

# COMMUNITY IMPACT REPORT

2019-2020

## WELCOME

.....

We are pleased to share Persad Center's inaugural Community Impact Report. This report provides a **snapshot of our services**, the **people** who seek our services, and our **clients' satisfaction**. In our 48 years of providing **culturally competent mental health services to the LGBTQ+ community**, we have grown considerably and worked to meet the ever-changing needs of our community. At the heart of our mission is providing exceptional counseling services to our community and we know the need is only increasing.

The information in this report has been compiled from data and surveys gathered from July 1, 2019 to June 30, 2020. During this time, the COVID-19 pandemic has required us to **retool and reimagine** the way that we provide care to our community members during a time when the **need has never been greater**.



## OUR MISSION

Persad Center is a human service organization whose mission is to improve the well-being of the LGBTQ+ (lesbian, gay bisexual, transgender, queer, and questioning) communities and the HIV/AIDS communities. We serve our target populations and their loved ones, cradle to grave, across western Pennsylvania, with service centers in Pittsburgh and Washington, PA.



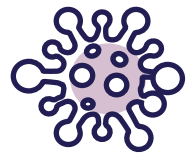
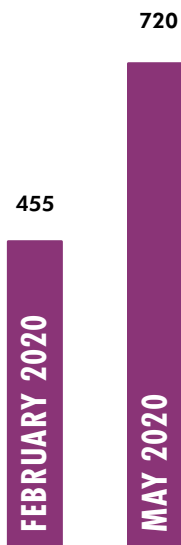
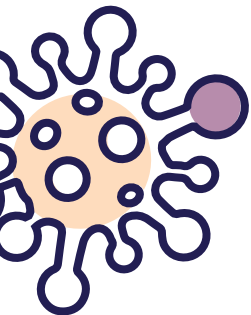
# COUNSELING

Persad Center provides professional, culturally-affirming counseling, and psychiatric services for LGBTQ+ people and people living with HIV/AIDS. We offer services to individuals, couples, and families who are seeking to enjoy healthy and fulfilling lives. Since mid-March our therapists have been providing teletherapy sessions, ensuring clients have access to necessary services during these challenging times.

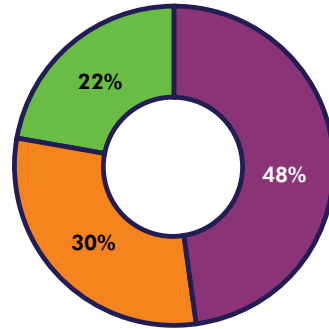
We offer a sliding fee scale for uninsured and under-insured clients, to meet the needs of everyone in our community.

To learn more about our counseling services, visit [persadcenter.org/counseling](https://persadcenter.org/counseling)

## COVID-19 IMPACT

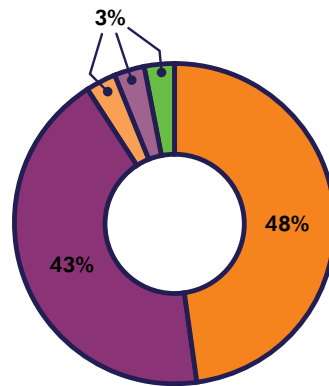


**58% ↑** INCREASE IN APPOINTMENTS SINCE COVID-19



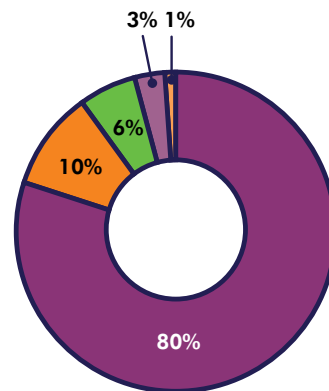
## GENDER IDENTITY

- 48% - Transgender & Other Identity
- 30% - Male
- 22% - Female



## REASON FOR VISIT

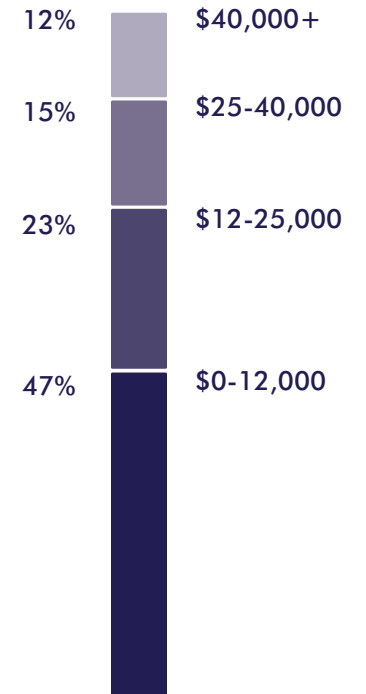
- 48% - Mental Health
- 43% - Transgender Care
- 3% - HIV/AIDS
- 3% - Substance Abuse
- 3% - Other/Unassigned



