



ANNUAL REPORT

2021



Helen Ross McNabb
FOUNDATION

DEDICATION



Dale Keasling and Bo Shafer have a legacy of giving back to the community by helping not-for-profit organizations raise funds for much-needed services. They feel blessed to be able to help others; and since the late 1980s, the Helen Ross McNabb Foundation has been blessed by their support.

When Bo and Dale first came on the scene, the Foundation was small and had not conducted many fundraising campaigns. Together they co-chaired the Foundation's first large capital campaign, building the Children and Youth Center on Arthur Street in Knoxville. Prior to the building's opening, services for children were scattered around Knoxville. They toured the Therapeutic Preschool

program and saw children who had been abused or neglected working with therapists to learn to manage difficult emotions.

"It makes you realize that the biggest blessing is the ability to give help instead of asking for help," Bo said. "We are blessed far beyond what we deserve; and when you can help change a young life, help a child get better, it's the right thing to do."

The Children and Youth Center opened in 1990 and by 1993 the McNabb Center had outgrown the space. The pair chaired the next Children and Youth Center campaign to add a second story to the building, which allowed services to continue to grow and more children to access care.

"The reputation of the McNabb Center makes it possible to raise money for its mission," Dale said. "People believe in McNabb and are willing to make an investment into its future. Not many organizations are able to do that."

Bo and Dale were integral in teaching the Foundation how to conduct a large fundraising campaign.

"They set the example and then lived that example," said Jerry Vagnier, McNabb Center CEO. "Because of their commitment to volunteering and leveraging their influence to raise funds for the McNabb Center, they have helped generations of families in East Tennessee."

Dale and Bo have been friends for nearly 40 years; connecting through the United Way, where they both served as chairmen in the early 1980s. They share the same beliefs and commitments and want to be involved in helping people who may not be able to get that help elsewhere. Over the past 30 years they have supported the Foundation through numerous campaigns, giving of their time and expertise to ensure the McNabb Center can serve those with the most need in the community.

As the Helen Ross McNabb Foundation celebrates 50 years, Dale and Bo can look back and see how much it has grown since their first involvement. They expect it will continue to grow as there is still a great need in the community.

"The issues from the early 90s are different from the issues today," Dale said. "But the McNabb Center stays on top of what is coming, fills gaps and has a great history of doing that."

Together they continue to share the message, "if you really want to help people, there is a lot of opportunity with McNabb."

The Helen Ross McNabb Foundation is fortunate to have the support of Dale Keasling and Bo Shafer. We are grateful for their service and honored to dedicate this 50th anniversary edition of the Annual Report to them.



LETTER FROM LEADERSHIP

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Vagnier, top, and Smelcer

The Helen Ross McNabb Foundation had an amazing year of making new friends, raising awareness and securing incredible financial support from the community to advance the work of the McNabb Center. The biggest priority identified was the need to increase the capacity of our adult substance use residential treatment facility. With East Tennessee being the epicenter of the opioid crisis, the demand for people seeking treatment and a life of recovery compelled the Foundation to raise \$3 million to expand treatment bed capacity,

modernize the existing facility and create a therapeutic campus. The generosity of the local community was inspiring. Construction is set to begin in Summer of 2022.

The Foundation and Center jointly cut a ribbon on the newest, Intensive Long-Term Support facility where adults with co-morbid conditions have the opportunity to heal and recover to more independence. This state-of-the-art residential facility increased our capacity by 25 percent. The generosity of Dee and Jimmy Haslam through the Haslam 3 Foundation made this \$1.5 million project possible. Having a top-notch facility with great access to community resources in a comfortable setting provides so much opportunity for our patients to get better.

The pandemic subsided long enough to celebrate and recognize dear friends who have been long time contributors to the Foundation. In Morristown, we honored Don and Penney Rogers for their community leadership, service and personal investment in services in the region. Testimony of young women

who benefited from the Center's Jail to Work program where participants have the opportunity to leave jail, get substance use treatment and get help securing employment highlighted the program.

