Strauss, who serves on Didi Hirsch’s Budget and Finance Committee, says he has been “highly impressed” with the quality of the organization’s board and staff members, as well as its long history of providing vital health services in the Los Angeles area. He has previous volunteer experience with the Boys & Girls Club of Phoenix and various other causes.

“As a society, we have an obligation to children, the elderly and people with mental health issues, because they are so vulnerable and often can’t take care of themselves,” Strauss says. “But we can help them take care of themselves if we provide the right services at the right time and those services are available to everyone who needs them.”

# A Letter From the Chair

They say the third time’s a charm. And it is. During my 25 years of serving on the boards of Didi Hirsch Mental Health Services and Family Services of Los Angeles (which became part of the Didi Hirsch family in 1997), I was privileged to have served as the Chairman of the Board of Directors twice before. As I serve my third term as Chair, I feel that this is the beginning of a new era for mental health awareness. Through the internet and social media, our society now seems more aware of how important early detection and treatment are for the millions of Americans and their families dealing with mental illness.

This is where the employees of Didi Hirsch really stand out. Their tireless work impacts the lives of so many every day. Yet, countless more still need help. I know that I speak for all my fellow board members to say how proud we are of the staff. The example they set encourages us all to be more civically engaged and be spokespersons for the importance of mental health awareness and treatment.

As I reflect on the seven decades of Didi Hirsch’s service to our community, I am in awe of its accomplishments. This incredible organization has come so far, but much remains to be done. With your support, I hope we will soon erase the stigma of mental illness.



Michael C. Wierwille  
Chair, Board of Directors

## BOARD MEMBERS

- Shawn Amos
- Charlotte W. Fletcher, Ph.D.
- Thomas J. Han, D.D.S, F.A.C.D.
- Vera Jashni, Ed.D.
- Lee Leibman, Psy.D.
- Stanley D. Lelewer
- Howard M. Loeb
- Craig H. Missakian
- Todd M. Rubin
- Philip B. Strauss, C.P.A.

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- IMMEDIATE PAST CHAIR  
Martin J. Frank



# An overview of GRANT programs in 2012

## YOUTH SERVICES



**An Early Start:** 10 to 14% of U.S. children between the ages of zero and five experience social-emotional problems that hinder functioning and school readiness, yet fewer than 1% are identified. To fill that gap, we expanded our **Birth to Five** program to all five of our centers serving children and families.

### Provides:

- ✓ Child-Parent Psychotherapy training for therapists
- ✓ New play therapy toys and games
- ✓ A furnished 0-5 treatment space at Didi Hirsch Glendale

### Funders:

- Cedars-Sinai Community Mental Health Grant Program
- Oakmont League of Glendale
- Las Candelas



**Our Bodies, Ourselves:** In their early teens, girls are trying to make sense of their changing bodies, self-image, feelings, and relationships. As hard as it is to be an adolescent, it is harder still to be one who has a mental illness and lives in poverty. Didi Hirsch is there to help.

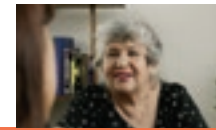
### Provides:

- ✓ THINC! (Teen Health Information Nurtures Choices!), a teen support group

### Funder:

- Soroptimist International of Glendale

## INTEGRATED HEALTHCARE



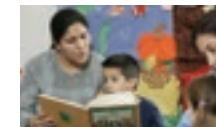
**A Home Base:** People with serious mental illness die earlier, have more medical illnesses, and receive worse medical care than the general population. Due to fear of stigmatization from doctors, many people with mental illness do not seek the health care they need. A "health home" is our answer.

### Provides:

- ✓ Healthy Inglewood Project, which brings mental health, primary care, and an exercise and weight management program, Be Well, all under one roof at Didi Hirsch Inglewood.
- ✓ Recovery-Oriented Care Collaborative, the nation's first community mental health practice-based research network.

### Funders:

- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Southern California Clinical and Translational Science Institute



## HOMELESS SERVICES

**Interior Restoration:** We restore hope and dignity to homeless men and women suffering from substance abuse and/or psychiatric crises. The key is a warm, safe, homelike environment in which to build independent living and coping skills. We create these spaces with our friends and partners.

