



# Providing More with Less:

## *Building Capacity in Mental Health Services During Difficult Times*

Jennifer L Dale, CNM  
Director of Business & Fund Development  
May 4, 2017



# Jennifer L Dale



- Wife, mother, daughter, sister, aunt, friend, professional
- Change agent, customer-driven, strategic thinker, dedicated, passionate
- 25+ years in non-profit
  - Grassroots to International
- Mentor, speaker



# New Center Community Services

- Founded in 1979
- Headquartered in the City of Detroit.
- Private non-profit community mental health center
- Committed to providing quality behavioral health services in a caring and safe environment.
- More than 170 employees, including psychiatrists, professional mental health workers, certified peer support specialists, and nurses.
- 5 locations and serving more than 7,100 children and adults
- Full-spectrum of mental health services - highly intensive and complex therapeutic and medicinal interventions to low-intensity socialization and support programs
- Accredited by The Joint Commission (TJC) since 1987
- Recognized by CMS as a Certified Community Mental Health Center.





# New Center Community Services

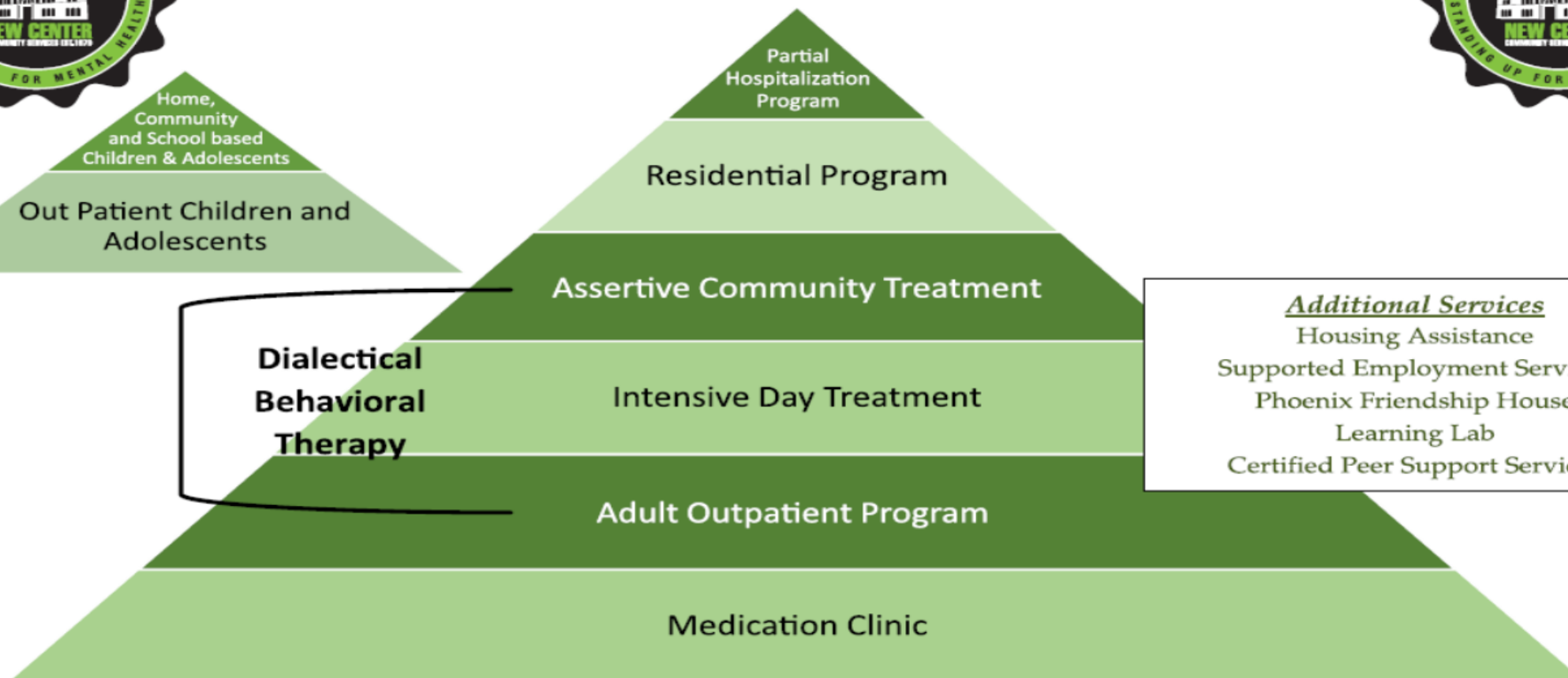
## History

- **Then:** Staff of 13
  - *Now:* more than 170
- **Then:** 500 residents of Detroit
  - *Now:* more than 7100 annually throughout Wayne County
    - Reaching Oakland & Macomb counties
- **Then:** been recently released from psychiatric hospitals and needed outpatient treatment for the medications they were taking
