In a few brief paragraphs, please explain:

**What geographic area is served?** *(If not all of Chester County, specify primary Chester County regions served)*

New London Counseling Center is a non-profit mental health clinic serving individuals, children, and families primarily in Southern Chester County with roughly 88% of current clients residing in the Oxford, West Grove, and Landenberg area. Our mission is to provide high-quality mental health services to all the members of our community regardless of ability to pay.

**What population is served, what has been the impact of COVID-19, and how has your nonprofit responded?**

New London Counseling Center (NLCC) serves the mental health needs of our entire community with high-quality treatment provided by our team of six licensed clinicians. Of the 86 clients we regularly cared for as of March 2020, 51% received services through the aid of our subsidy program. This program provides anywhere for 25% to 95% of therapy costs, averaging $3,093 in scholarship distribution per month for our first year of service, 2019.

In responding to COVID-19, we quickly transitioned our therapy services to a digital, HIPAA-compliant telehealth platform and called every active client to assess their needs and ability to access care. However, NLCC operating revenue is generated from a combination of service fees (paid by clients), donations, and grants. As of May 30, 2020, the amount of income generated since the start of COVID-19 has declined by 62%. Here is a quick summary of the breakdown:

- January total income = $20,936
- February total income = $16,464
  - Total Jan & Feb = $37,401 = average monthly income of $18,700
- March total income = $9,835 = 47% decline in income based on Jan/Feb monthly average
- April total income = $4,084 = 78% decline in income based on Jan/Feb monthly average
  - Total Mar & Apr = $13,919 = 62% decline in income over Jan & Feb

This has left our organization with significant financial challenges as we continue to serve our community and neighbors. We are committed to still accepting all new patients regardless of their ability to pay, however, and we have not turned anyone away for financial reasons. We have not yet begun to see a dramatic shift in the percentage of subsidized clients. Just over half (52%) of our clients receive financial scholarships to support their mental health care. In other words, 52% of our clients pay less than the standard service fee. Many of our clients pay as little as $5 or $10/session with a licensed therapist or psychologist.

The number of sessions declined drastically at the immediate outset of COVID-19 as we closed our physical offices and immediately began offering telehealth sessions only. Many of our clients initially opted out of telehealth and indicated they would resume therapy once our offices have reopened. We have started to see some of those clients trickle back in as time has passed and we are seeing an uptick in new client intakes now. **We continue to expect to see a rise in people needing mental health care as this pandemic continues and the community continues to be affected economically and socially.**
In the interim, our organization decided to focus on supporting the broader community and we have created weekly educational content for the community to learn about mental health concerns and receive support. For instance, Dr. Katie Bowman started a weekly Stress Reduction series in which she created weekly 10-20 minute videos that focus on different aspects of managing stress or challenges faced by our community during this pandemic. Topics range from healthy relationships, self-compassion, guilt, anxiety, meditation, and restoring hope for the future. These videos are available to the entire community, free of charge. Another therapist, Joanna, Ross, has also created self-help videos that teach therapeutic tools people can do at home. We also contribute original articles and videos to other organizations such as SiLO and the Garage Youth Center. Our goal is to provide as much psychoeducational content and support to the community as possible, even if they never step foot in our doors. All of this content is free to the community and is financially supported by NLCC. In order to continue to provide free educational content to the community, we will need to increase our revenue through the acquisition of grants, such as yours.

How much funding is sought? How does this compare to your annual operating budget? What will the funding be used for? What is the expected timeframe for use of funds?

New London Counseling Center is requesting $4,258 to continue to offer high-quality mental health care as our community need increases. This amount accounts for less than 2% of our anticipated budget of $270,000 for 2020. In serving those in our community with mental health needs, we hope to decrease the strain on emergency rooms and doctors offices while also healing the community as a whole during and after this time of uncertainty. In the next three months, we anticipate the following expenses as we meet these needs:

$258 in secure messaging and telehealth subscriptions
$4,000 in care subsidy funds