emotions *matter*

BPD advocacy · awareness · connection

Emotions Matter Inc.

NOTION

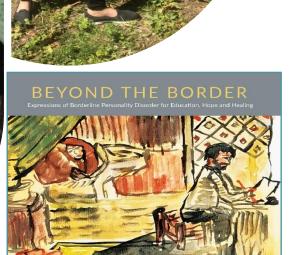
<u>Vision</u>: To create a world in which every person impacted by borderline personality disorder (BPD) has access to support, resources and education to achieve a meaningful recovery.

> TESTIMONIALS FROM THE BPD CONNECTIONS PROGRAM

Carling Control

"a sense of community," "an inspiration," "encouragement"

PHOTO: SPEAKERS FROM RELATIONSHIPS PANEL DISCUSSION BPD CONNECTIONS MEETING FEBRUARY 2020 NEW YORK CITY



emotionsmatter instructionsmatter instructio



www.emotionsmatterbpd.org

CONTENTS

Message from Executive Director	1
Mission, Vision	2
Program Impact Stories	3-4
Education Impact Stories	6
Communications & Statistics	7
Financial Report	8-10
Strategic Plan & Leadership	11
Organizational Chart	12
Volunteers, Sponsors & Get Involved	13



Message from Paula Tusiani-Eng, Executive Director

"Before this workshop, I felt really isolated and alone. It reinforced that writing more about my feelings and/or other things can be helpful, and allowed for a sense of community and possibility. I appreciate the different types of Emotions Matter offerings for those of us who struggle with BPD and the devotion to expression, recovery, progress, acceptance and breaking down stigma. Thank you!"



Dear Friends,

Your support has helped people like Mark. * He joined one of our BPD online groups during COVID-19 because he could not access therapy, and felt overwhelmed. Our virtual programs connected him with others and helped him find resources.

The Andersons* live in Texas, and reached out to Emotions Matter because their son was diagnosed with BPD, and they were looking for information. Your gifts allowed us to send them copies of our publications and provide encouragement during a critical time.

We were able to connect people like Nicole and Samantha.* They have lived experience of BPD, and because of your generosity we upgraded our technological capabilities to offer more virtual volunteer opportunities. They were able to share their recovery stories through art, writing and panel presentations to serve as inspiration for others with BPD.

Emotions Matter was founded in 2015 and YOU have played a vital role in our ability to help people around the country. People often come to us as either individuals overwhelmed by BPD symptoms or as families in crisis.

Because of YOU, we have been able to provide countless individuals with concrete resources that create a new narrative for their BPD experience -- HOPE.

COVID-19 has increased the demand for our online programs, with technology upgrades and a dedicated group of staff and volunteers, we have been able to meet this demand.

As 2021 begins, we thank you for your support and hope you will continue to support us in this life-changing work. On behalf of our board of directors and those who attend our programs, thank you!

Best,

Prula

Paula Tusiani-Eng, LMSW, M. Div. Founder/Executive Director

* Names have been changed.



Mission & Vision

Mission: To advocate, educate and support people impacted by borderline personality disorder.

Vision: To create a world in which every person impacted by borderline personality disorder has access to treatment, resources and support to achieve a meaningful recovery.

Programs







Peer BPD Online Support Groups

Emotions Matter held 28 peer support groups serving 321 individuals with BPD in 2020 on SupportGroupsCentral.com.

Groups were facilitated by nine volunteers. Five new facilitators were trained on Emotions Matter's program focusing on four recovery principles: advocacy, trust, community and purpose. Attendance and demand increased from 2019 due to the global health pandemic.

BPD Connections & Webinars

Emotions Matter offered 10 BPD Connections programs in 2020 involving 135 attendees and 30 volunteers.

Program shifted from in person model in NYC in March to Zoom, in which peer panelists were invited to speak on a variety of recovery topics. Attendees came from around the country.

Emotions Matter also held webinars on Mindfulness, Recovery and Stigma with over 340 attendees.

