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# GROWING STRONG CAMPAIGN

A Special Gifts Campaign for the Future of  
HENDERSON BEHAVIORAL HEALTH



# This is Your Chance to Save Lives



From time to time, a project comes along that can make a real difference in a community. An endeavor that is both compelling and critical to our ability to address very serious, fast-growing mental health issues that are rampant in South Florida where the need has grown to exceed critical levels. **The Growing Strong Campaign for Henderson Behavioral Health** will save or positively impact hundreds – even thousands – of local lives.

As president-elect of Henderson's board of directors, I see firsthand the need to provide better solutions for mental health and substance use issues that surround us in Broward County. The grave situation of Fort Lauderdale's expanding homeless population and the increasing concern to find better care for disadvantaged local populations puts the issue we want to resolve on the front burner for all of us.

Why support Henderson? My family was rescued by Henderson years ago when we were confronted by an unexpected mental health problem. We had no experience to know how to handle it and felt we were in a free fall. With one telephone call to Henderson, we were immediately provided with a solution and felt secure in the knowledge that we were doing the right thing for everyone in our family. As a matter of fact, the Henderson team became our extended family. Together we mapped out and executed a successful, carefully-tailored plan that addressed our situation.

Because I know Henderson so well and am concerned about the fast-growing need for its services in our community, I was eager to step forward and lead the outreach for this project with my time, my pledge and my heart.

Henderson currently serves 22,000 children, adults and families each year, many of whom are disadvantaged. The Henderson team has decades of experience as one of Florida's oldest, largest, and most respected nonprofit behavioral health systems. They know that too often those living with a mental health condition also succumb to substance use which can lead to physical/medical problems. Henderson stands alone in its ability to address these multi-faceted issues.

We face a very big problem. To manage the volume of people who are experiencing a mental health crisis, Henderson urgently needs a new facility where they can admit, stabilize and redirect individuals who need a safe, secure environment that is less restrictive than a hospital. Growing Strong Campaign is the answer. It will fund the construction of a new Crisis Stabilization Unit, allowing Henderson to expand its services and serve even more individuals who contact them in their most desperate hour of need.

Just like the people Henderson serves, this is Henderson's own hour of need. We need your financial help to be able to provide professional medical, psychological and emotional care to individuals and their families who face a mental health challenge and/or substance abuse. This is your opportunity to become a community hero through your support of the Growing Strong Campaign. You can make a transformational difference in the lives of people in need right here in our community. Help us help those who have no place else to get help. It will make a difference in your own life that I hope will reward you for the rest of your life.

Thank you in advance for your support.

Very sincerely,

A handwritten signature in black ink that reads "Kathy Koch". The signature is written in a cursive, flowing style.

Kathy Koch  
President-Elect  
Henderson Board of Directors

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# A True Haven of Help and Hope

A mental health crisis can occur at any hour, any day, and to anyone. The world was shocked at the suicides of Kate Spade and Anthony Bourdain, who were both brilliant successes and extraordinarily talented in their own rights. Their families were left in grief, wondering what they might have done to prevent such a tragic, premature end.

Unexpected suicide is more common than you think. It could happen to you or someone you love. Mental illness can advance undetected for a long time that slowly consumes your thoughts. The pressures of daily life can build. These feelings are powerful, and often impossible to control.

Many individuals who experience an acute mental health crisis may be taken directly to jail or a hospital emergency room without being properly diagnosed or assessed. They are held in a cold, somber place. This is a harmful way to manage any kind of mental illness, but often it's the only available option. Unless the affected person can access Henderson.



**Mental health conditions are the leading cause of disability in the U.S.**

- National Institute of Mental Health



# Quality of Care Defines Quality of Life

Here's where the rubber meets the road. Henderson Behavioral Health is always on, and ready to provide immediate intervention and assistance for those experiencing a psychiatric crisis. Henderson provides a continuum of high-quality, community-based prevention, education, treatment and rehabilitation services based on best practice and evidence-based treatment models. This accelerates and maximizes each individual's recovery.

Most people don't know about the profound reach and scope of Henderson's services, and without them, there would be thousands with nowhere to turn at a critical juncture in their lives.

Founded in 1953, Henderson Behavioral Health is South Florida's oldest and largest nonprofit behavioral healthcare system, providing healthcare, housing and hope for more than 22,000 people each year with behavioral health conditions.

