


# 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

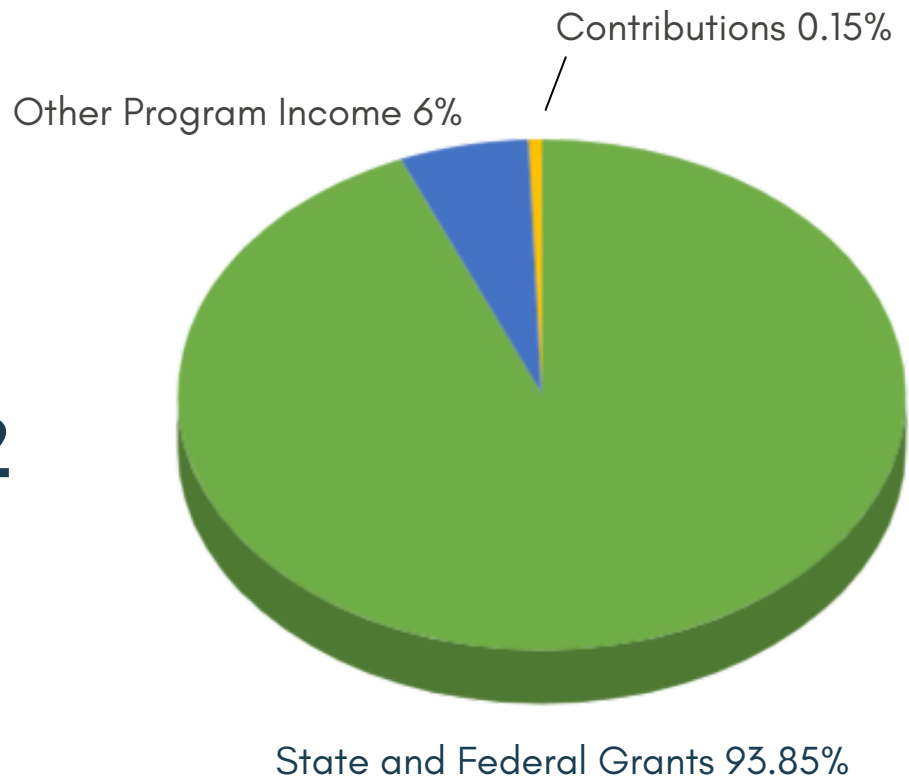
TEAMWORK

INTEGRITY

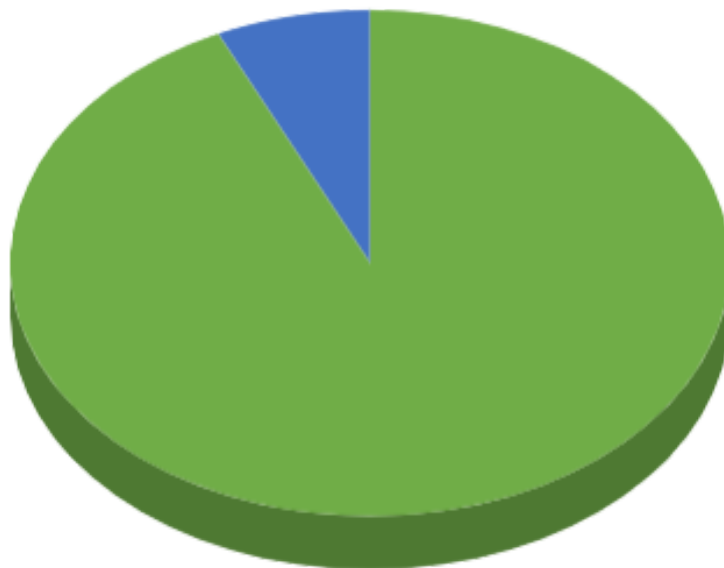
# Revenue and Expenses for FY21

*July 1, 2020-June 30, 2021*

**Revenue**  
**\$1,707,782**

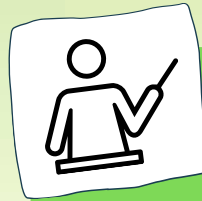
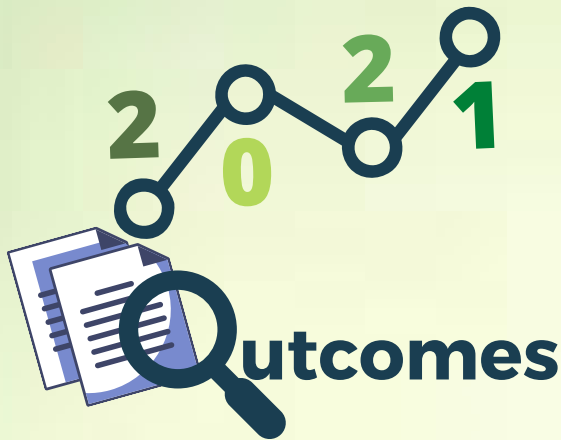


Management and General 7%



**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

## Board of Trustees

Chair – Deborah Dunn, Esq.