Writing & Wellness Workshops

Emotions Matter introduced workshops in 2020 to help our BPD community stay connected with COVID-19.

We held 5 writing workshops, and 2 art workshops, facilitated by peers in recovery. These workshops were attended by 40 individuals with BPD. Attendees shared expressive art and writing about the BPD experience in a supportive community.



Emotions Matter's Programs





Sporting Students With Borderline Arsonality Disorter Adde for Educational Professionals, Parents, and Students



2020 Virtual Art Show & Book

Emotions Matter held a Virtual Art Show in 2020 involving 15 artists from around the country highlighting different aspects of the BPD experience. An Artist's Roundtable Discussion, Video and Art Book were produced from this event with over 100 people attending to improve BPD education and highlight voices of recovery.

Educational Video: The Myths and Facts about Borderline Personality Disorder

Emotions Matter released a new 20 minute educational video in 2020 correcting the Myths and Facts about Borderline Personality Disorder. We partnered with Clearview Treatment Center in Los Angeles, CA to hold three launch events in which over 300 attended. Since its release, the video has had over 2,000 views on YouTube, and will be used for professional education in 2021.

Publication: BPD in Schools Publication

Emotions Matter launched a new publication in 2020, Supporting Students with Borderline Personality Disorder: A Guide for Educational Professionals, Parents and Students.

BPD Loss Support Group

Emotions Matter held 12 monthly BPD Loss Support Groups in 2020 attended 37 times by those who have experience the loss of a loved one from BPD. This program involved 3 new volunteer leaders and shifted to ZOOM because of COVID-19. It aims to help those on the loss journey from BPD feel less alone and more supported.



2020 Program Testimonials & Impact Stories





I am very glad I walked into the dropin group in NYC, struggling, nervous and a little lost, but willing. I remember being moved by the meeting and at the end saying to one of the leaders, "I'd love to get involved." Now, I am a peer leader. Emotions Matter has been a huge role in my own recovery in ways I can't express my gratitude for.





66 I walked today for BPD awareness, to end the stigma and support this amazing community. For the hope that accesible care is possible because Emotions Matter. 99

- Koralis, New York



"Participating in the art event has been so rewarding. Being able to share my story from both the perspective of a mental health counselor & as someone with BPD was liberating. Emotions Matter has been an amazing outlet for me to feel a sense of community & to feel fulfillment through participating in mental health activism." - Lauren Marie, Artist



2020 Education & Outreach Impact Stories

"From my first conversation with Emotions Matter (when I had NO idea what BPD was), I felt more understood and supported. EM generously provided relevant reading material and assisted with resources. While the journey ahead is a long one, I am confident we are finally on the right road. Thank you, Emotions Matter for helping to light the way for us." ~ Alan (Texas)

66 "What helped most is seeing how supportive everybody was of each other."

"I have gained more confidence to share my story. These groups are the best!

-BPD Peer Support Group Members

WWW.EMOTIONSMATTERBPD.ORG

emotions*matter*

emotions*matter*

BPD advocacy · awareness · connection

"This short film is a deeply moving and richly informative introduction to both the science and emotional reality of Borderline Personality Disorder (BPD), probably the most poorly understood and under-recognized serious mental disorder. I would strongly recommend this film not only to individuals affected by BPD and their caregivers, but to the general public in order to increase awareness of this all too common illness and promote better understanding, diagnosis, and treatment of BPD."

> ANDREW J. GERBER, MD, PHD, PRESIDENT AND MEDICAL DIRECTOR, SILVER HILL HOSPITAL

emotions matter

"We need to listen to the lived experience of those who struggle with BPD and the evidence of contemporary science and research and then ensure that clinicians, students, families and patients have the most up to date information. This film is an important addition to the fight against stigma and I am hopeful that it can be added to the educational material of training programs.