  - *Now:* offering a full-spectrum of mental health services ranging from highly intensive and complex therapeutic and medicinal interventions low-intensity socialization and support programs





# NEW CENTER COMMUNITY SERVICES TREATMENT PROGRAMS



**Dialectical  
Behavioral  
Therapy**

## Additional Services

Housing Assistance  
Supported Employment Services  
Phoenix Friendship House  
Learning Lab  
Certified Peer Support Services

For more information:

2051 W Grand Blvd  
Detroit, MI 48208  
313-961-3200

[www.newcentercmhs.org](http://www.newcentercmhs.org)



[www.facebook.com/newcentercmhs](https://www.facebook.com/newcentercmhs)



[twitter.com/NewCenterCMHS](https://twitter.com/NewCenterCMHS)

# New Center Community Services

- Accredited by The Joint Commission (TJC) since 1987, also recognized by the Center for Medicare and Medicaid Services (CMS) as a Certified Community Mental Health Center
- Only CMH certified by CMS





# Then and Now



- 12 programs
- No processes
- Single funder reliant
- No databases
- No mailing lists
- Poor social media presence
- No philanthropic culture
- Peaks & valley census
- Unknown in community

- 14 programs
- Evaluation & processes
- Fund development
- Donors & database
- More than 1000 mailing list
- Active social media
- Philanthropy 2.0
- Increase census < 10% annually
- Strong community footprint

# Social Media



“Follow” **New Center Community Services** on Twitter.

Simply forward the link below and spread the word about New Center!



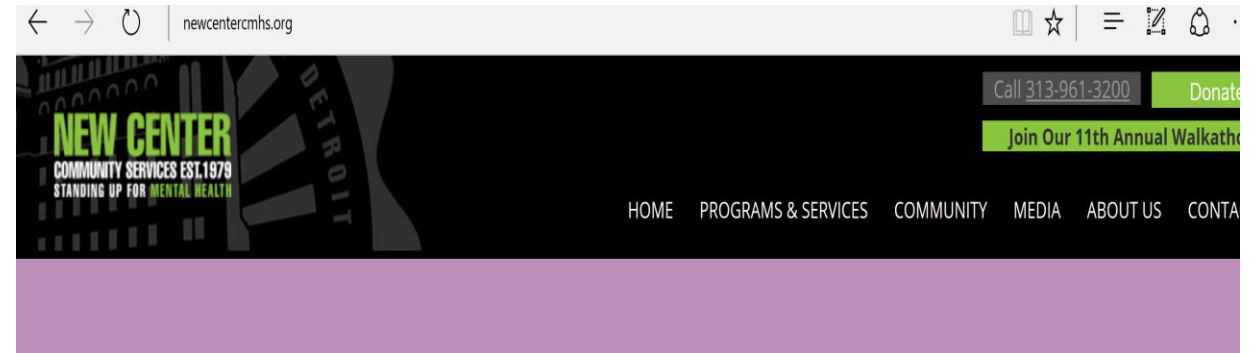
<https://twitter.com/NewCenterCMHS>



“Like” **New Center Community Services** on Facebook.

Simply forward the link below and spread the word about New Center?

