



CASSY

IMPACT REPORT

2022



If you have been
struggling
with your
mental health...

You are
not alone.

WORLDWIDE

The Need

Nearly **one billion** people worldwide struggle with a mental health condition.

One in seven of the world's adolescents live with a mental health disorder each year.

During the first year of the pandemic, anxiety and depression rose by 25% worldwide.

44% of youth reported they were distressed or struggling in 2021. - Mental State of the World Report 2021

“The alarming decline in mental well being among the younger generation was **a global phenomenon.**”

- World Health Organization

THE SOLUTION

“We must strengthen mental health care... through a community-based network of **accessible, affordable** and **quality** services and support.” - World Health Organization

NATIONWIDE

The Need

“The American Academy of Pediatrics (AAP), the American Academy of Child and Adolescent Psychiatry (AACAP) and the Children’s Hospital Association (CHA) are joining together to declare **a National State of Emergency** in Children’s Mental Health.”

“One in three high school students and half of female students reported persistent feelings of **sadness or hopelessness**, an overall increase of 40% from 2009.”

– U.S. Surgeon General’s Advisory

“The share seriously considering attempting suicide increased by 36%, and the share creating a suicide plan increased by 44%.”

– U.S. Surgeon General’s Advisory

THE SOLUTION

“One of the most effective approaches to get youth the help they need is to meet them where they’re at – **in schools** – with comprehensive mental health systems.”

- America’s School Mental Health Report Card

STATEWIDE

The Need

When it comes to mental health, California has earned a D+.

Between 2009 and 2018, incidents of youth self-harm increased 50%.

66% of students surveyed said the pandemic has affected their mental health.

Students rating their mental wellness at 7 or higher out of 10 dropped from 68% to 39% during the pandemic.

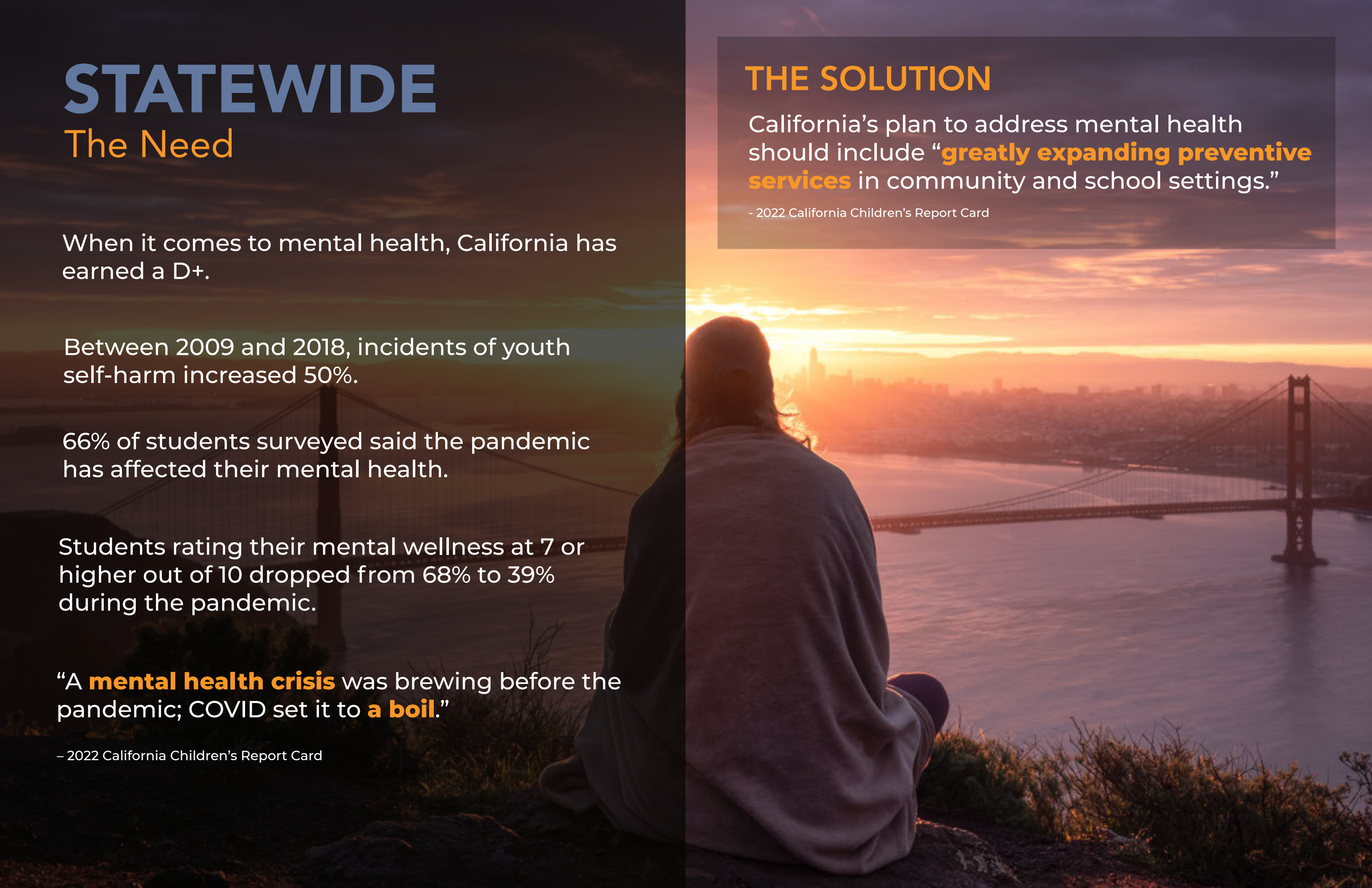
“A **mental health crisis** was brewing before the pandemic; COVID set it to **a boil**.”