Vice Chair – Gwendolyn S. Jennings

Secretary – Leanna Fenneberg

Treasurer – Lance Liverman

Julie DeSimone

Jarrett Fisher

Antonia Lewis

Timothy Grant

Christopher Longo

Joseph Hadge

Rachel Haroz

## Executive Director

Jocelyn Cooper

## Mercer Council Staff

Catherine Arulmohan

Lisa Kauffman

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Amy Argiriou

Vanessa DeRosa

Dave DeCamp

Ruth DelPino

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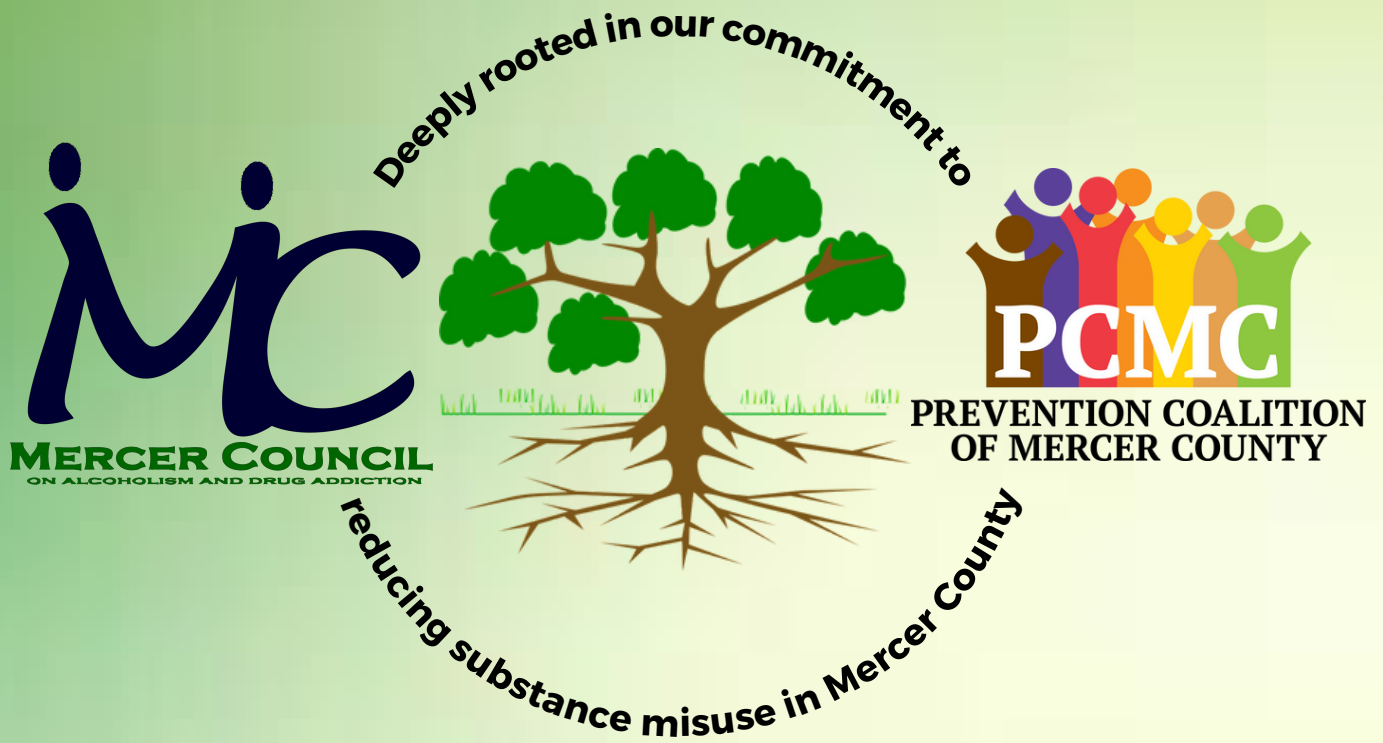
Angela Cruz





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

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



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

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