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OUR MISSION

**Channel Marker
creates a healthy
Mid-Shore community
by providing mental
illness treatment and
prevention programs,
wellness support, and
community services
to individuals and
their families.**



RMC
Rural Maryland Council



FROM OUR EXECUTIVE DIRECTOR

As all of us navigate the global COVID-19 pandemic, Channel Marker is proud to transform the lives of those on the Mid-Shore facing the challenge of mental illness. While for 39 years the community has helped us provide essential health and wellness services to children and adults in Caroline, Dorchester, and Talbot counties with the help of generous partners, in 2020, we were especially gratified by the outpouring of donations to help us support this most vulnerable population.



Cathy Cassell, Executive Director

The year was marked by significant contributions to fund our mental health programs, make upgrades to our facilities, and enhance our advancement efforts. We are particularly grateful to The Caroline Foundation, Inc., Dock Street Foundation, Grayce B. Kerr Fund, Inc., Maryland Governor's Grant, Mid-Shore Community Foundation, Rural Maryland Council, St. John's Foundation, Inc., George B. Todd Fund, Van Strum Foundation, as well as an anonymous foundation for major support.

With the help of the generous donors listed in this report, in addition to our excellent mental health services, we were able to provide more than 180 youth with school supplies and holiday gifts, and 155 adults with meals and gifts during the holidays. A special highlight of the year was bringing Kevin Hines, a nationally-known suicide survivor, award-winning documentary filmmaker, and best-selling author to the Shore to speak to an audience of 700.

None of this would be possible without the generous support of our donors, grantors, and advocates. By working together, we'll be able to meet the challenges and opportunities in the months ahead!

Stay safe,

A handwritten signature in blue ink that reads "Cathy Cassell". The signature is written in a cursive, flowing style.

Cathy Cassell, LCSW-C
Executive Director

DEBRA P. JACKSON TRIBUTE

Channel Marker's beloved Executive Director, leader, visionary, and friend, Debbye Jackson passed away in June 2020 after a long illness. She worked at Channel Marker for more than 35 years in a variety of capacities and was named Executive Director in 2003. A selfless leader and the heart and soul of our Channel Marker family, Debbye instinctively knew the best way to ensure the Mid-Shore's mentally ill population is well-served was by nurturing a strong and dedicated staff.



A devoted wife and mother who adored her two grandchildren, Debbye was deeply committed to the Waterfowl Festival, co-founded by her father in

1970. She volunteered with the organization since childhood, serving as President, a member of the Board of Directors, and chairing the Festival's Carving Exhibit, among other roles.

Debbye began work at Channel Marker in 1985, working as a unit coordinator, Talbot County coordinator, case management resource coordinator, and program director before being named executive director.

Board member Senator Addie Eckardt said "Debbye led a culture of dedication and loyalty that made her 'a champion.' Her style has been very much one of team leadership, a shared authority and responsibility from the board to the staff to the foundation. Channel Marker is one of the soundest organizations I've worked with that did an amazing turnaround over time."

As she fought through her illness, Debbye soldiered on to pursue a dream of expanding the Caroline County campus to better accommodate youth services. "She was a warrior through that illness and through all things Channel Marker," said Cathy Cassell. "Her work was as important to her as anything in her life."

Our Channel Marker family is fortunate to have had someone as special as Debbye in our lives, and grateful to have shared some of her most inspiring, and selfless moments. Debbye's presence and guidance will be sorrowfully missed by our clients, staff, board of directors, and community.

Channel Marker is grateful for all of the donations and gifts received in Debbye's memory. We will use the donations for a special tribute to honor her life and legacy.

MAY THE LEGACY OF DEBRA P. JACKSON LIVE ON FOREVER!

CASSELL NAMED EXECUTIVE DIRECTOR

The Board of Directors of Channel Marker, Inc., together with the Channel Marker Foundation, is pleased to announce the appointment of 29-year employee Cathy Cassell to Executive Director.

"Cathy has been a leader in the organization for numerous years and has the unanimous support of the Board. Her appointment is part of a succession plan developed by the Board of Directors and Executive Director Debbye



Jackson several years ago," said John McQuaid, President of the Board. "Cathy's understanding of the service delivery system, strong relationships within the statewide advocacy network, and passion for our clients and the agency is making for a smooth transition."

"Cathy was – and is – an integral part of the team that helped build Channel Marker to where it is today. It is only fitting that she continue the legacy of compassion and care for those whom the organization serves," says Tolbert Rowe, Executive Director of Channel Marker Foundation. "Her institutional knowledge is a perfect fit to guide the organization through the challenges the future of mental health care will face."

"The opportunity to lead Channel Marker is very exciting to me; this agency has been my life's work and passion and Debbye taught me so much during my 29 years here," Cassell said. "I can't think of a more critical time when mental health and wellness have become so important. We have a strong team, and I believe that together we can lead the agency through the next challenges and opportunities presented in our profession."