– 2022 California Children’s Report Card

THE SOLUTION

California’s plan to address mental health should include “**greatly expanding preventive services** in community and school settings.”

– 2022 California Children’s Report Card



OUR SCHOOLS

The Need

*“The pandemic has taken a **clear** and **significant toll** on students’ mental health.”*

7 in 10 public schools are seeing a rise in the number of students seeking mental health care.

76% said faculty and staff members have expressed concerns about depression, anxiety and trauma in students since the pandemic hit.

Only about half of all schools said they were able to effectively provide needed services.


Staff are hurting as well as students. 6 in 10 schools reported a rise in staffers’ concern over their own or their colleagues’ mental health.

– National Center for Education Statistics (NCES), April 2022

THE SOLUTION

“We need to **bring care to where people are**. And for teens, that’s **in schools** or at home.”

- Trace Terrell, Lines for Life youth volunteer, Feb 2022 testimony to U.S. Senate



*The pandemic exposed what we already knew – that there was a vast **unspoken need** for youth mental health care. The pandemic kicked the door open, and now more than ever, kids are seeking help.*

We serve on the
FRONT LINES
of the **youth mental health crisis.**

*Recognizing youth are struggling.
And no one should struggle alone.*

*Because schools can't do everything.
Never has the need been greater
and the demand higher.*

*We approach youth mental health with care,
attention, and over ten years of experience.*

*Our focus is crystal clear:
The young person in front of us.*

We invite you to join us.

*-Marico Sayoc, Executive Director
-Dwight Koda, Board Chair*

The greatest **need** is
where the **kids** are.

OUR DREAM

We **envision** a world where all students receive the continuity of support they need, from the first day of kindergarten until they graduate from high school, to be successful in school and life.

Our **mission** is to de-stigmatize mental health services and make supporting students' social and emotional well-being the norm in our local schools.



Our Commitment to **MAKING A DIFFERENCE**

We hire, train and mentor professional therapists who love working with youth.

We tailor our programs to meet the unique needs of the population we serve.

We partner with schools that value mental health in the educational process.

We make ourselves available to all students, regardless of their ability to pay.

CASSY BREAKS THROUGH BARRIERS

to mental health care

ACCESSIBLE SERVICE

We are on campus, and our doors are open. Students walk right in to find an empathetic, listening ear.

AFFORDABLE CARE

CASSY is free of charge to all students.