In the Knoxville market, Beth Haynes and Russell Biven were hugely celebrated at the 2021 Spirit Award Dinner for a longstanding history of leadership and success with the Beth Haynes 12 Days of Christmas Auction and the Russell Biven Clayfest. This duo has raised more than \$1 million through these two events over the last 10 years. Beth and Russell's willingness to use their substantial community visibility and passionate contribution of time has not only led to two successful fundraising events, but also to broadcast the Center's services.

The McNabb Foundation broke all-time records for all of its special events including the Bob Kesling & Bert Bertelkamp Golf Tournament and Blount County Big BBQ Bash. The Foundation also established a successful brand new event, creatively named Sunset Shenanigans Cosmic Drive and Putt.

Finally, our Knoxville Challenger professional tennis tournament was in full swing after pausing for a year due to COVID-19. This event raised more than \$211,000 net, more than any prior tournament and the field of players was terrific. Thanks to great volunteers, The University of Tennessee Goodfriend Indoor Tennis Center and generous sponsors the tournament was first class and exciting to watch!

The Helen Ross McNabb Foundation looks forward to celebrating our 50th anniversary in 2022 — please join us as we reflect on our past and look forward to a future where our community has access to care when it is needed!

Jerry Vagnier
CEO

Houston Smelcer
VICE PRESIDENT OF DEVELOPMENT
& GOVERNMENT RELATIONS



OUR TEAM



BOARD OF DIRECTORS 2021

Helen Ross McNabb Foundation

The Foundation is governed by a volunteer board of directors. Board members have the responsibility to create and evaluate policy and organizational goals regarding the Foundation's finances and services. Board members are elected to serve a three-year term and may serve two terms consecutively.

THE BOARD: Mrs. Lisa Blakley, Ms. Linda Gay Blanc, Mrs. Leslie Blanton, Mr. Jason Bohne, Mrs. Lindsey Boyd, Mr. Chris Castleberry, Mrs. Susan Conway, Mr. Joe Costner, Mr. Chris Devaney, Mr. Wade Ewers, Mr. Mike Fishman, Mr. Ted Flickinger, Mr. Pete Frederick, Mrs. Lucy Hand (Secretary), Mrs. Debbie Jones, Lt. Col. George Kershaw, Mrs. Anne Lantry, Mr. Jason Lay, Mr. Ford Little (Treasurer), Mr. John Luttrell, Mr. Richard Maples, Mr. Randy Overbey, Mr. Davis Overton, Mr. David Ownby (Chair-Elect), Mrs. Sylvia Peters, Mrs. Lisa Rottmann, Mr. Ross Schram, Mrs. Claire Speight, Col. Joe Sutter, Mr. Jerry Vagnier, Mr. David Wedekind (Immediate Past Chair), and Mrs. Ashley White (Chair)

OUR MISSION

Since its founding in 1972, the Helen Ross McNabb Foundation has worked diligently to support the McNabb Center. In addition to providing leadership and direction, the Foundation's staff and volunteer board actively raises, holds and invests funds on behalf of the Center. Funds raised by the Foundation over the years have contributed greatly toward the stability and growth of the Center.

