The Peer-Run Warm Line, available 24/7 at 855-845-7415, began operation in 2014 as a non-emergency resource for anyone in California seeking mental and emotional support. We provide assistance via phone and web chat on a nondiscriminatory basis to anyone in need. The Warm Line has been one of California’s most essential emotional and mental health support services. Since 2019, 48,000 Californians have used the Warm Line—totaling over 185,000 calls.
OUR MISSION
To cultivate peer leadership, build community, and advance social justice in mental health.

MENTAL HEALTH ASSOCIATION of SAN FRANCISCO

The Mental Health Association of San Francisco (MHASF) is a peer-run organization offering peer support, advocacy, and training in mental health. For 75 years, MHASF has reflected the forward-thinking attitude for which San Francisco is known. We continue to fight stigma and discrimination in mental health across diverse communities and have, in turn, influenced the changing of policy, perception, and people.

Our CA-Statewide Warm Line is available to provide emotional support 24/7. We have reached over 115,000 callers this year alone and provided 136 trainings and community presentations. In addition to the Warm Line, we offer peer counseling, support groups, professional development and workforce placement opportunities, and evidence-based trainings on mental health topics. You can learn more about our programs at https://www.mentalhealthsf.org/.

MHASF works to save lives and offer resources to all those in need, regardless of socioeconomic status, race, gender, sexuality, age, or religion. It is imperative that our services remain regularly accessible, so that we may offer hope, understanding, and a brighter future to those who are struggling with mental health.
**PROGRAM IMPACT**

Fiscal Year 20–21

**696** Unique Individuals Served by Non-Warm Line Programs

**115,482** Warm Line Calls and Chats

**136** Trainings and Community Presentations

**623** One-on-ones

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**OUR PARTICIPANTS**

**Location**
- San Francisco
- Los Angeles
- Elsewhere in CA

**Race/Ethnicity**
- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- Multiracial
- White

**Gender**
- Female 56.9%
- Male 39.1%
- Non-Binary 4%

**Age**
- 16-25
- 26-59
- 60+

**Sexual Orientation**
- Lesbian or Gay 5.2%
- Bisexual 5.2%
- Straight 87.4%

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MHASF | IMPACT REPORT
In 2021 alone, MHASF expanded our programming and staff by nearly 260% to meet the ever-expanding need for accessible mental health services such as the Warm Line. Additional new programming included the new support group *Pride Place*, as well as our November conference *Redefining Crazy: It’s the System, Not the People*. This free 3-day, peer-run, virtual conference with 30 speakers reached 500 participants.

Our Clinical Integration programs reach 659 individuals in providing 6,164 total services. Early findings indicate crisis services (i.e., hospital, CSU, admissions, etc.) were reduced from 443 to 45 admissions after 30 days of peer support—a 90% overall decrease. After six months, the use of crisis services had been suppressed by 65%.

Your support helps us save lives and offer resources to *all* those in need, regardless of socioeconomic status, race, gender, sexuality, age, or religion.

It is imperative that our services remain regularly accessible, so that we may offer hope, understanding, and a brighter future to those who are struggling with mental health.

"Since calling the Warm Line, my life and situation have improved greatly. I feel less lonely, more understood, and it’s easy for me to put things into perspective once I start talking to the people who are answering the phones on the Warm Line."
—Warm Line Caller
Friend - $5,000
- 10 tickets to upcoming May Mental Health Awareness event - our recent conference drew over 500 participants
- Name featured on website
- Name on slide at May event and all Redefining Crazy events

Ambassador - $10,000
All benefits of $5,000 level, plus:
- 5 additional tickets to event (15 total)
- A complimentary SOLVE presentation (more information on SOLVE [here](#))
- Name featured in an email that goes to MHASF’s entire community of supporters, event attendees, program participants, and partner agencies, reaching over 6,500 individuals
- Name featured on a social media post on MHASF’s Facebook, Twitter, and Instagram which reach over 150,000 people

All Star - $25,000
All the benefits of $10,000 level, plus:
- 5 additional tickets to event (20 total)
- Complimentary 90-minute or 2-hour training of your choice for up to 30 people (list of trainings available [here](#))
- Logo featured on website
- Logo featured on slide at event
- Logo featured in an email that goes to MHASF’s entire community of supporters, event attendees, program participants, and partner agencies
- Logo featured on a social media post on MHASF’s Facebook, Twitter, and Instagram

Champion - $75,000 - $1,000 for every year MHASF has provided life-saving services!
All the benefits of $25,000 level, plus:
- 5 additional tickets to event (25 total)
- Get to know MHASF! Lunch with the President & CEO Mark Salazar and a few of our wonderful team members
- Shout-out from moderator during event
- Complimentary 3-hour training of your choice for up to 30 people (list of trainings available [here](#))
Upcoming 75th Anniversary Kick-Off Event!

Intersecting Paths to Recovery
Kicking off MHASF's 75th Anniversary, leaders of the peer movement will discuss the recovery process, accessible tools for healing including art and yoga, and alternatives to the traditional 'medical model'. An educational webinar for peers, consumers, advocates, and people on your team—Intersecting Paths to Recovery offers space for professional development, community inspiration, and accessible education for all.

Andrea Wagner  
Interim Executive Director, CAMHPRO  
Zach Burton, PhD  
Co-Founder & Executive Director, The Manic Monologues  
Ebony Carter, CYT  
Yoga Therapist, Assistant Director, The Healing Well  
Kenneth Kozi Arrington  
Programs Outreach Coordinator, PEERS  
Nicole Steward, MSW, RYT  
Leader & Teacher of Radical Self-Care
THANK YOU!

Please reach out to our Fundraising & Events Coordinator, Mary Jo De Silva, at maryjo@mentalhealthsf.org for more information about MHASF's programs and Sponsor Opportunities!