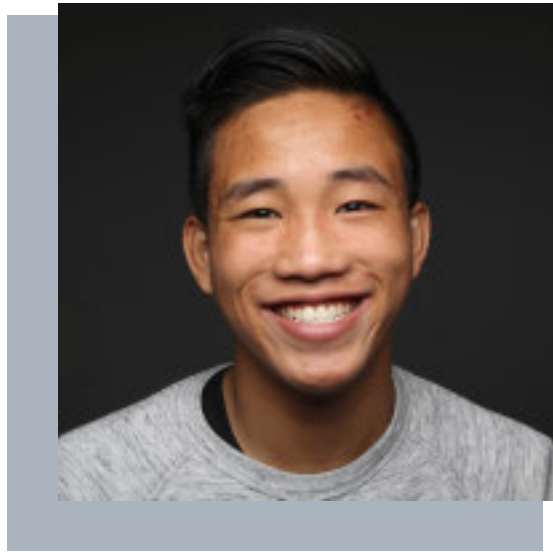
QUALITY STAFF

Our licensed professional therapists and mental health clinicians are held to the highest standards. We provide referrals as needed, helping families navigate overwhelming, unfamiliar terrain.



97% of students and their parents said
CASSY met their needs
and will **recommend** CASSY
to other students and parents.

WHAT STUDENTS ARE SAYING...



“My CASSY therapist provided a safe space for me to talk about my problems.”

Taylor Middle student

“I appreciate the confidentiality where I can talk to my CASSY therapist without being worried of what they will tell others.”

Ravenswood Middle student

“My CASSY therapist taught me a lot of new things: coping strategies, breathing strategies, and how to talk about my feelings.”

Fairmeadow Elementary student

“My CASSY therapist was kind, understanding, non-judgmental, and very easy to talk to.”

Milpitas High student

“I appreciated that my CASSY therapist showed **actual interest in my life** which felt refreshing and that he cared. I was able to **open up** because **I felt heard and important.**”

Los Gatos High student

WHAT PARENTS ARE SAYING...



“My child has learned how to play with friends, overcome social anxiety, and move past fear of failure.”

Baker Elementary parent

“We’ve had over five therapists for our child, and the CASSY therapist was by far the most effective.”

Ohlone Elementary parent

“My child’s therapist was patient, understanding, friendly, thoughtful, responsible, and overall good with my child.”

Redwood Middle parent

“My child felt comfortable talking with the therapist, and she felt more relaxed and could openly discuss her issues. My child seems happier in general.”

Foothill Elementary parent

“All of the CASSY therapists were **extremely caring**, with gentle manners, and made my child feel **welcome, safe,** and **important.**”

Saratoga High parent

PROGRAM IMPACT

97% Students and parents who said CASSY met their needs

97% Students and parents who would recommend CASSY to their peers

98% Students who increased or stabilized their daily functioning with help from CASSY

98% Students who made measurable progress on an identified treatment goal

AREAS OF TREATMENT

TREATMENT AREA	2021/22	2020/21
ANXIETY	28% ↓	32%
ACADEMIC STRESS	20% ↓	35%
EMOTIONAL REGULATION	16% -	16%
PEER RELATIONSHIPS	13% ↑	6.6%
SELF ESTEEM	13% ↑	11%
DEPRESSION	13% ↓	22%
SOCIAL SKILLS	8% ↑	5%
COMMUNICATION W/ PARENTS	8% ↓	11%
ANGER	6% -	6%
GRIEF/LOSS	6%	Not Tracked

While Some Areas Increased ↑ Others Decreased ↓

2401

Unique Students Who Engaged in CASSY Services

9226

Total Students Impacted by CASSY Services

17472

Individual and Group Therapy Sessions

273

Presentations by CASSY Staff and Therapists

6889

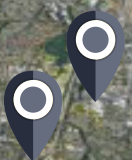
Parents Who Directly Engaged with CASSY

4006

Educator and School Staff Engagement

SCHOOL REACH 2021/2022

SERVING THE BAY AREA SINCE 2009



MILLBRAE
Green Hills Elementary
Lomita Park Elementary
Meadows Elementary
Spring Valley Elementary
Taylor Middle School

CAMPBELL
Boynton High School
Branham High School
Del Mar High School
Leigh High School
Prospect High School
Westmont High School

MILPITAS
Milpitas High School

MORELAND
Anderson Elementary
Baker Elementary
Country Lane Elementary
Easterbook Discovery
Latimer School
Payne Elementary