Replacing long-time former Executive Director Debbye Jackson who passed away in June of 2020, after a courageous battle with cancer, Cassell, LCSW-C, began her relationship with Channel Marker in 1991. Since 2002, Cassell has served as Program Director for the agency, where she was responsible for the development and clinical oversight of all behavioral health programming components. She has been instrumental in taking a lead role as the organization earned national accreditation through the Commission on Accreditation of Rehabilitation Facilities, implementation of an electronic health record and data sources to enhance outcome-driven service delivery, and with developing community partners to improve behavioral health integration with physical health care.

Cassell recently completed a four-year term as a member of the Board of Directors for Community Behavioral Health Association of Maryland (CBH) and served on the Executive Committee for CBH. She is a 2011 graduate of Shore Leadership as well as Shore Leadership 2.0, where she also serves on the program committee and was a previous member of the Shore Leadership Executive Committee from 2011–2017. Cassell received her BA in Psychology from Salisbury University and her MSW from the University of Maryland. She is a lifelong resident of Talbot County and lives in Easton with her husband Marty Cassell and their four sons.

YOUTH SERVICES RECOGNITION



The pandemic has created challenges in reaching and providing services to clients. As a therapist, I've found that the strong collaboration with Channel Marker over the last year, has helped me stay connected with the families I work with. Our kids are isolated here in Dorchester County, some don't have technology available for consistent telehealth sessions. In those cases, the PRP staff at Channel Marker have gone out to the home to maintain continuity of care, to create plans to overcome barriers to treatment, provide resources, and most importantly, to connect with our most isolated clients, even if it is socially distancing in the client's yard. They've gone the extra mile to find creative ways to help kids manage their stress while at home; dropping off journals and art supplies to my clients to give them an outlet to express themselves. We've all been forced to redefine our role and how we serve our clients, your staff has risen to challenge.

*Summer Trader, LCSW-C
Dorchester County Health Department
Wellness Center Program*



**“CHANNEL MARKER IS
A MUCH NEEDED
ORGANIZATION FOR
THE COMMUNITY, &
HAS A SIGNIFICANT
IMPACT ON THE
CLIENTS.”**

-Community Agency

**“YOUR STAFF HAVE
DONE A GREAT JOB
AT BUILDING
RELATIONSHIPS
WITH THE WHOLE
FAMILY.”**

-Therapist



**“I AM VERY
THANKFUL FOR THE
WONDERFUL STAFF
THAT HAVE WORKED
WITH MY CHILDREN
AND MYSELF!!”**

-Parent



CHANNEL MARKER PRESENTS THE KEVIN HINES STORY

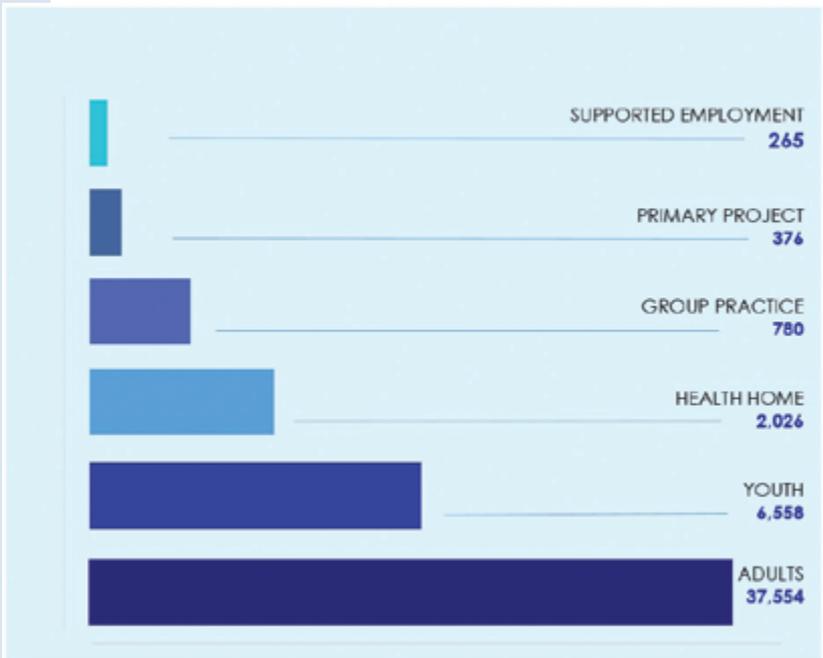
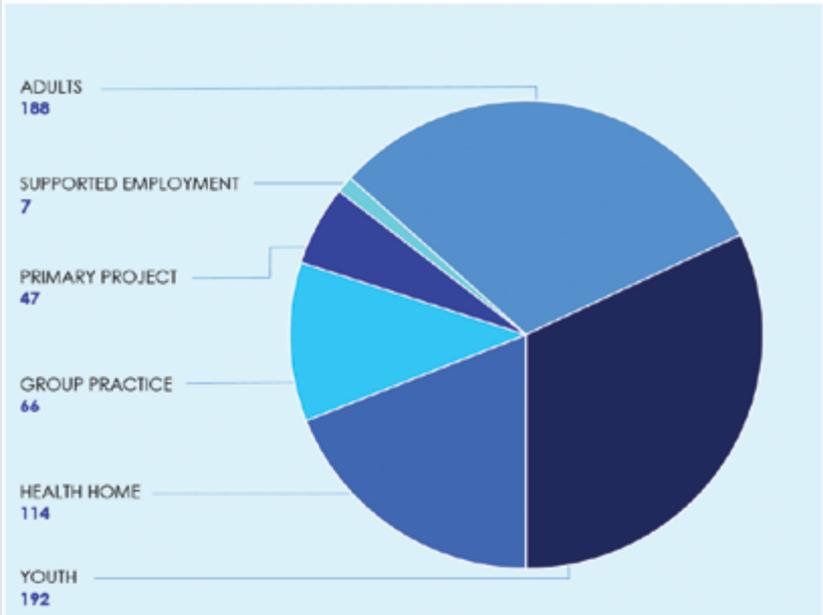
On September 19, 2019, Channel Marker presented The Kevin Hines Story, an evidenced-based suicide prevention, free-speaking engagement that was open to the public at the Chesapeake College Todd Performing Arts Center. Kevin Hines is a national suicide survivor, public speaker, award-winning documentary filmmaker, and best-selling author.