### Provides:

- ✓ Via Avanta renovation for homeless, dually diagnosed women and their kids
- ✓ New bed frames and mattresses for Jump Street and Excelsior House
- ✓ Client care at Jump Street and Excelsior House

### Funders:

- L.A. County Board of Supervisors, Zev Yaroslavsky, Third Supervisorial District
- George Hoag Family Foundation
- Emergency Food and Shelter Program



## FAMILY SERVICES

**Kids in the Line of Fire:** Mental health challenges for children with parents in the military begin before deployment and continue after war's end. Kids feel anger, fear, and traumatic grief. On a base, there is a built-in support network for service personnel and their families, but in the civilian communities they return to, problems go unrecognized.

### Provides:

- ✓ Military Families Achieving Recovery project to support the resilience of 1,300+ military families in the South Bay/Harbor region. Based at Didi Hirsch Inglewood, MFAR is building a comprehensive network of trauma-informed mental health treatment and community services.

### Funder:

- Substance Abuse and Mental Health Services Administration (SAMHSA)



*After his young wife, Lorrie, died unexpectedly in the summer of 1960, Richard Ross changed the direction of his life to raise their eight-month-old son, Tony.*

Abandoning a promising career in entertainment law, Richard took a job as a deputy District Attorney to have more time with Tony—who was named Anthony Darrow after trial lawyer Clarence Darrow who defended many unpopular social causes.

Tony grew into an intelligent, creative and charismatic young man who wrote for his high school newspaper and served a summer internship as a reporter at a local TV station. But in 1979, during Tony’s sophomore year at Wesleyan University, after breaking up with his high school sweetheart, Tony did not return to school after spring break and stopped communicating with friends and family back home.

After three months of frantic searching, Richard learned that Tony had taken his own life in a remote section of a state park in South Carolina.

“I had raised Tony by myself, put my career choices second to being a good dad, at a time before there was such a thing as single fathers,” Richard says. “When Tony took his own life, I was devastated. A beautiful child was dead, Lorrie’s legacy was gone, and I had lost my identity as a father.”



Richard then went back to school, earned a Master in Fine Arts degree in printmaking and then a doctorate in clinical psychology. After a short time as a practicing therapist, he became a Hearing Referee in the Mental Health Department of the Los Angeles Superior Court.

Richard chose not to join a support group, but his clinical interest in Survivors After Suicide led him to meet Dr. Norman Farberow, the psychologist who co-founded what is now the Didi Hirsch Suicide Prevention Center. Dr. Farberow persuaded Richard to join one of the Survivors After Suicide groups that he facilitated.

“Being with other survivors was the most meaningful thing I did to help me cope with this loss,” says Richard, who subsequently became a co-leader for survivor groups and a dedicated donor

to suicide prevention causes. “The support I got in those survivor groups and what I learned there helped me heal the most.”

Now retired, Richard spends his time traveling and pursuing his passion for photography. When he turned 80, he honored Tony’s memory by providing Didi Hirsch with a significant charitable gift annuity that will help us continue to provide suicide prevention and support services in the future.

“I care deeply about the services Didi Hirsch provides and wanted to support the Suicide Prevention Center as well as the Survivors After Suicide program,” Richard says. “The gift was a chance to do good for something I feel strongly about, and at the same time, it provides me with a reliable income at this stage of my life.”

## CHARITABLE GIFT ANNUITY: WHAT IS IT?

- A donor gives Didi Hirsch a gift of cash or property and receives an income-tax deduction for it;
- Didi Hirsch makes fixed payments to the donor and/or another beneficiary beginning immediately or at a future date set by the donor;
- A portion of each payment is tax-free;
- When the donor dies, Didi Hirsch receives the remainder of the gift—typically about half of the initial donation.

Supported by tax laws, charitable gift annuities are a popular form of planned giving because they provide donors with an income stream, significant tax savings and the satisfaction of generating resources for the charities they support.