## RACE

- 80% - White
- 10% - Other
- 6% - Black
- 3% - Hispanic/Latinx
- 1% - Asian/Pacific Islander

## INCOME LEVEL



# 832

## CLIENTS SERVED



# COUNSELING

HERE'S WHAT OUR CLIENTS HAVE TO SAY



93%

REPORTED THAT THEIR THERAPIST ALWAYS TREATS THEM WITH **DIGNITY AND RESPECT**

## OVERALL RATING OF CARE BY CLIENTS

53%   
10/10

99%   
7/10 or higher

**WOULD RECOMMEND PERSAD CENTER TO SOMEONE WHO NEEDS HELP**



84%

REPORTED THAT WHEN THEY CALLED THEIR THERAPIST, THEIR CALL WAS RETURNED IN **LESS THAN 24 HOURS**  
30% INDICATED THE CALL WAS RETURNED IN **LESS THAN 4 HOURS**



SAID THAT WHEN THEY CALL OR CHECK IN FOR APPOINTMENTS, **THEY ARE TREATED WITH COURTESY AND RESPECT**



FEEL THEY WERE REFERRED TO A THERAPIST WHO **MEETS THEIR NEEDS**

93%



SAID THAT THEIR THERAPIST ALWAYS OR USUALLY HELPS THEM **LEARN TO DEAL WITH THEIR PROBLEMS**

69%

**WERE ABLE TO GET AN APPOINTMENT AS SOON AS THEY NEEDED ONE**



100%

WHO ENGAGED PERSAD CENTER'S ON-CALL THERAPIST RESPONDED THAT **THE THERAPIST WAS HELPFUL**





# COUNSELING

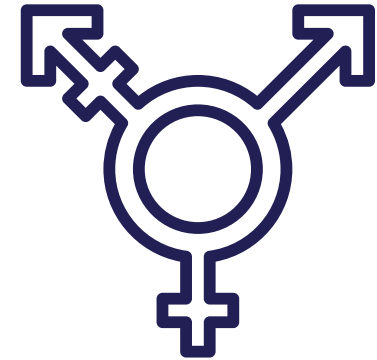
## INTENSIVE OUTPATIENT PROGRAM

In early 2020, Persad Center launched a Drug and Alcohol Dual Diagnosis Intensive Outpatient Program (IOP). It is the **first LGBTQ+ competent IOP** in the Greater Pittsburgh area. The IOP is a structured program for individuals who need more support than traditional outpatient therapy and is often a step down from inpatient treatment and/or partial hospitalization.

To learn more about the Intensive Outpatient Program, visit [persadcenter.org/intensive-outpatient-treatment](https://persadcenter.org/intensive-outpatient-treatment)

“It’s so nice to have a therapist actually knowledgeable in trans and poly issues. I’m so glad this place is here.”

- PERSAD CENTER CLIENT



## TRANSGENDER PROGRAMMING

Persad Center offers **information and affirming counseling** to individuals who are seeking to transform their lives to their authentic gender presentation or identity. Our services include therapy, mental health evaluations, and several other types of assistance.

To learn more about Transgender Programming, visit [persadcenter.org/transgender-services](https://persadcenter.org/transgender-services)





# COMMUNITY PROGRAMS

## SENIOR PROGRAMS

Persad Center draws upon decades of experience working with the LGBTQ+ community to **deliver support** and services that help older adults live full, healthy, and **independent lives**. Our senior services include a resource referral program, Coffee & Conversation weekly gatherings, and a friendly visitor program. Since 2011, Persad has been a proud affiliate of SAGE, Services & Advocacy for LGBT Elders. SAGE is America's oldest and largest non-profit organization dedicated to improving the lives of our community, focusing on the LGBT ageing. To learn more about Persad's senior programs, visit [persadcenter.org/senior-programs](http://persadcenter.org/senior-programs)

“The clients that we serve in the senior program represent diversity across the spectrum, including gender identity, race, and sexuality. Many of our senior clients did not come out until later in life and share similar life experiences. We are pleased to be able to provide a safe space for connection and conversation.”