FOUNDATION TEAM

JERRY VAGNIER MSSW, LCSW
McNabb Center CEO

HOUSTON SMELCER
MBA, CFP
Vice President of Development & Government Relations

JESSICA HILL JD
Director of Community Relations

LINDSAY HUGHES
Assistant Director of Development & Legislative Affairs

REBECCA MCKNIGHT
Assistant Director of Development & Foundation Marketing

HOWARD BLUM
Sponsorship Specialist

AMY CATTRAN
Community Relations Specialist

AMANDA KRAHEL
Marketing Specialist

PAMELA COLEMAN
Executive Assistant

MARKETING AND PUBLIC RELATIONS COMMITTEE

Special Thanks to our Marketing and Public Relations Committee

WADE EWERS
CINDY SEXTON
LAURA SHAMIYEH
TRACI TOPHAM
ASHLEY WHITE

TOP ROW (LEFT-RIGHT): Mrs. Leslie Blanton, Mrs. Lindsey Boyd, Mrs. Susan Conway, Mr. Chris Devaney, Mr. Wade Ewers, Mr. Mike Fishman, Mr. Ted Flickinger, Mr. Pete Frederick, Lt. Col. George Kershaw; BOTTOM ROW (LEFT-RIGHT): Mrs. Anne Lantry, Mr. John Luttrell, Mr. Richard Maples, Mr. Davis Overton, Mr. David Ownby (Chair-Elect), Col. Joe Sutter, Mr. Jerry Vagnier, Mr. David Wedekind (Immediate Past Chair), Mrs. Ashley White (Chair).



CURRENT CAMPAIGNS

CENTERPOINTE

Campaign Goal: \$3,000,000

The McNabb Center's CenterPointe substance use treatment facility serves individuals seeking medically monitored detoxification and residential treatment regardless of their ability to pay. In FY21, the Center served more than 1,500 individuals through its residential addiction and detox treatment services.

CenterPointe is the only treatment facility of its kind in East Tennessee to offer this lifesaving service to uninsured individuals with no means to provide payment. The need has far surpassed the Center's capacity and there is a constant wait list for treatment. Currently, individuals who reach out for services are instructed to call back each day until a treatment bed comes available.

The CenterPointe facility expansion project will increase access to residential substance use treatment beds as well as medical detoxification beds in East Tennessee. In addition, the expansion will provide additional meeting space and cafeteria space as well as rooms for family care groups.



The CenterPointe Facility

THERAPEUTIC PRESCHOOL PLAYGROUND

Campaign Goal: \$36,000

The McNabb Center's new Therapeutic Preschool program in Chattanooga provides intensive treatment to children ages 4-6 who have suffered abuse, neglect or other adverse childhood experiences. In order to provide a safe outdoor space, the Helen Ross McNabb Foundation launched a campaign to fund a playground for clients enrolled in the program. It is important to promote the full preschool experience as well as opportunities for laughter within treatment and healthy play.



Therapeutic Preschool Playground



INAUGURAL EVENT



SUNSET SHENANIGANS

*Funds raised in 2021:
\$50,000*

The inaugural Sunset Shenanigans Cosmic Drive and Putt was a glowing success! An exciting addition to the Helen Ross McNabb Foundation's event portfolio, Sunset Shenanigans raised \$50,000 to support programs and services across East Tennessee. Teams of four had an entirely new golf experience once the sun went down, participating in a cosmic target golf challenge and cosmic putting contest.



FUNDRAISING EVENTS

SCENIC CITY SPORTING CLAYS

Funds raised in 2021: more than \$10,000

APRIL

The Scenic City Sporting Clays Tournament returned this year to support the McNabb Center in providing services to the Greater Chattanooga Area. The tournament was a success and brought in numerous new teams.



BOB KESLING & BERT BERTELKAMP GOLF TOURNAMENT

Funds raised in 2021: nearly \$100,000

JUNE

The eighth annual Bob Kesling and Bert Bertelkamp Golf Tournament was a huge success with approximately 144 players joining in the competition, raising more than \$90,000 for the McNabb Center.



BIG BBQ BASH

Funds raised in 2021: more than \$85,000

JUNE

In 2021, around 35 teams competed for the grand prize in the Big BBQ Bash, a Kansas City Barbecue Society sanctioned competition. The \$85,000 raised at this tournament will directly benefit the McNabb Center's Military Services program.



RUSSELL BIVEN CLAYFEST

Funds raised in 2021: nearly \$100,000

AUGUST

Approximately 300 individuals participated in the two-day Russell Biven Clayfest, which exceeded its target and raised \$97,000. Russell Biven hosts the tournament to benefit mental health, substance use, social and victim services provided by the McNabb Center in East Tennessee.



