



ENSURING QUALITY MENTAL HEALTH CARE IS ALWAYS WITHIN REACH.

ANNUAL REPORT 2024



"A completely different child."

When 7-year-old Amaya first came to see pediatrician Natalie Robiou, MD, her grandmother was exhausted and afraid. Amaya's biological parents were unable to care for her, and her grandmother, an older woman with health struggles of her own, suddenly found herself raising a little girl whose behavior was spiraling out of control.

At school, Amaya couldn't sit still. She climbed on desks, scribbled on walls, interrupted her teacher constantly, and sometimes bolted for the door. She often had to be sent home early. Her teacher insisted she was the "smartest kid in the class," yet she was falling further behind with each passing week. Because of her unpredictable behavior, field trips were off limits.

Her grandmother knew Amaya needed help for her behavioral challenges but encountered an all too common situation: there were simply no mental health specialists available. "There are waitlists everywhere," Dr. Robiou remembers discussing with her.

In another time, without the tools she has today, Dr. Robiou would have felt she had no choice but to refer Amaya to a specialist, which likely would have meant months of waiting, with a school suspension looming and her grandmother at a breaking point. "With someone so young, before REACH," she admits. "I would have just referred."



REACH Scholarship Recipient **Natalie Robiou, MD** works at a Federally Qualified Health Center where the majority of her patients are on Medicaid.



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But Dr. Robiou had completed the Patient-Centered Mental Health in Pediatric Primary Care (PPP) program through a REACH scholarship. Equipped with practical, evidence-based training, she carefully completed an ADHD evaluation, engaged the school, and started treatment — steps she never would have taken before REACH. When Amaya's behavior did not improve significantly after an initial trial of medication, Dr. Robiou's REACH training gave her the confidence to adjust thoughtfully rather than give up. She also referred Amaya to PCIT (parent-child interaction therapy), adding another layer of support.

Within weeks, everything shifted. Amaya began sitting in class and completing her work, and at her follow-up visit, she was proud and excited to tell Dr. Robiou she had been welcomed back on school field trips. Her grandmother's eyes filled with tears: "She's a completely different child. I can't believe the change."

The stakes were high. Without intervention, Amaya could have been excluded from school, cut off from opportunities, and left without the support she desperately needed. Instead, she is thriving because Dr. Robiou had the training to act — training made possible through the generous support of donors like you.

80% of children in need of mental health care don't receive effective care. At a time when safety-net providers are stretched thin and healthcare cuts threaten already fragile systems, children like Amaya cannot afford to wait. REACH-trained providers like Dr. Robiou are lifelines. Your support ensures that when the next child in crisis walks into an exam room, there will be someone ready – and able – to help.

Life-changing care, within REACH.

397,200+ children and families gained access to effective, scientifically proven mental health care in 2024.



72

**scholarships
awarded**

to providers serving
high-need communities



1,434
**providers
trained**

to deliver life-changing
mental health care



45

**states +
4 Canadian
provinces**

impacted by a REACH-
trained provider in 2024

Also in 2024:

- ▶ **47 dedicated providers serving high need communities** received training in CBT for Anxiety in Pediatric Primary Care thanks to the AirBnB Community Fund.
- ▶ To meet the needs of our provider community, REACH developed a **brand-new course: CBT for Depression in Pediatric Primary Care.**
- ▶ In collaboration with the School Health Committee of the Virginia Chapter of the American Academy of Pediatrics and the Virginia Department of Health, REACH **developed and delivered a specialized mental health training to 34 school nurses** in Virginia.
- ▶ The Blue & You Foundation awarded REACH a **grant to train 30 providers through our Adult Behavioral Health in Primary Care program.**



2024 FINANCIALS

Revenue	2024	2023
Program Revenue	\$ 1,865,826	\$ 1,849,126
Grants & contributions	\$ 525,035	\$ 326,859
Interest income	\$ 124	\$ 117
Contributed services	\$ 198,896	\$ 80,276
Subtotal	\$ 2,589,881	\$ 2,256,378
Investment return	\$ 108,737	\$ 131,629
Total Revenue	\$ 2,698,618	\$ 2,388,007
Expenses		
Program	\$ 2,269,418	\$ 2,006,329
Administrative	\$ 417,110	\$ 307,755
Total expenses	\$ 2,686,528	\$ 2,314,084

“The course was far and away **the most effective CME I have participated in**. At the end of the day, the engagement of my head AND my heart was the most valuable thing.

— Pediatrician, Montana

“[REACH] is **a must for any provider**.

— Physician Assistant, Massachusetts

“**Practice changing information**, in so many different ways.”

— Nurse Practitioner, Idaho

“

“I am so **thankful for REACH**.”

— Pediatrician, Texas

“This was so comprehensive and well presented. **I have not every attended a more informative or well run conference**.

— Nurse Practitioner, Iowa

“There are **not enough mental health resources** and this course helps primary care feel more capable in **treating some of these conditions on our own**.”

— Nurse Practitioner, Iowa



**IT WOULDN'T
BE POSSIBLE
WITHOUT YOU.**

Thank you to our 2024 donors.

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