> BLAISE AGUIRRE, MD, MEDICAL DIRECTOR, 3EAST DET CONTINUUM, MCLEAN HOSPITAL



WEBSITE DATA: 2020

PAGES VISITS

PAGE VIEWS

38,000

TOP GEOGRAPHIC REGIONS

POPULAR CONTENT

21,000

UNIQUE VISITS

22,000

UNITED STATES - 17,025 CANADA - 1,358 UNITED KINGDOM - 1,109 **AUSTRALIA - 782** PHILLIPINES - 195 INDIA - 175

WHAT IS BPD - 7.048 PEER SUPPORT - 1,335 **STUDENTS BPD - 730**

PEOPLE 60

participated in **Emotions Matter virtual** programs in 2020

******* ******* ** TTTTTTTTT

BPD SUPPORT PROGRAMS

- Online BPD Support Group Program Wellness Workshops
- Connections Program
- BPD Loss Support Groups

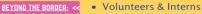


EDUCATION & RESOURCES

- Educational Webinars
- New BPD in Schools Publication
- New Video addressing BPD Stigma
- New BPD COVID-19 and Peer Resources
- Support to individuals and families

LEADERSHIP& **EMPOWERMENT**

ART SHOW



- Peer Panelists
- Peer Group Facilitators
- Virtual Walk for BPD
- Virtual Art Show



it helped me believe in r yond any label or diagno

Happy

HOME PAGE - 12,458 PUBLICATIONS - 2,204 STORE - 487 VIDEOS - 443



Resources & Financial Management

Emotions Matter Profit and Loss

January - December 2020

		То	tal	
	Jan - Dec 2020	Jan - Dec 2019	Change	% Change
Income				
4000 Donation Income			0.00	
4010 B Corp	1,471.25	8,975.67	-7,504.42	-83.61%
4020 Board Dues		50.00	-50.00	-100.00%
4030 Corporate Donations	6,837.50	9,125.00	-2,287.50	-25.07%
4040 Foundation Donations	26,275.00	20,000.00	6,275.00	31.38%
4045 Donor Advised Fund	5,000.00	3,250.00	1,750.00	53.85%
4050 In-Kind Donations			0.00	
4060 Individual Donations	70,479.71	46,220.11	24,259.60	52.49%
4095 Workshop Fees		600.00	-600.00	-100.00%
Total 4000 Donation Income	\$ 110,063.46	\$ 88,220.78	\$ 21,842.68	24.76%
4100 Sales of Product Income	661.64	232.73	428.91	184.30%
4110 In Kind Donation Income			0.00	
4080 Shopify Sales (deleted)		84.70	-84.70	-100.00%
Total 4110 In Kind Donation Income	\$ 0.00	\$ 84.70	-\$ 84.70	-100.00%
Total Income	\$ 110,725.10	\$ 88,538.21	\$ 22,186.89	25.06%
Cost of Goods Sold				
5100 Transaction Fees			0.00	
5110 Square Fees	77.96	92.91	-14.95	-16.09%
5120 Stripe Fees	11.30	1,155.66	-1,144.36	-99.02%
5130 CauseVox Fees		1,638.40	-1,638.40	-100.00%
5140 QGiv Fees	2,063.61	101.22	1,962.39	1938.74%
Total 5100 Transaction Fees	\$ 2,152.87	\$ 2,988.19	-\$ 835.32	-27.95%
Total Cost of Goods Sold	\$ 2,152.87	\$ 2,988.19	-\$ 835.32	-27.95%
Gross Profit	\$ 108,572.23	\$ 85,550.02	\$ 23,022.21	26.91%
Expenses				
6000 Advertising/Promotional	1,577.73	1,228.00	349.73	28.48%
6020 Give-a-ways	1,939.00	506.72	1,432.28	282.66%
6030 Photography/Video	1,600.00	7,236.38	-5,636.38	-77.89%
6040 Shirts		2,734.16	-2,734.16	-100.00%
Total 6000 Advertising/Promotional	\$ 5,116.73	\$ 11,705.26	-\$ 6,588.53	-56.29%
6100 Bank Charges & Fees	6.00	52.55	6,566.55 -46.55	-36.29%
o too balik charges a rees	0.00	52.55	-40.00	-00.00%



