Message from the Board Co-Chairs and President/CEO

Dear Friend:

No cliches are necessary to describe 2020/2021 challenges experienced universally across all age groups. It is important to note the accelerated need for mental health care that has come to the forefront during the COVID-19 pandemic.

Whether we choose to acknowledge it or not, each of us has had to struggle with the fear, the anxiety, and the stress this pandemic has caused.

For more than 50 years Daemion Counseling Center has been a beacon of hope within the local community, providing affordable quality mental health care, by offering a sliding fee scale that ensures that a client’s financial status does not impact their ability to receive excellent professional help.

As we approach a second winter with COVID-19 still prevalent in our community, Daemion continues to see an increase in client hours as many continue to be challenged by the enduring physical and psychological effects of this pandemic.

Among notable Daemion accomplishments during the past fiscal year are:

- We saw an increase of 65% in client hours compared to last fiscal year, with most of those hours provided to those least able to afford the care.
- We established relationships with other non-profits to support a broader range of clients, including with organizations such as Surrey Services for Seniors, Orion Communities, Crime Victims Center of Chester County, A Haven, Ann’s Heart, Trinity Presbyterian and St. Monica’s churches.
- We obtained the support of the community, foundations and individual donors to provide for the care of those struggling.
- We provided virtual community conversations on topics of critical importance.

While statistics are important in measuring the quantity of Daemion’s impact on the community, it’s the individual stories behind them that measure the quality of Daemion’s impact on our clients, their families, and their personal and work environments.

As you read this Annual Report and understand that behind each of the statistics is a neighbor, a friend, a family member, we believe that you will share the satisfaction of Daemion’s staff and board in its commitment to offering hope one hour at a time.

Sincerely,

Margaret Magee
President/CEO

Carol Robinson
Co-Chair

Kenneth Chen
Co-Chair

Margaret Magee
Carol Robinson
Kenneth Chen
President/CEO
Board co-chair
Board co-chair
Mission

Daemion Counseling Center offers professional mental health counseling focused on helping community residents navigate life’s many transitions, by providing expert yet affordable care.

Vision

We envision a world where people, without regard to their ability to pay, have access to services and programs that will address their mental health needs.

History

Daemion Counseling Center is a 501(c) 3 nonprofit community-based counseling agency that opened its doors in 1970 when a group of concerned community members met informally in their residences and crafted the concept of Daemion House as a way of helping and supporting run-away teens and their families, working ultimately toward reconciliation while trying to ensure the safety of the teenagers involved in the interim. The office and volunteer staff members were initially housed in the basement of the home on the property of St. Luke’s Lutheran Church in Devon, Pennsylvania.

Over the years, Daemion has adjusted and updated its mission to reflect evolving community needs. It has transitioned from an agency that met critical needs in times of crisis to Daemion Counseling Center that works with individuals who struggle with a variety of issues and who are committed to devoting the necessary time with a professional therapist, one hour at a time, to heal and move forward with their lives.
2020-2021 Accomplishments in Support of our Mission

July 2020 through July 2021 was filled with client support, program delivery, community outreach, fundraising, board development, and more, all while continuing to navigate the COVID-19 pandemic.

Community awareness, education, and outreach

- Established a Mental Health Resources Free Library in partnership with Trinity Presbyterian Church Mental Health and Addiction Ministry
- Participated in Main Line Ministerium meetings and Phoenixville Providers network to update organizations on available services.
- Presented 'Thriving During the Winter and Holiday Season in a Pandemic' and 'Winter and the Holiday Season in a Pandemic: Coping and Connecting' to local organizations.
- Presented to the Upper Main Line Rotary Club and the Rotary Club of Paoli-Berwyn-Malvern about Daemion Counseling Center's programs.

Program Delivery

- Transitioned to 100% virtual clinical sessions and increased our client session hours by 65% over the same period last year.
- Supplemented the cost of services, using our sliding fee scale, for 44% of our clients in the past year.
- Increased client revenue by only 11% during the same time frame (due to the pandemic). The difference is made up from donors.
- Added staff to address the increasing demands for client services: two Master's level Interns, a Masters level Nationally Certified who is also a K12 school certified counselor, and an additional LPC with a focus on marriage and family counseling.
Fundraising and volunteer engagement

- Hosted a successful virtual Black Friday Designer Bag Raffle, in place of our in-person Designer Bag Bingo event, in November 2020.
- Completed our third annual Positivity Bike Ride in June 2020. Riders departed from Glen Mills, PA and proceeded to Cape May, NJ raising funds to support Daemion’s mission.
- Held monthly Board and Finance committee meetings, frequent marketing committee meetings, as well as fundraising planning sessions with an engaged volunteer board of directors, and with the addition of two practicum students, a total of 595 volunteer hours have been donated with an in-kind value of $16,713.30.
- Successfully increased our Annual Appeal by 21% over the previous year.