FUNDRAISING EVENTS

EVENING OF HOPE

Funds raised in 2021: nearly \$25,000

AUGUST

The 2021 Evening of Hope dinner returned to Morristown to honor Don and Penney Rogers for their longstanding commitment to the McNabb Center and helping individuals in Hamblen County. The event benefits the McNabb Center's Jail to Work pre-arrest diversion programming which launched in 2017.



SPIRIT AWARD DINNER

Funds raised in 2021: more than \$175,000

SEPTEMBER

Beth Haynes and Russell Biven have made a long-lasting impact on the East Tennessee community and were honored at the 2021 Spirit Award Dinner. The pair has headlined fundraising events on behalf of the McNabb Center and raised awareness of behavioral health issues as journalists with WBIR-TV, carrying forth the Center's mission of "improving the lives of the people we serve."



KNOXVILLE CHALLENGER

Funds raised in 2021: more than \$210,000

NOVEMBER

The 2021 Knoxville Challenger was a smashing success, raising nearly \$211,000 to support McNabb Center services. The Knoxville Challenger, honoring Harry and Sarah Stowers, saw a record number of attendees over the week, with nearly 5,000 people watching the matches. This event is the largest professional men's tennis tournament in the region and brings professional tennis starts to Knoxville to compete for \$50,000 in prize money.



BETH HAYNES 12 DAYS OF CHRISTMAS ONLINE AUCTION/DEAR SANTA

Funds raised in 2021: more than \$120,000

DECEMBER

More than 1,000 bidders participated in the Beth Haynes 12 Days of Christmas Auction, raising \$109,000 to support families in need during the holiday season. The funds raised by the auction support the McNabb Center's Dear Santa program and help bring Christmas joy to more than 2,300 children and families served by the Center.



ONGOING SUPPORT

Some of the Helen Ross McNabb Foundation initiatives are one-time allocations and some are ongoing. The Foundation provides ongoing support to ensure the McNabb Center can continue its mission of improving lives and serving those with the greatest need and fewest resources.




Helen Ross McNabb
FOUNDATION





Therapeutic Preschool in Knoxville


MENTAL HEALTH

Providing quality mental health care is at the core of the McNabb Center's mission. The Helen Ross McNabb Foundation raises and contributes funds each year specifically for mental health programming.

East Tennessee Prescriber Fund  In order to provide quality mental health care to clients, the McNabb Center needs to attract top-notch medical staff. The Foundation launched the East Tennessee Prescriber Fund, which helps the Center bolster salaries for prescribers working for the Center, keeping them closer to market value.

Military Services  Since the inception of the Center's Military Services program, staff have provided care to more than 650 military veterans and their loved ones. This service is possible because of the Foundation's fundraising campaign, which raised \$3 million and supports the program at \$300,000 annually.


Therapeutic Preschool  The McNabb Center offers the only two remaining Therapeutic Preschool programs in the state. Because of the Foundation's support totaling \$225,000 each year, the Knoxville preschool has sufficient funds to operate for 20 years at \$75,000 per year; and the Chattanooga location, which opened in 2020, has sufficient funding to operate for three years at \$150,000 per year.


ChildNet East Tennessee  The Foundation raised funds to provide mental health treatment to uninsured children. Each year the Foundation provides funding to serve approximately 200 children who are experiencing trauma, mental illness and behavioral problems.




ONGOING SUPPORT

SUBSTANCE USE

New Hope  The McNabb Center provides substance use treatment in Hamblen County through the New Hope Recovery program. The program offers intensive outpatient care for adults as well as children and adolescents. The Foundation supports this program annually, ensuring individuals in the region have access to much-needed treatment services.


CenterPointe  The McNabb Center offers residential treatment for adults facing a substance use or co-occurring disorder through the CenterPointe program. This program is supported by funds from the Helen Ross McNabb Foundation and provides clients education, group and individual therapy focused on achieving recovery, wellness and a healthy lifestyle.

Jail to Work  The McNabb Center's innovative Jail to Work program provides women incarcerated in the Hamblen County Jail the opportunity to receive a conditional release and receive recovery services, workforce training and supportive housing. The Helen Ross McNabb Foundation raised more than \$400,000 to sustain this program for three years.