“There are many tax-wise ways of making a planned gift to Didi Hirsch,” says Vice President of Development Joel Safranek. “What is great about charitable gift annuities is that they provide a tax-saving service to our donors while also helping assure continued services for the community far into the future.”

*For more information about charitable planned giving, please contact Joel at (310) 751-5425 or at [jsafranek@didihirsch.org](mailto:jsafranek@didihirsch.org).*

# LEGACY SOCIETY

Honoring those who have included Didi Hirsch in their estate plans

## LEGACY FOUNDERS

*Those who have made planned gift commitments of \$1,000,000 or more*

MICHAEL BECKER  
SUSAN AND WARREN JASON  
ANDREW E. RUBIN

## LEGACY MEMBERS

Curley L. Bonds, M.D.  
Anette R. Brown  
Cynthia Chaillie Marchant  
Kita S. Curry, Ph.D. and Peter W. Curry  
The Estate of Robert E. Emerson  
Linda and Martin J. Frank  
Kate and Gerald Geismar  
Todd Hays  
The Larkin Trust  
Mary and Stanley D. Lelewer  
Janine and Henry Lichstein  
The Judith Anne Phillips Trust  
Francine Chandler Righter and Guy B. Righter  
Richard Ross, Ph.D.  
Jilliene F. Schenkel  
Schoenberg Family Trust  
Terrence V. Scott  
Max Silver and Ms. Louise E. Light Trust  
Susan Goran Sobel  
Vogt Family Trust  
Lisa and Michael C. Wierwille  
The Zimmermann-Geismar Family Trust



THE TONY ROSS MEMORIAL FUND  
*Created through the generosity of his father, Richard Ross*





## \$500,000 and above

Zev Yaroslavsky,  
Los Angeles County Board of Supervisors, Third District

## \$100,000 - \$249,999

The Ahmanson Foundation

The Ralph M. Parsons Foundation

## \$25,000 - \$99,999

Fletcher Family Foundation

Gail Kamer Lieberfarb and Warren Lieberfarb

National Suicide Prevention Lifeline

John, Benjamin and David Nickoll

Nancy and Miles Rubin

The Stone Family Fund

United Way of Greater Los Angeles

## \$10,000 - \$24,999

Beacon Capital Partners, LLC

Conrad N. Hilton Foundation

Linda and Martin J. Frank

George Hoag Family Foundation

Kereru Group Holdings, LLC

Las Candelas

The Morrison & Foerster Foundation

Merle and Peter Mullin

Laura Ornest/Ornest Family Foundation

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Paramount Pictures

Dear Abby/Jay and Rose Phillips Family Foundation of Minnesota

Rags for Riches Foundation

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Andrew E. Rubin

Todd M. Rubin

Lucille Ellis Simon Foundation

The Skirball Foundation

Susan Goran Sobel

Ruth/Allen Ziegler Foundation



Dr. Gerald Jacobson and  
Arnold J. Stone accept  
commendation from  
Mayor Sam Yorty on  
behalf of Los Angeles  
Psychiatric Service





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

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 Mavis and Chuck Chan  
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 Tournament - Brian Ferrera  
 Suzanne and Richard Kayne  
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 Wendy and Barry Meyer  
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 Schoenberg Family Trust  
 Diana Singleton  
 Strauss Foundation  
 Studley  
 Phyllis Tick/Cory Goldstein  
 In memory of Eileen J. Vogt  
 Beth Whitehead and John Roger

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

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 Patricia Phelps de Cisneros  
 Didi and King Hirsch Foundation  
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 Cindy and Alan Horn  
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 Jolie and Jon J. Jashni  
 Vera Jashni, Ed.D.  
 Ronnie and Michael Kassan  
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 Morgan Stanley Smith Barney LLC-  
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 Richard Ross, Ph.D.  
 Sidney Stern Memorial Trust/  
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 Sony Pictures Entertainment  
 Philip Strauss  
 Maria Hummer-Tuttle and Bob Tuttle  
 Weingart Foundation  
 Lisa and Michael C. Wierwille  
 Robert Zigman/Jensen/Zigman Construction