RAVENSWOOD
Belle Haven Elementary
Costaño Elementary
Los Robles-Ronald McNair
Ravenswood Middle

PALO ALTO
Addison Elementary
Barron Park Elementary
Duvneck Elementary
El Carmelo Elementary
Escondido Elementary
Fairmeadow Elementary
Herbert Hoover Elementary
Lucille M. Nixon Elementary
Ohlone Elementary
Palo Verde Elementary
Walter Hays Elementary
Frank S. Greene Jr. MS
Fletcher Middle School
JLS Middle School
Henry M. Gunn High School
Palo Alto High School

IMPACTING
over **250,000** students
since 2009

LOS GATOS/ SARATOGA
Fisher Middle School
Los Gatos High School
Argonaut Elementary
Foothill Elementary
Redwood Middle School
Saratoga High School

PARTNER SPOTLIGHT

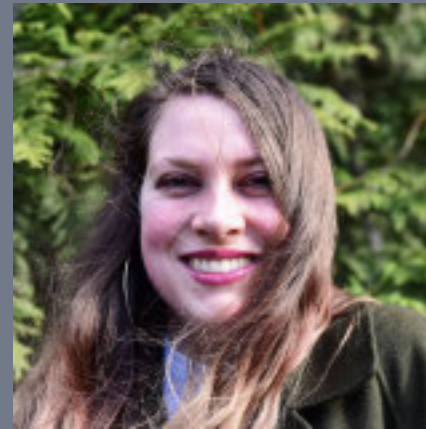
New Museum of Los Gatos

works to engage the community at the intersection of art, history, and education through innovative, locally connected and globally relevant exhibits, programs, and experiences.

NUMU and CASSY worked together during the 2021-2022 year to provide art therapy services to school aged students. NUMU and CASSY collaborated on curricula aimed toward helping youth cope with trauma during the pandemic. The goal was to create self-reflective art experiences and opportunities while using creativity as a vehicle for catharsis. Our collaboration culminated in an “Art with Heart” virtual toolkit that connects youth and families to CASSY’s resources on NUMU’s website, while centering art making and creative expression as a meaningful practice.



Ami Davis
Executive Director



Michèle Jubilee
Education Curator



IMPACT

The need for therapeutic support for NUMU’s students was evident, and CASSY was able to provide resources for NUMU’s art program students.

According to Michèle Jubilee, “Through our relationship with CASSY, our program development was enhanced, resulting in enriched content and a more impactful connection with our audience. The art therapy-inspired reflection components elevated our audience’s engagement, resulting in more meaningful artwork.”

“Our summer camp students left camp feeling empowered, ‘happy,’ and ‘calm,’” she added. We will continue to include art therapy-inspired reflection questions in our programs for youth to help them reflect on how art makes them feel, how their art can make others feel, and most importantly, how art can communicate deep and meaningful messages.”

NEW MUSEUM LOS GATOS

NUMU

RESOURCES ARE KEY

Funding for mental health support often focuses on crises or urgent mental health needs. There are often not enough resources to provide the array of mental health therapies that work best for individual K-12 students.

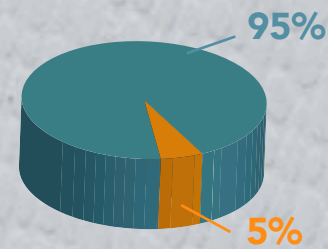


FINANCIALS

2021-2022 School Year

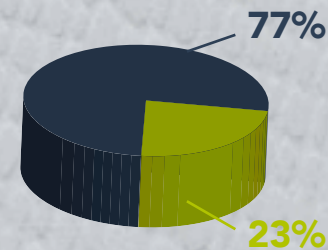
OPERATIONAL EXPENSES

Salaries	\$4,422,109	■
Operational Overhead	\$ 260,252	■
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Total Operating Expenses	\$4,628,362	



FUNDING SOURCES

School Contracts	\$3,591,463	■
Fundraising	\$1,090,899	■



- CASSY operates with very little overhead. **95% of all school and donation funding goes directly to support school therapists on each campus.**
- CASSY relies on the **generous support of community donors and sponsors** for a significant percentage of its operating budget.

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*A heartfelt **thank you**
to all our supporters!*

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