

Meeting the Moment

BTST Cares, Inc. 2021 Annual Report

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Part 1: Who We Are

About BTST Cares

BTST Cares is a 501(c)3 nonprofit organization developed to further assist clients of BTST Services (an outpatient mental health clinic) and impact our local communities outside of traditional mental health services.

Our Mission

We are dedicated to providing resources and programs through a lens of health equity in the communities in which BTST Services has a footprint.

Our Vision

A society with empowered youth and individuals that have housing stability, access to affordable and nutritious food, and opportunities for social, emotional, and financial growth.

Who We Are

Executive Board

- Chris Simon, LMSW - Board President
- Jada McCray, LCSW-C - Vice President & Treasurer
- Janeen Simon - Board Secretary

Staff

- Jan Desper Peters, MPA - Executive Director
- Daminique Vargas - Program Associate

Message from the Director

I am excited to share the annual report of BTST Cares Inc. because it is a reminder that I have the amazing responsibility to build the capacity of this nonprofit with a team that thinks it not robbery to uplift others.

This year, we were able to secure new donors, partners and volunteers, including Blk Swan, Self-ish Beauty, Saks Fifth Avenue, and the Mayor's Office of Neighborhood Safety and Engagement. One partnership that stands out particularly is that with Harlem Park Elementary Middle School under the very capable leadership of Principal Venus Jackson. Through this partnership, BTST Cares partnered to present a 15 session Parent Bootcamp, install a mural on the playground (inspired by Harlem Park's student body and curated by Baltimore artist Kid Balloon), and host a summer camp. These programs engaged the entire Harlem Park community, including the school's faculty and staff. Additionally, we hosted with Blk Swan restaurant, what will now be an annual Juneteenth symposium.

It was an award-winning year for BTST Cares as we were recognized by both the Mayor's office and Philanthropik for the services we provide the community. Though our goal is not to be touted for the work that we do, it is humbling and exciting to be recognized by Baltimore's Mayor, the Greater Baltimore Committee, the Baltimore Community Foundation, and others in the philanthropic community.

We, at BTST Cares, are deeply indebted to the leadership and staff at BTST Services LLC. They are our largest contributors both in funding and volunteer time. This year, we started a workplace giving program and I am pleased to say that many of the staff members contributed to ensure we meet the emergency needs and provide the ultimate Thanksgiving and Christmas experience for our clients.

Though we still are dealing with the real time and residual effects of a worldwide pandemic, we at BTST Cares, stand with conviction to deliver quality programs and services through a lens of

health equity. Though we witness daily examples of racial injustice and inequity, our Board and staff are committed to facing those obstacles head on and providing the tools for success to those who are most vulnerable and, there is more work to be done.

We welcome your time, talent, and treasure as we expand our reach and our services to ensure those we touch know that a better tomorrow starts today!

— Jan Desper Peters, MPA

Meeting the Moment

Meeting the Moment tells the story of BTST Cares stepping forward to take transformative action at a time of unprecedented need.

With the dust still settling from the onset of the COVID-19 pandemic, we knew this year would be one for recovery.

The pandemic exposed wide gaps in education, mental health, and access to resources. These three areas became our top priorities for 2021.

Part 2: A Year in Review

2021 in Numbers

- 1 School Partnership
- 9 Major Programs & Events
- 39 Donations
- 1,622 Individuals Impacted
- \$105,660 Raised

Finances

More impact means more resources. In 2021, we made an effort to increase our access to funding.

2020	2021
Income: \$126,683 Expenses: \$84,309	Income: \$180,660 Expenses: \$154,405 (unaudited)

2021	
Income	Expenses
Grants: \$75,000 Donations: \$105,660	Programs: 77% Management: 23%

Quantitative Progress

We have grown in each area of funding since 2020.

- 15% increase in grant funding
- 90% increase in donations
- 43% increase in revenue

[create graph]

Milestones Transition: Helping People. Changing Lives.

At a time when so many others had to step back, BTST Cares stepped forward: creating spaces for growth and healing, educating communities, and supporting those in need.

Highlights & Milestones

Here's how we did it.

