




IMPACT REPORT 2021



When the roots are deep,
there is no reason to fear the wind.

Chinese Proverb

Envisioning a healthy, safe, and responsible community.



Message from the Board Chair and Executive Director

Dear Friends,

The year 2021 has continued to challenge us. Continued separation, isolation, anxiety, and uncertainty has most certainly contributed to an increase in substance abuse, depression, and unnecessary losses. Never has the significance of family and community been so clear and our mission so strong. While community and family are both sources of trials and tribulations, disappointment and sadness, each is also a source of comfort, support, and love. Compassion and joy are born in the equal experience of the good and the bad.

We continue to mourn our losses while we face new challenges and learn new lessons. We continue to meet fear and uncertainty with strength and courage and harness our diversity with intention; to cast a wider net to impact more people within our community. In doing so, we find new ways to connect with one another, to share experiences, to support one another, and to grow. We take this opportunity to reflect on our losses, learn from our experiences and renew our commitment to the community that we serve and the mission of our organization; to create pathways to reduce substance-related challenges through education, support, advocacy, and partnerships throughout our community. As always, we do so with kindness, compassion, and purpose.

Please view our annual report and see all that we have been able to accomplish despite these challenges and join us in celebrating our programs, services, and successes. We give our sincerest thanks to our funders, community partners, supporters, and community members for navigating a difficult year with us. Thank you for continuing on this journey with us!

With gratitude,



Deborah Dunn, Esq.
Board Chair



Jocelyn Cooper
Executive Director

MISSION

Creating pathways to reduce substance-related challenges through education, support, advocacy, and partnerships throughout the community.

CORE VALUES

COMMITMENT



RELEVANCE

ACCOUNTABILITY

EMPATHY

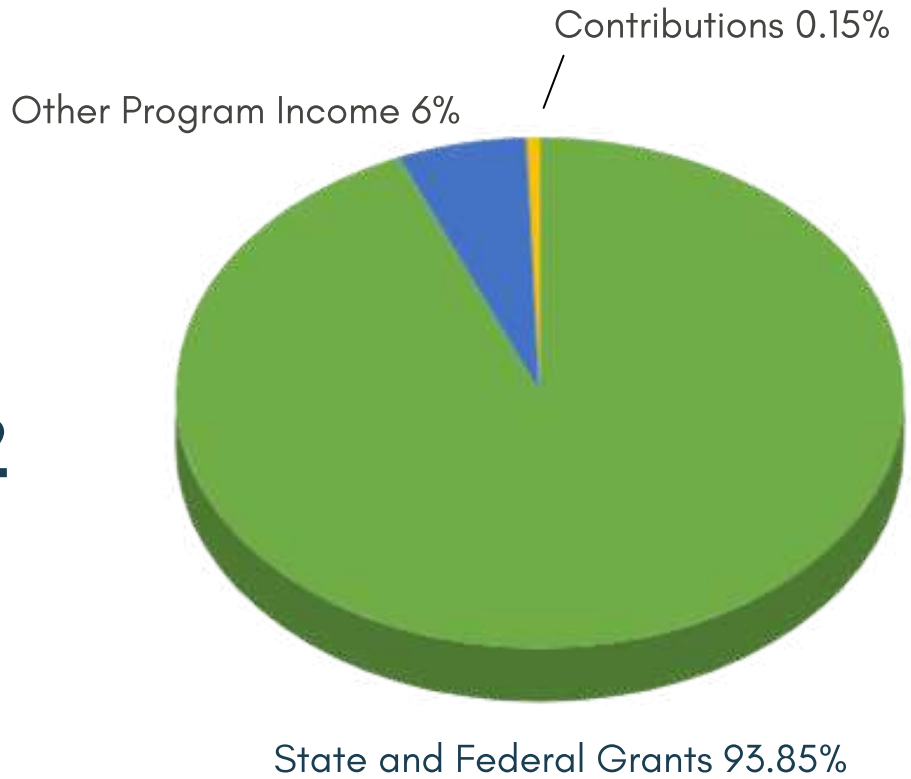
TEAMWORK

INTEGRITY

Revenue and Expenses for FY21

July 1, 2020- June 30, 2021

Revenue
\$1,707,782

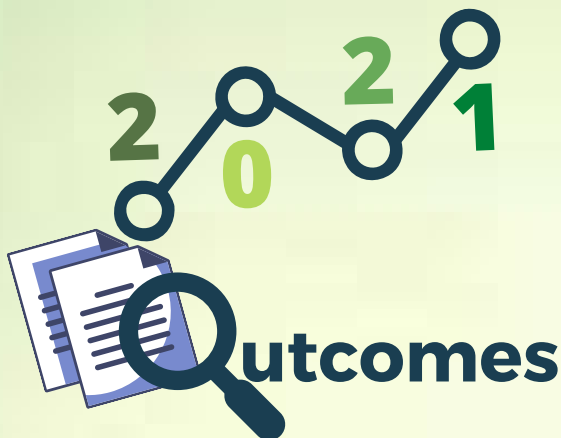


Management and General 7%



Expenses
\$1,634,584

Program Services 93%



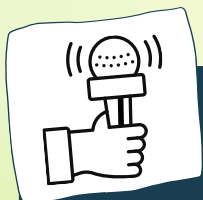
3,290

Individuals served

in our prevention activities and programs delivered online or in-person.

Includes:

- Over **1,650** Elementary School, Middle School, and High School students in 14 Mercer County schools
- Over **425** participants in All Recovery Meetings
- **183** individuals connected to Recovery and Support Services
- Over **625** Empowering (You)th participants
- Over 420 hours of Metro Employment Assistance Services, with more than **45** clients



763,295

Media Interactions

Includes:

- Over **700** START packets
- **555** PSA's on radio
- Over **757,000** radio and newspaper exposures
- Over **500** Care packets



22,103

Social Media Impacts

Includes:

Engagement and outreach through our blog, LinkedIn, Instagram, and Facebook accounts.



The Mercer Council Team

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Vice Chair - Gwendolyn S. Jennings

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Adrienne Petta

Stacey Ross

Marc North

Trina Nixon

Camille Bloomberg

Angela Cruz



A special thank you to our community partners. We couldn't do the work we do without you!

Businesses
 Law Enforcement
 Faith Communities
 School Districts / Institutes of Higher Education
 Youth Serving Organizations
 Health and Treatment Organizations
 Government and Civic Organizations



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