<https://www.facebook.com/newcentercmhs>



EARN DONATIONS FOR  
NEW CENTER COMMUNITY SERVICES WHILE YOU SHOP

kroger  
community  
reward



&



KROGER IS GIVING \$2 MILLION TO NON-PROFIT ORGANIZATIONS



# Co-Located Programs

SOBRIETY



**Covenant  
House**



**DPSC**

Detroit Public Schools Community District

**MARINERS INN**

A Shelter and Treatment Center for the Homeless



**Elmhurst Home, Inc.**

*"Recovery with Dignity"*



**DETROIT RESCUE MISSION MINISTRIES**

Rebuilding the inner-city, one life at a time.



# Integrated Health



Dental  
Care  
Mobile



**Dental Clinic**  
Monday - Friday  
9am - 3pm

New Center Community Services - Grand-Dex Plaza  
2051 W. Grand Blvd Detroit, MI 48208

**OPEN TO THE PUBLIC**

Delta Dental & Medicaid Dental Benefits Accepted

Appointment Line  
313.961.3743

/newcentercmhs



@newcentercmhs



**Vision Clinic  
Grand Opening**  
June 13, 2017 - 9:00am



Insurances accepted:  
Blue Cross Complete, Blue Cross/Blue Shield, Blue Care Network,  
Medicaid, Molina, Meridian, Total Health Care and Spectra

New Center Community Services  
Grand Dex Plaza  
2051 W. Grand Blvd Detroit, MI 48208



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# Community footprint



## New Center Community Services Family Support Series 2017

### Communicating for Recovery & Wellness

*Learn how to best communicate with,  
and for, those affected by mental illness.*

**Presented By**

**Sheba Blanding, LMSW**

**&**

**Hannah Arnould, LMSW**

**Thursday, May 11, 2017**

**5:30pm - 7:00pm**

**New Center Community Services ♦ Grand-Dex Plaza  
2051 W Grand Blvd, Detroit, MI 48208**

**Free To Attend, Light Refreshments**

**For Reservations & Information Contact  
Jennifer L. Dale**

**313.961.3047 - [jldale@newcentercmhs.org](mailto:jldale@newcentercmhs.org)**

With a commitment to the community that surrounds New Center Community Services, efforts are being made not only to provide the utmost care to those we serve, but to those who are affected by mental health illness. Too often those affected, but least recognized are the immediate family and community members, who provide care and services to those who are touched by this crippling illness. New Center Community Services recognizes the need to educate and support the family and community members by providing immediate support to the countless individuals with mental illness in our community.



Join The Conversation  
**#standingupformentalhealth**  
**@newcentercmhs**



# Community footprint

New Center Community Services Presents

## P<sup>stries</sup> with a Purpose

Wednesday, June 21, 2017  
9:30am - 10:30am

New Center Community Services  
2051 W. Grand Blvd.,  
Detroit, MI 48208

Highlighting the opportunities and resources  
New Center Community Services has to offer in  
the community for persons living with mental illness.

FOR MORE INFO & TO R.S.V.P  
JENNIFER L. DALE  
313-961-3047  
jldale@newcentercmhs.org

New Center Community Services is committed to  
providing and promoting quality behavioral health  
services in a caring and safe environment.

Breakfast will be provided compliments of  
New Center Community Services

[newcentercmhs.org](http://newcentercmhs.org)





# Community footprint



A COMMUNITY  
EDUCATION OPPORTUNITY

## A Practical Look at Trauma Treatment

Presented By



Friday, July 21, 2017  
9:30am - 3:30pm

New Center Community Services  
Grand Dex Plaza  
2051 W. Grand Blvd., Detroit, MI 48208

\$99 per participant,  
includes continental breakfast,  
lunch & all materials

For Information Contact Jennifer L. Dale  
313.961.3047  
[jlale@newcentercmhs.org](mailto:jlale@newcentercmhs.org)



# Community footprint

*We've Come This Far By Faith*  
New Center Community Services  
Faith Leaders Mental Health Awareness Breakfast

*Thursday, May 11, 2017*  
*9:00am - 10:30am*

*By Invitation Only*  
*For Reservation Contact Jennifer L. Dale by May 3rd*  
*313.961.3047*  
*[jldale@newcentercmhs.org](mailto:jldale@newcentercmhs.org)*



# Thank you!!