In the Year 2000, Kevin attempted to take his life by jumping off the Golden Gate Bridge. Many factors contributed to his miraculous survival including a sea lion, which kept him afloat until the Coast Guard arrived. Kevin now travels the world sharing his story of hope, healing, and recovery while teaching people of all ages the art of wellness and the ability to survive pain with true resilience.





CLIENT SERVICES



CONTRIBUTORS FY 20

Channel Marker, Inc. would like to thank all of the individuals, foundations, grantors, businesses, and organizations that have made contributions from July 1, 2019 through June 30, 2020 in support of our general activities or specific projects. Every effort has been made to ensure the accuracy of this list. Please notify us of any discrepancies. We are grateful for your generous support and are pleased to count you among our community partners.

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St. Mark's United Methodist Church
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THANK YOU TO OUR DONORS! Your generous donations enabled us to continue to provide mental health and wellness support services to our clients during this very challenging year!

AUDITED FINANCIAL HIGHLIGHTS FY20

BALANCE SHEET

Current Assets		
Cash	1,620,655	
Receivables (net)	80,403	
Amounts due from affiliated organization	0	
Prepaid Expenses & other receivables	<u>7,468</u>	
Total Current Assets		<u>1,708,526</u>
Fixed Assets		
Operating Equipment (net of depreciation)		434,926
Other Assets		
Investments, at fair value	439,705	
Receivable from charitable remainder trust	318,811	
Interest in Net Assets of Channel Marker Foundation, Inc.	3,018,602	
Total Assets		<u>3,777,118</u>
		<u>5,920,570</u>
Current Liabilities		
Accounts Payable	278,117	
Accrued Expenses	142,582	
Total Current Liabilities		<u>420,699</u>
Long term Liabilities		
Long term debt		<u>320,658</u>
Total Liabilities		<u>741,357</u>
Net Assets		
CMI Net Assets - Unrestricted	1,325,131	
CMI Net Assets - Board Designated	507,890	
Temporarily Restricted	327,590	
Temporarily Restricted Net Assets of Channel Marker Foundation, Inc. (CMF)	<u>3,018,602</u>	
Total Net Assets		<u>5,179,213</u>
Total Net Assets and Liabilities		<u>5,920,570</u>

STATEMENT OF ACTIVITIES

Revenues and Support		
Medicaid	3,713,465	
Client Rent, Fees and Copayments	151,386	
Public Support	586,068	
Other Revenues and Support	82,741	
Change in value of charitable remainder trust	<u>2,294</u>	
Total Revenues and Support		<u>4,535,954</u>
Expenses		
Program Services	3,961,776	
Support Services	561,261	
Fundraising and grant services	<u>33,043</u>	
Total Expenses		<u>4,556,080</u>
Increase in Net Assets from Operations		-20,126
Increase in net assets of Channel Marker Foundation, Inc.		<u>172,862</u>
Total Increase in Net Assets		<u>152,736</u>
Net Assets at the beginning of the year (CMI)	2,180,737	
Net Assets at the beginning of the year (CMF)	2,845,740	
Net Assets CMI & CMF at the beginning of the year		<u>5,026,477</u>
Net assets at the end of the year		<u>5,179,213</u>

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