Recovery Home

Hamblen County Jail to Work Campus

Recovery Housing  After women graduate from the Jail to Work program, they are provided an opportunity to transition to the Center's Recovery Housing, where they can receive the extended care needed to successfully transition back into their community. This housing opportunity was made possible by a \$750,000 Foundation fundraising campaign.

VICTIM SERVICES

Domestic Violence  In 2016, the McNabb Center opened a new domestic violence shelter, thanks to a \$1.5 million fundraising campaign. The Foundation continues to support the Center's domestic violence services by funding the Score Keeper program, which provides positive male role models for children living at the shelter.

SACET  The Sexual Assault Center of East Tennessee ensures that the basic, daily needs of survivors of sexual assault are being met. The Foundation has committed annual funding of \$50,000 to SACET for a minimum of 20 years to support the needs of survivors during their time of healing.



FOUNDATION GRANT

SUPPORTING THE MCNABB CENTER

The Helen Ross McNabb Foundation supports the McNabb Center through its grantmaking process. This year, the Foundation approved more than \$470,000 in grant funding to contribute to numerous Center projects. Within that allocation, the Foundation designated \$100,000 for the Re-entry Sexual Assault Center of East Tennessee program, \$170,000 toward funding for the Medication Assisted Therapy program, and \$150,000 to help create the Behavioral Health Outpatient Network.

1. RE-ENTRY

The Re-entry program supports individuals incarcerated in the Knox County detention facility who are survivors of childhood abuse, sexual assault or domestic violence. These women and men are provided up to six months of pre-release and six months of post-release treatment. While incarcerated, they are eligible for evidence-based treatment groups, case management services and therapy services. Following their release, they may receive financial assistance to meet basic needs, such as housing or clothing. The program is entering its first full year and aims to provide service to 100 clients every year. The program is funded through the Victims of Crime Act (VOCA). The funding provided by the Helen Ross McNabb Foundation meets the required match for the VOCA money.



2. MEDICATION ASSISTED TREATMENT

Medication Assisted Treatment combines counseling and behavioral therapies with approved medications (such as Vivitrol or buprenorphine) to treat substance use disorders. Using controlled levels of medications to help relieve withdrawal symptoms and psychological cravings can assist some individuals struggling with a substance use disorder to sustain recovery. In FY21, 515 individuals received Medication Assisted Treatment through McNabb Center programs.