Accredited at the highest level by the Commission on Accreditation of Rehabilitation Facilities (C.A.R.F.), a status that is very difficult to achieve, Henderson's mission is one that it is now ideally positioned to accomplish; to become the premier provider of accessible, cost-effective and quality behavioral healthcare services in South Florida.



**More than 50 behavioral health programs in every age group, from infants to older adults, are offered by Henderson Behavioral Health.**





# Our Commitment to Care



Since 2000, Henderson has operated a **Crisis Stabilization Unit (CSU)** that provides short-term, intensive treatment and stabilization in an inpatient setting -- 24 hours a day, 7 days a week

Henderson's annual budget of \$45 million translates into an economic impact of more than \$100 million to the community. Henderson is therefore extremely important to all of Broward County and beyond, as it also draws patients from the north and south.


At Henderson, citizens admitted under the Baker Act receive prompt, compassionate psychiatric evaluation and treatment, and are introduced to medication management, short-term psychotherapy and aftercare services that offer links and referrals to very good resources to help them thrive within the community.

The vast majority of those admitted involuntarily occur with people believed to be at risk of harming themselves, with 20 percent of those posing a potential danger to others. The purpose of a crisis stabilization unit is to stabilize and redirect an

individual to the appropriate and least restrictive community setting available, in accordance with their individual needs.

The Henderson staff carefully screens, assesses and admits individuals in need of stabilization who present themselves to the unit or are brought there by a friend, relative or law enforcement. This highly trained team makes recommendations on providing 24-hour observation, medication and other appropriate services, as well as services for acutely ill individuals who desperately need mental health services, but may lack resources to pay.





**The number of Baker Act cases is clearly on the rise, increasing from about 80,000 in 2000 to more than 140,000 in 2010 and to more than 194,000 in 2016, according to recent data from the Baker Act Reporting Center at the University of South Florida. As the number of cases continues to grow, so does the urgent demand for critical behavioral healthcare services.**

- College of Behavioral and Community Sciences  
at the University of South Florida

# If There's No Way to Grow, There Will Be Nowhere to Go

Henderson's CSU is currently located in the northwest section of Fort Lauderdale in a building that was constructed nearly 60 years ago.

While Henderson assumed responsibility for managing the CSU in 2000, the building was constructed in 1959 and converted into a CSU in 1991 by Broward County. Today, this facility can no longer meet the demands of South Florida's fast-growing demand for its services.



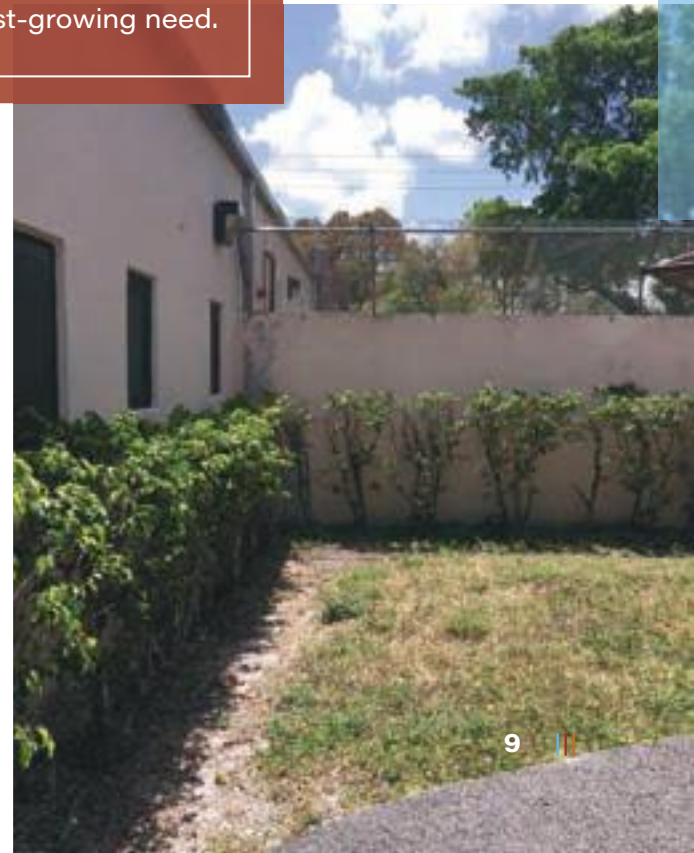
The concern, then, is what will happen to the thousands who have nowhere to turn? Henderson needs your help now so they can help those today and tomorrow who have no other resource

to get their lives back on track. Henderson needs you to support its Growing Strong Campaign so we can all live in a happier, healthier community.