- KATHI BOYLE, SENIOR SERVICES COORDINATOR



“We were a group of older LGBTQ+ adults who wanted a comfortable social group without going to bars and without great expense for participants. My husband and I found this group to be supportive of us by broadening our contacts in the community and finding new friendships among the LGBTQ+ older community.”

- SENIOR CLIENT

60-70  
YEARS OLD



### AVERAGE AGE OF SENIOR PROGRAM PARTICIPANTS



Annually, Persad's senior program serves **more than 100 participants** who range in age from 50-80 years old with most participants averaging between 60-70 years old



# COMMUNITY PROGRAMS

## YOUTH PROGRAMS

Throughout much of the 2019/2020 operating year, Persad Center provided several programs serving approximately **60 youth**.

**14-25**  
YEARS OLD

.....  
**AVERAGE AGE OF YOUTH  
PROGRAM PARTICIPANTS**  
.....

The programming included a Safe Space Drop-In, suicide prevention education, leadership, and programming development, as well as educational and career development opportunities.

When COVID-19 forced Persad Center to close its doors to in-person services, sustaining our Youth Programming proved to be impossible to continue due to a variety of reasons. Additionally, the grant-based funding needed to operate these programs expired.

The severity of issues young people report they are facing is concerning, and Persad Center is **committed to seeking new sources of funding** to ensure that the youngest and often most vulnerable members of our community have access to safe spaces and services.

