



CRISIS RESIDENTIAL ASSOCIATION



Crisis Residential Association



2019

Annual Report



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MESSAGE FROM THE PRESIDENT

It brings me tremendous pride to write these words: this marks the first year of existence for the Crisis Residential Association. An organization many years in the making, CRA represents the ideals of the best that crisis services can be and do—ignite hope, deliver outcomes, and change lives. As we reflect on the past year, we have much to be proud of. We also have much to accomplish. Our mission is accomplished when we can properly support our members to achieve theirs.

Welcome to this journey we get to share together! I hope that this year is only a taste of things to come.

Travis Atkinson
President, CRA



MISSION

The Crisis Residential Association exists to support the operational and clinical functions of Crisis Residential programs around the world.

Rooted in the values of empathy, recovery, and continuous improvement, the association seeks to connect providers with the best ideas in behavioral health treatment to transform the way people receive mental health care.

A LOOK BACK AT 2019



**January:
Formation
of the CRA**



**April:
Membership
Opens/
1st webinar**



**October:
2nd Annual
Conference**

2nd ANNUAL CONFERENCE⁴

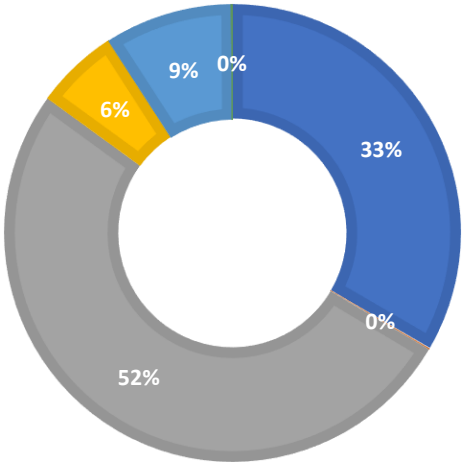
Grand Rapids, MI



Finances

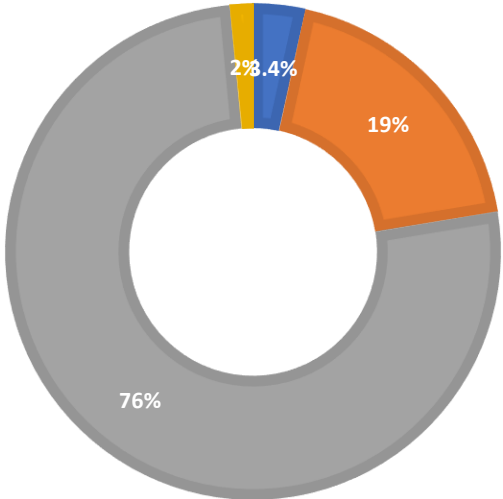
EXPENSES

- Legal & Professional Services
- Advertising & Marketing
- Conference Expenses
- Office Supplies & Software
- Rent & Lease
- Travel



REVENUE

- Conference Sponsor Revenue
- Membership Income
- Sales
- Sales of Product Income



COMMITTEES

MEMBERSHIP

Chair: Kris Thompson

CRA membership opened in April 2019. By December 2019, we grew to over 90 members from 19 states and the District of Columbia.

CONFERENCE

Chair: Lyndsay Martin

The 2nd annual Crisis Residential Conference in Grand Rapids, MI, was a rousing success, with 130 attendees, the addition of pre-conference sessions, and 25% growth over the 2018 conference.

TRAINING & EDUCATION

Chair: Carrie Wirick

In 2019, our committee hosted four webinars focused on clinical and operational best practices. The addition of the GoToMeeting platform has allowed us to expand our hosting abilities.

FINANCE

Chair: Marty Purdy

CRA is in exceptional financial health, thanks in large part to rapid membership growth and another successful conference. We are proud to report CRA is 2-3 years ahead of schedule on our projected financial targets.

COMMUNICATIONS & MARKETING

Chair: Elan Javanfard

Brand recognition is an important part of any organization's growth, and we were fortunate to design a logo that captures the spirit of our mission and the efforts of our members—using their helping hands to make a difference of the people they serve.

2019 BOARD OF DIRECTORS

Travis Atkinson
President
TBD Solutions (MI)

Dan Maccia
Vice President
Community Research
Foundation (CA)

Marty Purdy
Treasurer
Centerstone (KY)

Jaime Brewer
Secretary
Community Reach
Center (CO)

Carrie Wirick
Netcare Access (OH)

Elan Javanfard
Didi Hirsh Mental
Health Services (CA)

Peter Hilen
Telecare Corporation
(CA)

Lyndsay Martin
Hope Network (MI)

Mary Begor
Department of BH and
Disability Services (VA)



JOIN US!

The Crisis Residential Association strives to make mental health services better and providers more sustainable. We exist to serve our members, and we need active members like you to bring our mission to life!

Join the Crisis Residential Association and enjoy all the benefits we have to offer, from trainings and networking to our annual conference.

CrisisResidentialNetwork.com/membership



Crisis Residential Association