6150 Charitable Gifts	50.00	500.00	-450.00	-90.00%
6200 Computer/Internet Expense	2.000.14	101.00	1,899.14	1880.34%
6210 Accounting Subscription	_,	212.90	-212.90	-100.00%
6220 Donor Database	548.00	468.00	80.00	17.09%
6230 Email Service	834.16	591.45	242.71	41.04%
6235 Fundraising Platform	657.00	001110	657.00	
6240 Online Store	506.46	413.12	93.34	22.59%
6250 Web Meeting Subscription	3,138.94	2,090.24	1,048.70	50.17%
6260 Web Site Expense	307.17	332.17	-25.00	-7.53%
6265 IT Cloud Backup Software	434.34		434.34	
•	\$	\$	\$	400 209/
Total 6200 Computer/Internet Expense 6270 Conference Registration Fees	8,426.21 699.00	4,208.88 1,526.18	4,217.33 -827.18	100.20%
6300 Contractors		225.00		-54.20%
6310 Dues & subscriptions	500.00 1,628.68	153.23	275.00 1,475.45	122.22% 962.90%
6350 Insurance	705.26	155.25	705.26	902.90%
6360 General Business Insurance	3,713.00	4,419.26	-706.26	-15.98%
	\$	\$		
Total 6350 Insurance	4,418.26	4,419.26	-\$ 1.00	-0.02%
6450 Legal & Professional Services		30.00	-30.00	-100.00%
6460 Accountant Fees	915.00	800.00	115.00	14.38%
6470 Attorney Fees	547.50	656.00	-108.50	-16.54%
6490 Nonprofit Advisor Fees	1,800.00 \$	\$	1,800.00 \$	
Total 6450 Legal & Professional Services	3,262.50	1,486.00	1,776.50	119.55%
6500 Meals & Entertainment		712.15	-712.15	-100.00%
6505 Board Events		1,290.17	-1,290.17	-100.00%
6510 Fundraising with Donors		456.35	-456.35	-100.00%
Total 6500 Meals & Entertainment	\$ 0.00	ۍ 2,458.67	-\$ 2,458.67	-100.00%
6530 Moving	48.37		48.37	
6540 Office Supplies	1,355.42	1,851.21	-495.79	-26.78%
6580 Postal Expense	1,986.14	1,244.02	742.12	59.65%
6590 Printing Expense		3,240.50	-3,240.50	-100.00%
6600 Program Supplies		567.53	-567.53	-100.00%
6605 Food for Events & Programs		1,057.38	-1,057.38	-100.00%
6610 Paper Goods for Events & Programs		60.00	-60.00	-100.00%
6620 Purchases	459.06	99.49	359.57	361.41%
Total 6600 Program Supplies	\$ 459.06	» 1,784.40	-\$ 1,325.34	-74.27%
6630 Refreshments and Supplies		36.86	-36.86	-100.00%
6650 Rent & Lease	2,810.67	425.00	2,385.67	561.33%
6660 Phone Line & WiFI	933.11		933.11	
6665 Cleaning	251.33		251.33	
6670 Operations	33.50		33.50	
Total 6650 Rent & Lease	\$ 4,028.61	\$ 425.00	\$ 3,603.61	847.91%
6700 Staffing			0.00	
6710 Bookkeeping Support	1,080.50		1,080.50	