The current CSU facilities are woefully inadequate for the community's fast-growing need.



With an annual budget of \$45 million and an economic impact of more than \$100 million annually, Henderson employs more than 700 people and provides innovative healthcare, compassion and hope for over 22,000 persons each year with behavioral health conditions.

# It's Personal

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**Many of us have experienced the anguish of a mental health challenge with a friend or family member. If you were lucky enough to find a helpful resource, you know the enormous sense of relief that comes from being able to do the right thing and put the person on track toward stabilization and healing.**

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Henderson is determined to expand their ability to assist those in need, and the Growing Strong Campaign is the funding source that will make it happen.

This \$5 million campaign, part of the \$9 million expansion, will fund the relocation of Henderson's existing CSU to a new state-of-the-art facility that is better designed, has a higher capacity, and can offer an evidence-based therapeutic environment that is much more easily accessible to the community. The number of beds will increase from 23 to 48, and will be dually licensed to serve both adults and children.

**The plan is to utilize existing property that Henderson owns located in central Fort Lauderdale to build the new CSU. Ideally located just minutes from I-95 and the Turnpike, just south of Broward Boulevard, it will be easily accessible by Broward County Transit.**



## THE NEW CSU WILL

- **Provide a safe, structured, therapeutic environment for individuals experiencing a behavioral health crisis to prevent inpatient hospitalization or incarceration;**
- **Provide a non-institutional setting with larger rooms, more privacy, more open areas and better lighting;**
- **Be located in a safer neighborhood that is quickly accessible by all modes of transportation.**



# Lead the Cure for this Crisis



In order for our community to be healthy, we need more and better behavioral health services, especially within the context of the nationwide opiate epidemic. Your donation to this campaign is a true leadership step in tackling this crisis that plagues almost every community around the nation, but is especially prevalent in South Florida.

But just like the individuals facing these challenges, we can't do it alone. We need help as much as they do, and we are turning to you for that life-saving support.

With more than 700 employees, an annual economic impact on the community of more than \$100 million, and providing

help to 22,000 people each year who are suffering with some form of mental health issue, can you imagine if there were no Henderson Behavioral Health? Well, that's what the Growing Strong Campaign is all about...to ensure that never happens.

Your role in the Growing Strong Campaign aligns the community-betterment spirit that drives you with the mission of Henderson Behavioral Health. And while we realize that there are far too many unmet needs throughout our community, we hope you see and agree there is none more important than helping to provide the best services possible for those with the fewest resources to address their needs, whether they

reach out themselves or are placed here for their own safety. We need your support – financial and personal – for this signature project that will have long-reaching effects on so many aspects of the quality of life in Broward County.





**1 in 5 people  
will suffer from  
a diagnosable  
mental disorder in  
any given year.**

- National Alliance on Mental Illness



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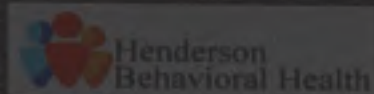
# Key Naming Opportunities

Amount	Number Available	Designation
\$2,000,000	1	CSU, CRF and Central Branch Campus
\$1,000,000	1	New state-of-the-art Crisis Stabilization Unit
\$500,000	1	Centralized Receiving Facility
\$250,000	1	New Main Lobby
\$100,000	2/2	Waiting Areas/Quiet Social Spaces
\$100,000	2	Nurses Station
\$50,000	4	Activity Rooms
\$50,000	48	Patient Rooms – Adult and Youth
\$25,000	2	Elevators
\$15,000	6	Office/Interview Rooms

## OUR NEW CSU LOCATION

A map of the Louisville, Kentucky area, focusing on the region around the Louisville River. A red pin marks the location of the Melrose Woods development. The map shows several neighborhoods and landmarks, including Westgate Lakes Manor, Riverside Estates, and the Louisville River. The map also shows the location of the Louisville River and the surrounding area, including the city of Louisville and the surrounding suburbs.

For more information, please call  
Suzanne Higgins, Director of Development  
**954-777-1624**



4740 N. State Road 7, Suite 201, Lauderdale Lakes, FL 33319

954-777-1624 | [www.hendersonbh.org](http://www.hendersonbh.org)



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