Marketing and advertising

- Promoted our successful virtual fundraising event through social media posts, increasing our followers.
- Distributed 7 digital newsletters to an average of over 800 supporters with an increased average open rate of 20.1%.
- Daemion Counseling Center’s website continued to act as a resource, seeing 2,000 user sessions from September 2020-May 2021, an increase from the previous year.

Board development and governance

- Welcomed two new members to Daemion’s board bringing strong marketing and financial experience to the board.
- Reviewed and updated governance policies.
Our Programs

Individual, Family, and Couples

Clients at Daemion Counseling Center have the opportunity to talk confidentially with one of our highly-trained, licensed therapists about challenges they are experiencing. Daemion's therapists provide a welcoming, compassionate and offer a nonjudgmental environment that creates a positive counseling experience from which a strong therapeutic alliance can form.

We see clients struggling with managing symptoms associated with mood disorders, such as major depression and bipolar depression, a variety of anxiety and personality disorders, and adjustment disorders arising from transitions that occur across the lifespan, as well as those who are experiencing grief and bereavement that accompany many types of loss. We also see individuals who desire to improve their quality of life and personal wellbeing through exploring relationships, self-esteem, communication skills, health, and spirituality, and the many other dimensions that create a value-driven, meaningful life. Our therapists use a variety of counseling theories and techniques to explore new and healthier ways of thinking, behaving, and relating to and with others that help individuals meet their unique goals of therapy.

Anger Management Program

Daemion offers a specialized, one-on-one, 10-session psycho-educational program that provides a structured format in which the client and therapist-educator explore together his/her personal experience with anger and how it manifests emotionally, cognitively and behaviorally. Clients are evaluated at the first and last session using a validated, evidence-based anger management instrument that measures the experience, expression, and control of anger.

Throughout the program, the therapist works with the client both in-session and through between-session assignments, to better identify triggers, to recognize and replace distorted thinking patterns that contribute to anger and related emotions, and to explore and practice positive and productive alternative behaviors to replace current reactive behaviors.
A two-session evaluation program is also available. Clients first meet with the therapist-educator for an intake and evaluation session. At the second session, clients receive feedback on the results of the evaluation and, based on the recommendation of the therapist-educator, determine best next steps that meet the individual’s goals.

Drug and Alcohol Evaluation

Daemion offers a two-session Drug and Alcohol Evaluation service to clients using validated instruments designed to measure substance and/or alcohol use and the risk of abuse.

Clients first meet with the therapist for an intake and evaluation session. At the second session, clients receive feedback on their evaluation, are given appropriate educational information, and, based on the recommendation of the therapist, determine best next steps that meet the individual’s goals.

Both the Anger Management and Drug and Alcohol Evaluation programs meet the requirements of many court-, school-, law enforcement-, and employer-initiated requests for professional, independent evaluations.

Healing the Helping Professional

- Healing and emotional support to promote resiliency among helping professionals.
- Interactive, healing, supportive, nonjudgmental and psycho-educational.
- Learn about, explore, and develop insight into self-care practices that might shift one’s thoughts, feelings, with behaviors related to their personal and professional identities.
- Support each other in a common goal of being one's best self and striving towards health, wellness, purpose, and fulfillment in all actions.
Program Impact

Daemion Counseling Center is a cornerstone of support providing hope, one hour at a time for our friends, families, and community members who are in need. We offer professional mental health counseling to clients seeking help as they navigate life’s many transitions.

Our Clients

- Caucasian 72%
- Other 9%
- Female 78%
- Male 22%
- Bi-Multi Racial 1%
- Hispanic 3%
- Asian or Pacific Islander 7%
- African American 8%
Daemion Counseling Center also served a combined 1.5% of clients from Berks and Bucks counties in 2020-2021.