1. Art That Empowers Mural Installation
 - a. Completed at Harlem Park Elementary/Middle School (HPEMS) in May 2021.
2. Juneteenth Symposium
 - a. An inaugural celebration of Blackness offered in partnership with BLK Swan. This year's conversation was moderated by White House correspondent and CNN Political Analyst April Ryan and included leaders from various fields who spoke about the progression of African Americans post-slavery, mental health in Black community, the importance of Blacks in business, and much more. Featured panelists included D. Watkins, Aaron Maybin, Chris Simon, Lamarr Shields, Jada McCray, Joshua Harris, and Jan Desper Peters.
3. A Better Tomorrow Boot Camp
 - a. A 5-week virtual coaching program on the principles of social emotional learning (SEL).
4. Human Trafficking in the 21st Century
 - a. Trained 44 therapists and counselors on how to serve human trafficking survivors.

5. B-More Aware
 - a. Trained 20 community leaders to recognize the signs of human trafficking.
6. HPEMS Summer Program
 - a. Provided an academic remediation and summer enrichment program for 38 students.
7. Back to School Drive
 - a. Annual program for K-12 clients of BTST Services. 94 students served.
8. Coppin State Partnership
 - a. Trained 896 behavioral health professionals on best practices of trauma-informed care and medication-assisted treatment.
9. Let's Give Thanks Drive
 - a. Annual Thanksgiving meal giveaway for clients of BTST Services.
10. The Big Give Back
 - a. Annual holiday toy drive and gift reveal for clients of BTST Services.
11. Mayor's Business Recognition Award
 - a. Recognized by the Greater Baltimore Committee & Baltimore Development Corporation for our work on the Fayette Street Black Lives Matter Mural.
12. 2021 Philanthropik COVID-19 Community Partner
 - a. Recognized for our commitment to mental health during the COVID-19 pandemic.

Priority Goal and Target #1: To create opportunities for social, emotional, and financial growth.

BTST Cares is dedicated to the holistic well-being of our communities. We partnered with Harlem Park Elementary/Middle School to offer programs centered on social emotional learning (SEL) principles for over 50 parents and students.

Priority Goal and Target #2: To provide community programs through a lens of health equity.

Health equity means everyone has a fair and just opportunity to be as healthy as possible.

BTST Cares partnered with Dr. Kimberly Gordon-Achebe of BHETC Group and Coppin State University to offer CEU trainings to over 900 therapists, counselors, nurses, and community leaders on human trafficking and trauma-informed care.

Priority Goal and Target #2: To provide access to affordable resources and food.

Improving access to resources is the foundation of what we do. We continue to give back through our annual community support programs.

- Backpacks and supplies to 100 K-12 students.

- Turkeys and Thanksgiving meals to 120 families.
 - Holiday gifts to 286 individuals.
-

Part 3: Looking Forward

What's Next?

HPEMS After School Program

Working to decrease the educational gap with an Out of School Time program for the 2021-2022 school year. Funded by Family League.

Expanding B-Theory

Growing our after school & summer enrichment program to include coding/machine learning, academic success, and financial literacy. Incorporated as its own nonprofit in 2021.

Strategic Partnerships

Increasing our impact through strategic community partnerships for holiday events and raising unrestricted funds.

Incorporating in D.C.

Access to more funding opportunities.

Increased Funding

Increasing our impact by accessing federal, corporate, and foundation funds.

Juneteenth Symposium

Continuing our annual celebration of Blackness for years to come.

Partners

Corporate Sponsors & Donors		
BTST Services BTST Services Workplace Giving Campaign	BLK Swan Saks 5th Avenue (Chevy Chase & Tyson's Corner)	Vibrancy21 Kearney & Company Self.ish Beauty
Community Partners		

B-CIITY Baltimore City Mayor's Office of Neighborhood Safety & Engagement	Baltimore City Health Department Coppin State University Harlem Park Elementary/Middle School	Rho Xi Omega Chapter, Alpha Kappa Alpha Sorority, Inc. Wise Choice Group Hoffberger Foundation, Inc.
Enrichments Partners		
Kimberly Gordon-Achebe, MD Linda Jones Coxson Porsche Vanderhorst	Jada Byron Valerie Robinson Shannon McFadden	Brittany Harris Kid Balloon

"If you want to go fast, go alone. If you want to go far, go together" – African Proverb.

We could not have done it without you. We, at BTST Cares, thank you for believing in our vision for the community. Your donations, skills, and services are the fuel that allows us to meet the moment in every circumstance.

We look forward to continuing and growing our partnerships in 2022!

Contact

Join us in making a difference. Stay connected.

- Facebook
- Instagram
- Apple Podcast Links

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Paypal & Cash App links