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 AD RX Pharmacy  
 Anonymous  
 Askesis Development Group, Inc.  
 Briony and Simon Bax  
 Berg Family Trust  
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 The California Wellness Foundation  
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 Means-Knaus Partners  
 Ron Meyer / Universal Studios  
 Lisa and Alvin Michaelson  
 The Milken Family Foundation  
 Craig Missakian  
 Maricela and Hank Mitchel  
 Sandra Moss

Groundbreaking ceremony, May 1973



Dedication ceremony, November 1974





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

Thomas Neerken	Madeline and Robert E. Sharples
The Philanthropy Fund of the	Lynne Goldman Silbert
Oakmont League	Shana and Scott Silveri
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Theresa (T.J.) Panzer	SaraKay and Stanton Smullens
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Arthur and Susan Rebell	Streisand Foundation
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Murphy and Ed Romano	Dennis Tito
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Kim Rubin and Jim Kaye	Assistant Program
Richard E. Rubin	Claire and D. Michael Van Konynenburg
Morgan Stanley Smith Barney LLC-	Gary Waller
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William Schwartz	Connie and Graham Yost
Phyllis Segal	Cheri Renfroe Yousem
Linda Shahinian and Herb Schiff	
Shirley and Ralph Shapiro	

**\$500-\$999**

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Aileen Adams and Geoffrey Cowan	Beth and Geoffrey Greulich	Peggy Phelps
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Anonymous	Elizabeth and Mervyn Hecht	The Benjamin M. Rosen Family Foundation
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Stanley Boganey	Philip Kent	Mary Sherman, D.V.M. and Jeff Sherman
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Randi Caplan	Phoebe Kon	Kara and Todd Sugimoto
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Bitsey Folger	Alexandria Mcatee	Marvin Wolf
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Carlos L. Garcia	Karen and Tom Miller	
Judy and Jack Glantz	Shirley and Jack Modjallal, M.D.	
Dr. Nancy and Jonathan Glaser	Lyn Morris	
Harriet and Richard Gold	Carol and Jerome Muchin	
Donna and Russ Goodman	Geoffrey Nathanson	
Gary Grabel	Susan Bay Nimoy	
	Tom and Mariam Ogilvie	
	Jane and Ronald Olson	





\$100-\$499

7 Minutes of Fame  
Susan Abbott  
Juan Acevedo  
Aetna Foundation Volunteer Grants  
Patricia Agovino and Barry Agovino  
Silvia Aguayo  
Wynne Alexander  
All Star Press  
Brad Allgood  
Joan and Paul Almond  
Amgen Foundation  
Shawn Amos  
Philip Andelman  
Carolyn Eddy Anders  
Stanley Anders, III  
Anonymous  
MaryLou Antkoviak  
Keith Anyon  
Julie Arinsberg  
Shaun Arora  
Blake Baccigalopi  
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Daniel Barbakow  
Donald Barnett, Ph.D.  
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Susann Bauman, Ph.D.  
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Jamie Becker  
Lorraine and John Becker  
Carol and Terry Becker  
Michael Becker  
Amy Bekier  
Trudy Belton  
Sarah and Tyler Bensinger  
Jill Berkemeier  
Ruth and Michael Berry  
Jennifer Bieber  
Bernard Bierman  
Jacqueline Blatt  
Marjorie Blatt  
Mike Blum and Suju Vijayan  
Bobco Plumbing  
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David Bohnett  
William Bonn  
Regena Booze  
Audrey Bornstein

Anne and Steve Bosma  
Dorothy and R. William Bowdon  
Terrance and Julia Boyle  
Daniel Brady  
Marygail Brauner  
Jackie and Glenn Braunstein  
Matthew R. Brigham  
Robert and Madeline Brockish  
Theodore Brockish  
Susan Brodecky  
Renee and Harold Brook  
Ken L. Brown and Elizabeth Carol Dales  
Nina and James Brown  
Mary Lou and David Bryan  
Ester Bryant  
Steve Burcham  
Stella and William Burks  
Carol Butler  
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Ian Carcano  
Rosario Carney  
Janie A. and Kenneth D. Carpenter  
Tina Carranza  
Lyndsay Cavanagh  
Sherri Cefali  
Centenary United Methodist Church  
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Andrew Cohen  
Crystal Li Cohen  
Gregory Cohen  
Jill Cohen  
Joseph Cohen  
Joshua Cohen  
Kevin Cohen  
Elijah Cohl  
Sheila Cohn  
Christine Collins