	1	I	1	. I
6720 Clerical Support	0.00		0.00	
6730 Office Support	10,904.75	7,709.49	3,195.26	41.45%
6740 Executive Director	10,000.00	5,000.00	5,000.00	100.00%
6750 Peer Admin Support	2,149.05		2,149.05	
6760 Program Outreach Support	2,862.50		2,862.50	
6770 Social Media Help	0.00		0.00	
6780 Staffing Gifts	825.00		825.00	
•	\$	\$	\$	
Total 6700 Staffing	27,821.80	12,709.49	15,112.31	118.91%
6795 Staff Development	25.00	20.00	5.00	25.00%
6800 Taxes & Licenses	75.00	65.00	10.00	15.38%
6810 Sales Taxes	49.98		49.98	
Total 6800 Taxes & Licenses	\$ 124.98	\$ 65.00	\$ 59.98	92.28%
6900 Travel			0.00	
6910 Lodging		300.00	-300.00	-100.00%
6930 Parking		301.00	-301.00	-100.00%
6940 Transportation	219.96	1,591.79	-1,371.83	-86.18%
Total 6900 Travel	\$ 219.96	\$ 2,192.79	-\$ 1,972.83	-89.97%
7100 Unapplied Cash Bill Payment Expense		0.00	0.00	
	\$	\$	\$	
Total Expenses	60,176.72	50,304.30	9,872.42	19.63%
Net Operating Income	\$ 48,395.51	\$ 35,245.72	\$ 13,149.79	37.31%
		\$	¢	
	\$		0	
Net Income	\$ 48,395.51	ə 35,245.72	13,149.79	37.31%

Emotions Matter – Balance Sheet Summary (as of December 31, 2020)

	As of Dec 31, 2020			
ASSETS		As of Dec 31, 2019	Change	% Change
Current Assets				
Bank Accounts	127,958.67			
Total Current Assets	\$ 127,958.67	79,563.16	48,395.51	60.83%
TOTAL ASSETS	\$ 127,958.67	\$ 79,563.16	\$ 48,395.51	60.83%
LIABILITIES AND EQUITY		\$ 79,563.16	\$ 48,395.51	60.83%
Liabilities				
Current Liabilities				
Accounts Payable	0.00			
Total Current Liabilities	\$ 0.00	0.00	0.00	
Total Liabilities	\$ 0.00	\$ 0.00	\$ 0.00	
Equity	127,958.67	\$ 0.00	\$ 0.00	
TOTAL LIABILITIES AND EQUITY	\$ 127,958.67	79,563.16	48,395.51	60.83%

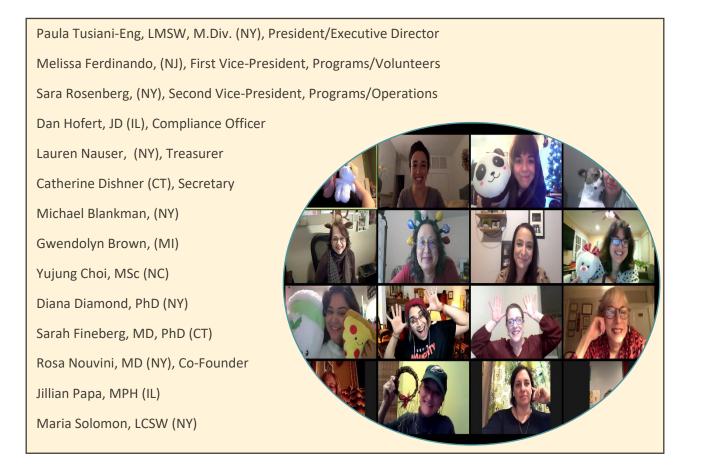
Looking Forward: 2020-2022 Strategic Plan

In 2020, Emotions Matter was selected as 1 of 25 recipients of the Substance Abuse and Mental Health Services Administration (SAMHSA)'s Technical Assistance Grant.

With government support, we completed our **2020-2022 Strategic Plan** which outlines the following four strategic priorities:

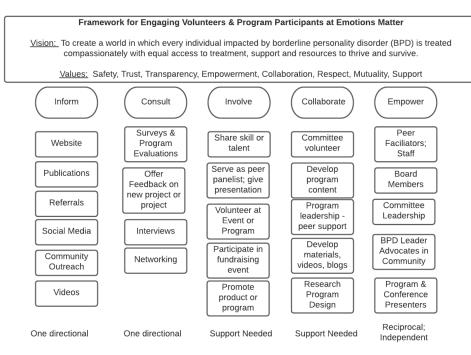
- 1) Financial Sustainability Seek Funding to support growth and long-term stability.
- 2) Expand Peer Programs & Educational workshops for the public and professionals.
- 3) Update communications via website, social media and virtual platforms.
- 4) Expand Workforce Development to strengthen volunteer base and paid staff.