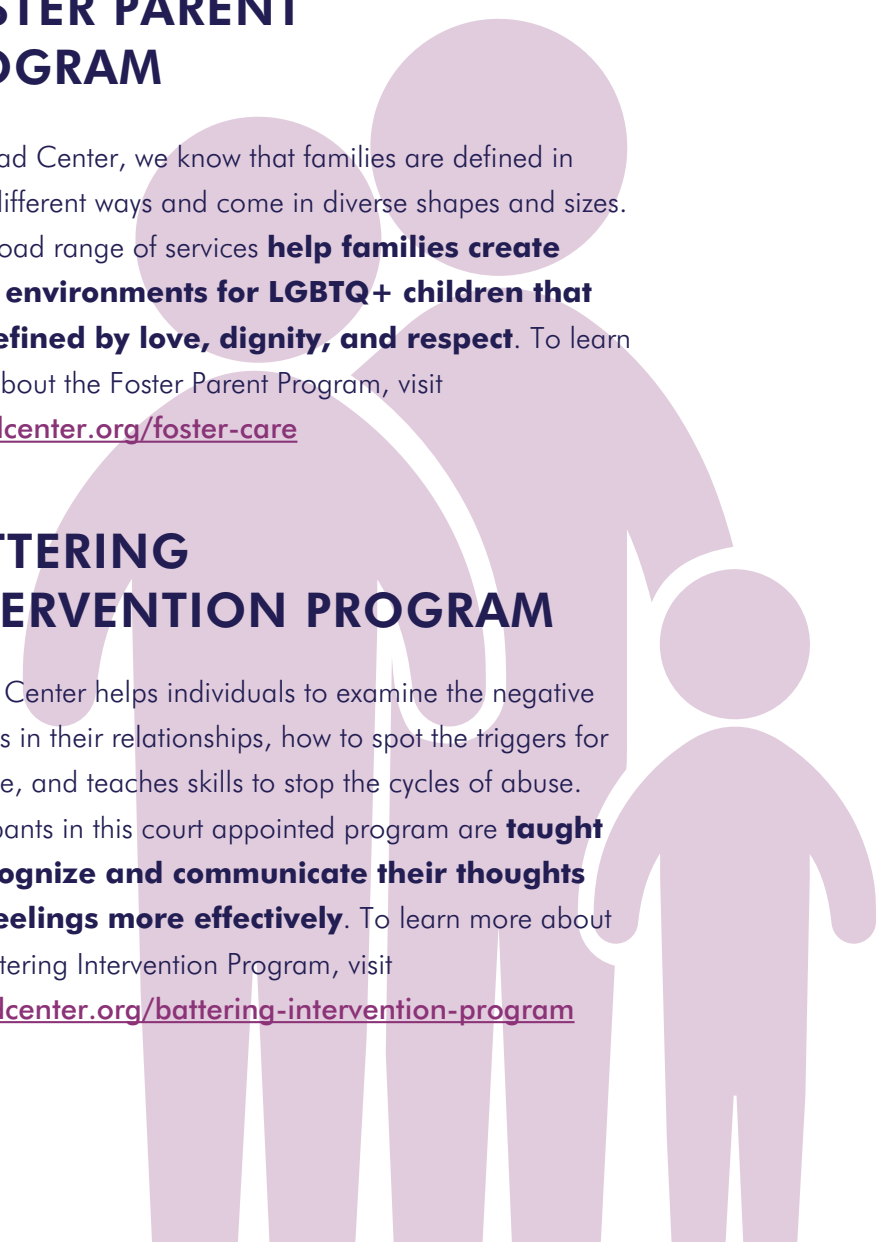


## FOSTER PARENT PROGRAM

At Persad Center, we know that families are defined in many different ways and come in diverse shapes and sizes. Our broad range of services **help families create home environments for LGBTQ+ children that are defined by love, dignity, and respect**. To learn more about the Foster Parent Program, visit [persadcenter.org/foster-care](https://persadcenter.org/foster-care)

## BATTERING INTERVENTION PROGRAM

Persad Center helps individuals to examine the negative patterns in their relationships, how to spot the triggers for violence, and teaches skills to stop the cycles of abuse. Participants in this court appointed program are **taught to recognize and communicate their thoughts and feelings more effectively**. To learn more about the Battering Intervention Program, visit [persadcenter.org/battering-intervention-program](https://persadcenter.org/battering-intervention-program)





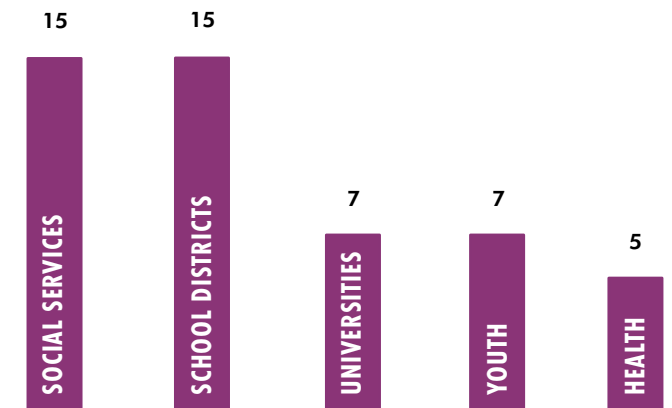
# TRAINING SERVICES

Through our training programs, Persad seeks to **educate and change the culture** to be more affirming, welcoming, and competent to serve our target populations. Persad’s training programs are designed to help workers and organizations to learn about LGBTQ+ and HIV+ people and to develop the competencies to work with and serve them.

### Our Training Programs fall into four categories:

- LGBTQ+ 101 Training
- LGBTQ+ History Training
- Training for Service Professionals
- Training for Youth Workers

To learn more about Training Services, visit [persadcenter.org/training](https://persadcenter.org/training)