Los Angeles County Community  
Senior Services  
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Paula Del Conte  
Rumana Dewan  
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Freddy Dickens  
Kip Dickie  
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Sharon Feinberg  
Larry Feldman

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Nancy Fellows  
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Grace Gabe  
Sue Gabriele  
Kelly Galanis  
Joan and Howard Galant  
Kimberly Galecki  
Guadalupe Garcia  
Jeremy Garelick  
Corinna Garza  
Mary N. Gayman  
Sandra Geary  
Eve Somer Gerber  
Nancy Gettelman  
Laurence Getzoff  
Panio Gianopoulos  
Peter Gilhuly  
Thomas Girvin  
Karen Glasser  
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Rosemary and Robert Goldstine  
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Lynn Goodloe  
Ellen Gordon  
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Barbara and David Gralnek  
Alison and Jerry Greenberg  
Roberta R. Greenfield  
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Theresa Grumet

Bernie Gudvi  
Trisha Gum  
Demariz Gutierrez  
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Vilma Enriquez-Haass and Werner Haass  
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Melanie Haeri  
Claire and Lee Hager  
Michael Hahn  
Karen Haigh  
Chris Haiss  
Monty Hall  
Mary Halligan  
Brandon Hament  
Angela Hanglow, Ph.D. and  
Han Gunn  
Richard Hanley  
Greg Hannahs  
Ethel Hansen and  
Noble M. Nerheim  
Benjamin Hardy  
Hortensia Haro  
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Harrington Group, C.P.A., L.L.P.  
Rosabel Harrington  
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Georgeanne Henshaw-Youmans  
and Kenwood Youmans  
Norman Herr  
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# ***"Wellness begins with work."***

## **Special Thanks**

Morrison & Foerster LLP  
*for extraordinary services*

Our Dedicated Volunteers  
*for providing **25,342 hours** of service*

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California Department of Rehabilitation:  
Employment Services

County of Orange Health Care Agency

L.A. County Department of Mental Health

L.A. County Department of Public Health:  
Substance Abuse Prevention and Control

Substance Abuse and Mental Health Services Administration

Federal Emergency Management Agency:  
Emergency Food and Shelter Program

United Way of Greater Los Angeles

## **Businesses that hired our clients**

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First to Serve, Inc.

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Imperium Security Specialists

Kohl's

Los Angeles Dodgers

NBC

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The Salvation Army

TOMS Shoes

Unified Protective Services

## **Didi Hirsch 2012 Annual Report**

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Curley L. Bonds, M.D.

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### Vice President of Best Practices

Matthew Meyer, Ph.D.

### Vice President of Development

Joel Safranek



# 70 YEARS OF PROGRESS

Didi Hirsch  
MENTAL HEALTH SERVICES





# Mission Statement

Didi Hirsch transforms lives by providing quality mental health and substance abuse services in communities where stigma or poverty limit access.

**Accessible**

We offer services at our centers and in neighborhood settings that are welcoming, culturally respectful and responsive to underserved communities.

**Comprehensive**

We provide a continuum of prevention, early intervention and treatment services for individuals, families and the community.

**Collaborative**

We partner with clients, families and community groups to set goals, identify priorities and evaluate results.

**Innovative**

We train staff and future professionals to use state-of-the-art principles in a culture of learning and team excellence.

**Accountable**

We produce measurable clinical and fiscal outcomes, seek opportunities for growth, and evolve as needs change to ensure our long-term viability and value.

**Committed**

We are dedicated to erasing the stigma and discrimination associated with mental illness and addiction and advocating for access to care.

**[www.didihirsch.org](http://www.didihirsch.org)**

Didi Hirsch Mental Health Services is a 501(c)(3) not-for-profit organization.  
For information on contributions or estate planned giving, please call  
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or email [development@didihirsch.org](mailto:development@didihirsch.org)