2021 Emotions Matter Board of Directors





Volunteer Engagement Framework



Emotions Matter Organizational Structure 2021

<u>Executive Board:</u> Exec. Director/President, VP Events/Volunteers, VP Operations, Treasurer, Compliance Officer, Secretary

Role: Oversee Operations of Emotions Matter and to oversee Administrative Functions/Financing. Workforce Development

Education Committee

Advise on Clinical Maters related to Programs BPD Education BPD Advocacy Community Partnerships/Networking Conferences Program Evaluation

<u>Fundraising/Development/Finance</u> <u>Committee</u>

Grants/Foundations Individual Fundraising Fundraising Events Corporate Sponsorhips/Gifts Revenue Streams from Services Offered/Products Peer Leadership/Program Development Committee

Peer Review/Input Committee Program Evaluation Committee Peer Online Faciliators Committee Social Connections Committee BPD Loss Committee Facebook Group

Communications Committee

Website Social Media Newsletters Outreach Blog, Podcasts, Press/Media



Thank you to All of our 2020 Volunteers!

In 2020, over 75 volunteers donated 690 hours to run our programs throughout the pandemic. We are so grateful for this amazing community of dedicated individuals!

Allison Ferdinando Melissa Ferdinando Hannah Fox, Jean Fox, Kirsten Gindrick-Lyons Greta Greenleaf, Daniel Hofert, Esq., Beth Karcher, Kali Pezzi, Rivka Lubin, Carlene MacMillan, Tabetha Martin, Deborah Chillemi, Lauren Nauser, Kellyann Navarre, Rosa Nouvini, Roya Nouvini, Briyah Paley, Jillian Papa, Emma Ramos, Laura Richardson Phd, Sara Rosenberg, Maria Solomon, LCSW, Chelsea Spearman, Keith Stanley, Dawn Timony, Bea Tusiani, Paula Tusiani-Eng, Roger Tusiani-Eng, Amanda Wang, Frank Yeomans, MD, Sara Masland, PhD, James Mallinson, Angelica Dimson, Kenneth McIntosh, Brittany Ferri, Courtney Walsh, Hannah Fox, Amanda Blachorsky, Penelope Dane, Rachel Hay, Coral Lopez, Haley Amering, John Beerman, Rebecca Potash, Meaghan Minogue, Ian Rackson, Simmi Mangat, Camilla Lee, Sarah Fineberg, MD, Yujung Choi, MPH, Annie Bao, Joe Ferrara, Mira Callahan, Roopa Grey, Sandy Glover, Leeza Lakhter, Cathy Dishner, Ellen Mattesi, Jill Roy, Mary Flaherty, Jodi Harwood, Savannah Jarboe, Amanda Smith, Yael Baron, Ivanna Bond, Terri DeMontrond, Scott Mehlman, Naamah Paley, Kimberly Rolfs, Jessie Shepherd, Lynn Swanbeck, Barbara Walker, Susan Parson, Haytham Saqr, and so many more!

Thank You to our Foundations & Sponsors

Appleby Foundation, Westchester Community Foundation,

Nelco Foundation, New York-Presbyterian Hospital,

Karen Lerner Family Foundation, Tisbest Philanthropy,

The Francesco and Mary Giambelli Foundation, Inc.

McLean Hospital, New England Personality Disorder Association

Thank You to our In-Kind Donors,

& Community Partners:

Visibly Present Imagery, Costco, Probono Partnership, Esimar Tech LLC, National Education Alliance for Borderline Personality Disorder (NEA-BPD), The Clearview Treatment Center.

Join us & Get involved! www.emotionsmatterbpd.org









BEYOND THE BORDER

Expressions of Borderline Personality Disorder for Education, Hope and Healing



VIRTUAL ART SHOW 2020 Emotions Inc.| www.emotionsmatterbpd.org



Connect with Us!

(516) 350-8387 | info@emotionsmatterbpd.org