Daemion Counseling Center provides expert, yet affordable care to diverse clients, ranging from adolescents to older adults.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage of Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $15k</td>
<td>17%</td>
</tr>
<tr>
<td>$15k-$30k</td>
<td>5%</td>
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<tr>
<td>$30k-$40k</td>
<td>19%</td>
</tr>
<tr>
<td>$40k-$50k</td>
<td>6%</td>
</tr>
<tr>
<td>Over $50k</td>
<td>39%</td>
</tr>
<tr>
<td>Undisclosed</td>
<td>14%</td>
</tr>
</tbody>
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^85% of clients with income over $50k were court-ordered (for Drug and Alcohol Evaluations or Anger Management), or paid with health insurance.
Our Clients

Client Stories

Names and personal details have been changed to protect client privacy.

Alyssa is a middle school aged girl who is being raised by a custodial relative. With the recent stressors of the pandemic, the transition to online school, and everyone living under the same roof around each other 24/7 she lacked coping skills with her new family and school dynamic. Alyssa needed an open, and warm environment to discuss her recent changes. When she came to Daemion, she would shut out her custodial relative. After building rapport with the client we were able to first discuss the stressors, and then come up with step by step strategies to help with the recent changes. Now, she is able to journal her feelings leading up to our meeting, so our sessions are more productive. Alyssa is slowly learning positive steps to help her live in a more calm environment. When things start to turn chaotic, she has a positive outlet for her feelings instead of bottling them up and turning to negative behaviors.

Andrew had been a client seen in-person for more than a year for anxiety and depression when the COVID shutdown began. By then, he was close to completing his high school senior year, anxiously awaiting college decisions including critical scholar-athlete funds to play Division 3 basketball. In March 2020, his school, like many others, anticipated a 2-week pause, which turned into 4 weeks, finally closed for the remainder of the semester. Throughout this past year, we continued to see each other virtually every 2 weeks – the sessions remained for him a consistent and reassuring time that he could count on and many of our sessions explored what life was like for a Black man living in White suburbia. Amidst all these challenges, I asked him recently what he will remember most about this past year. He said it was the abrupt end to his senior year with no possibility for a different outcome. As a therapist, I feel very fortunate to have shared this time with Andrew and to be able to help him process these many losses. I also look forward to continuing virtual sessions with him when he transfers to a new school, hopefully bringing with it the college experience he had anticipated.
A Look at Income and Expenses

Income
Daemion Counseling Center relies on community support to fund our ability to make our mission a reality. Although we offer mental health counseling at an affordable rate, we do not receive any federal, state, or local government funding. Our income is significantly dependent upon the generosity of donors, with more than eighty percent of our income coming directly from donors, fundraisers, investments, foundations or corporations, and in-kind contributions.

Expenses
Ninety-four percent of our expenses directly support Daemion’s clients through programs or operational overhead. Daemion Counseling Center functions with a client-first approach; all financial decisions are made to improve the mental health counseling services for the client.
Board Leadership

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Co-Chair

Carol Robinson
Co-Chair

Ted Rooney
Treasurer

Kimberly Jobson, CFP
Secretary

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Board Member

Margaret Burpee
Board Member

H. Kathleen Childress
Board Member

Raymond J. Hoffman
Board Member

Joe Koebele, CFA
Board Member

Amedeo (Mike) Piccioni
Board Member

Melissa Sims
Board Member

Allyson Washo
Board Member
Ways to Give

We give hope one hour at a time. Your gift can help someone who is feeling hopeless pay for a one-hour counseling session that can help them turn the corner toward hope. You can give by PayPal, Venmo, mail, online, or in person. To learn more and give now, go to [www.daemioncounseling.org/donations/](http://www.daemioncounseling.org/donations/)

Give Back as a Volunteer

If you’re looking for a meaningful way to give back, Daemion offers you a flexible opportunity to make a positive difference in your local community. Visit [https://daemioncounseling.org/volunteer/](https://daemioncounseling.org/volunteer/).

Join a Committee of the Board

If you’re a professional who is passionate about the importance of mental health care, and would like to work with one of our board committees (Program Advisory, Fundraising, Finance, Governance, or Marketing and Outreach), please send your resume to staff@daemioncounseling.org.
Thank You to our 2020-2021 Donors

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Fran Cuneo by Ms. Susan Alexander
Margaret Magee by Mr. Daniel Cohen and by Dr. and Mrs. Charles Cullum