3. BEHAVIORAL HEALTH OUTPATIENT NETWORK

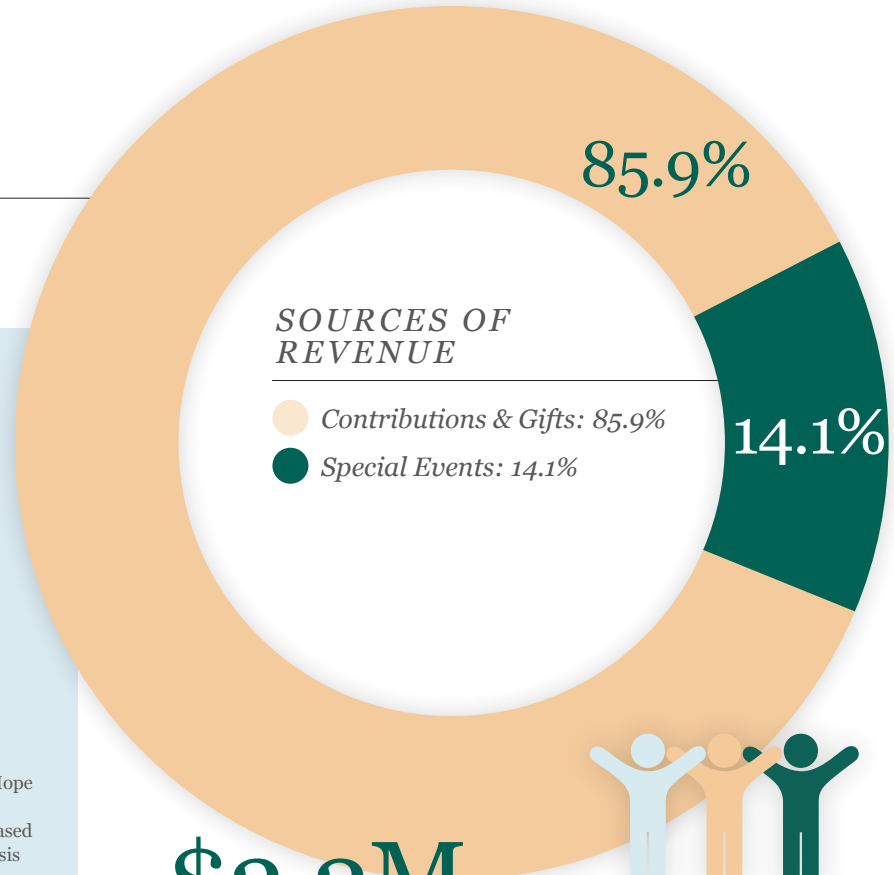
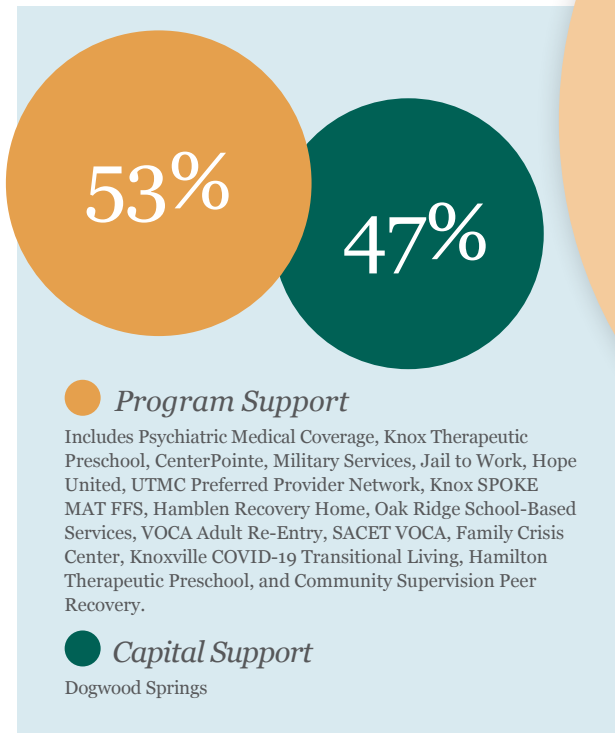
The Behavioral Health Outpatient Network is a partnership with the University of Tennessee Medical Center, which improves access to outpatient mental health care in our region. Nearly 70 percent of all behavioral health conditions — including anxiety, mood and substance use disorders — are diagnosed in a primary care setting; however, primary care physicians are often unequipped to provide treatment or access to specialized care more complicated conditions require. Patients needing specialized treatment often face challenges navigating complex healthcare systems and accessing outpatient behavioral health care can be a challenge. This project implements a comprehensive behavioral health referral system and builds a referral network in collaboration with primary care physicians to ensure easier access to services.



FINANCIAL REPORT

HELEN ROSS MCNABB FOUNDATION

In 2021, the Foundation's assets approached \$49 million, growing by nearly \$9 million.



\$3.2M

Annual support from the Foundation to the McNabb Center in 2021 was more than \$3 million.



36,750

Because of the support of the Foundation, the McNabb Center is able to serve more than 36,750 individuals each year

HOW TO GIVE

There are many ways to make a gift to the Helen Ross McNabb Foundation. You can participate in special events, contribute to an ongoing campaign, make a donation in honor or memory of a loved one or make a bequest in your will. To learn more about the range of charitable giving options, please contact us at 865-541-6684 or info@mcnabbfoundation.org.





Helen Ross McNabb
FOUNDATION

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