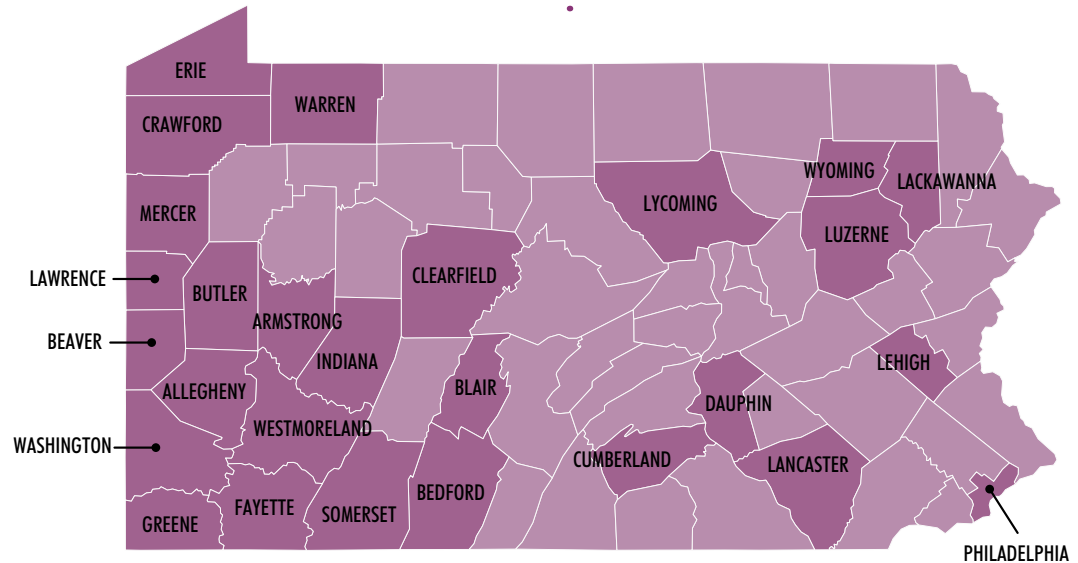
TYPES OF ORGANIZATIONS RECEIVING TRAINING

71

TRAININGS OFFERED

1,902

NUMBER OF PEOPLE TRAINED



### PERSAD CENTER PROVIDED TRAINING IN 27 COUNTIES

96%

of participants selected “very high” or “high” when evaluating the training for being clear and understandable

91%

of participants rated the usefulness of the training to their current position as “very high” or “high”

53%

of participants rated their knowledge or skill increase after training as “very high” or “high”



# LOOKING FORWARD

5301 Butler Street, Suite 100,  
Pittsburgh, PA 15201  
412-441-9786  
persadcenter.org

In the coming year, we look forward to **creatively addressing new challenges, developing innovative ways to deliver our programs, and expanding our reach** to clients in outlying communities who do not have access to culturally competent care.

We are grateful for the financial support that we receive, both through special events and an increased focus on developing relationships with the philanthropic community. We take our commitment to our community seriously and will be engaging **more diverse community voices** to listen to and identify concerns and needs. We will be evaluating how we are best equipped to competently fill the needs of our community and how our community may best be served through new alliances and partnerships.

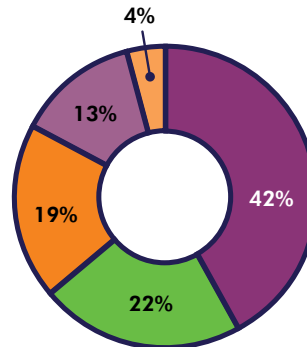
## **MOST IMPORTANTLY, WE WILL BE HERE.**

While our doors may not be physically open today, we are still here to connect our community to competent, compassionate mental health services.

“**You gave me my life back.  
The support and insight I’ve  
received at Persad Center saved me.  
Thank you. Thank you!**”

- PERSAD CENTER CLIENT

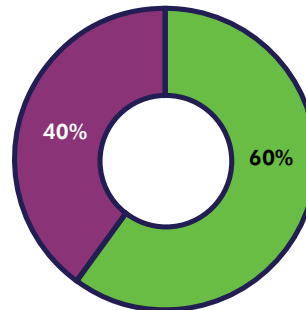
## FINANCES



### INCOME

- 42% - Program Service
- 22% - Government Contracts
- 19% - Contributions & Grants
- 13% - Miscellaneous Income
- 4% - Special Events\*

\*Special Events are traditionally a higher percentage of annual income for Persad Center, however due to COVID-19, our annual fundraising event, Art for Change, was not held during this operating year.



### EXPENSES

- 60% - Personnel
- 40% - Programmatic & Operating Expenses

## FUNDERS, BOARD, & STAFF

We are grateful to our staff who are dedicated to being their best every day, because without them, we couldn't serve our clients. We are very appreciative of the hard work that our staff and board undertake on behalf of Persad Center. For a full list of Persad Center's Board of Directors and Staff Directors, visit [persadcenter.org/board-of-directors-staff](https://persadcenter.org/board-of-directors-staff)

Thank you to everyone who has donated to support the work of our organization. For a full list of Persad Center's funders and supporters, visit [persadcenter.org/our-supporters](https://persadcenter.org/our-supporters)