



Cn guidance &
counseling services

2022 Impact Report

50 Years of CN Guidance

Fifty years ago, a modest program known as East Plains Mental Health Services was born to deliver clinical care and hope during a tough decade (the 1970's) when inpatient mental health facilities were closing everywhere, economic-political crises loomed large, and not enough outpatient clinics existed to treat struggling Nassau County residents.



Over five decades, while worldly stressors have continued, our agency—now 400 team members strong and renamed CN Guidance & Counseling Services—has not only remained true to a shared vision of creating a **trusted place** for local residents to receive support and treatment from skilled practitioners for mental health and substance use conditions, we have vastly **expanded** how and where we meet the needs of Long Island's most vulnerable adults, children, and families.

As we pause to celebrate the semicentennial milestone of CN Guidance, we see that 2022 was an exciting **nexus** connecting our first 50 years to our next 50 years: with a steadfast focus on the values of expanding access to care, using evidence-based practices that get results, innovating boldly, treating each client as a whole person (vs. symptoms in isolation), and partnering with others in our community to deliver the best care possible—thereby saving and improving lives.

In 2022, we added high-impact offerings like “Youth ACT,” a program that helps vulnerable young people facing complex conditions; expanded Mental Health First Aid training across the community; and delivered a wide range of wrap-around services that address the Social Determinants of Health.

During our first 50 years, we built **access** to mental health and substance use care through same-day outpatient appointments, crisis respite, mobile services, and telehealth. We begin our **next** 50 years by designing and adding our soon-to-launch Intensive Crisis Stabilization Center, an innovative model of care that will replace many emergency-room visits with a calmer, more effective alternative—one that links and supports people on a steady road to long-term recovery.

We are excited and honored to usher CN Guidance & Counseling Services into its next 50 years of service.

Jeffrey Friedman

Chief Executive Officer

James O'Brien

President, Board of Directors

Key CNG Milestones 1972-2022

1972

East Plains
Mental Health
Services Launched

1985

Becomes
Central
Nassau

1988

10,000th
client
admitted

1989

First
community
residence

1992

Permanent
Supportive
Housing
launch

Specialized
Programs (ACT,
PROS, Care
Management, etc.)

We Care

More than **400** experienced staff and leaders call CN Guidance their professional home. These dedicated team members deliver evidence-driven, data-informed care across more than **40** programs in service to the Long Island region's more than 3 million residents.

Community Impact Highlights from 2022:

- **30,000 Long Islanders** touched by our agency
- **More than 2x** Assertive Community Treatment (ACT) clients recently employed (*vs. NY State average rate*)
- **275+** workshop participants through area BOCES schools
- **Double** the % of eligible Health Home Plus clients receiving services (*vs. NY State average*)
- **Nearly 9 in 10** clients surveyed would recommend an agency program to friends/family
- **~1550 Individuals** trained on opioid overdose reversal with Narcan/Naloxone kits by our Mobile Recovery Unit
- **1st & Only** Nassau County Youth ACT Team launched
- **2500+ People** our patient navigators enrolled in insurance and/or helped with related issues
- **90%** of Crisis Respite guests successfully diverted from ER/Hospital
- **95%** of Congregate Care clients avoided hospitalization, incarcerations and rehab
- **ZERO** employees laid off during the pandemic, thanks in part to donor support
- **7 Years Running** earning drug-free community funding for the Northport-East Northport Community Drug and Alcohol Task Force

2014

Integration of Mental Health, Substance Use, and primary care

Link-AGE (older adults)

2017

CNG opens LI's first CCBHC Pilot expands

Mobile Services

Training regular LI'ers (Narcan, MH 1st Aid)

Same-Day Care

2022

Touching 30,000 people per YEAR

It's okay to make mistakes, but I'm not a mistake.

Theresa grew up with a mom addicted to alcohol.

At age 12, she was pregnant. In her teens she sought belonging and support from a group of people who dealt drugs. She was sexually assaulted. She experienced intense shame. Theresa spent 7 years in and out of jail for selling drugs. She often heard a voice that said, "You're never going to be anything. Nobody loves you. Just kill yourself."

Then she found **CN Guidance & Counseling Services**.

CN Guidance changed her life.

She tells those struggling:

"I don't want to get emotional, but when you think about saving your life and being able to be who you are around people like you, I'm not ashamed; I don't mind crying, because they saved my life. They let me know that it's okay to be me."

"I learned if I wanted to be the best me I could be, I had to address both issues, the mental piece and the substance abuse piece. And nobody ever told me that before."

"I don't hear the stigma anymore."

"What I hear is that there's hope. That's what I hear. There's hope."



DONATE

Help others like Theresa to access hope and help.

Scan to watch Theresa tell her story



Our Mission


CN Guidance & Counseling Services inspires and catalyzes recovery for people living with mental health and substance use conditions through innovative and person-centered integrated clinical treatment, counseling, housing and support services — empowering those served to live healthy and fulfilling lives.

People like Theresa provide examples of CN Guidance’s mission in action, and we would be unable to deliver on this mission without the support of committed partners, funders, and individuals like you.

Gratitude for our Philanthropic Partners and Donors

We are grateful for the support of our philanthropic partners, sponsors, and donors at all levels. Many of those who give choose to remain anonymous, but some of our funders include:



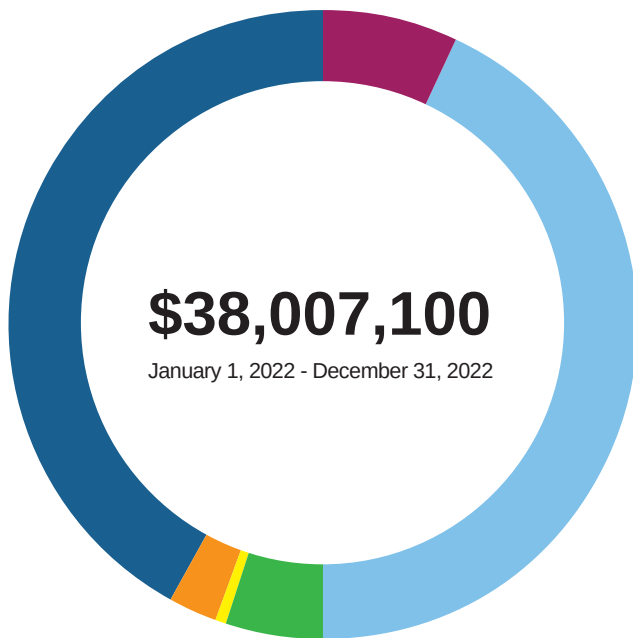
Scan to learn more about our sponsors and how you can get involved 



Revenues

CN Guidance built on our resilience demonstrated throughout recent years with a diversified revenue base sourced across dozens of programs. Revenues in prior years (2018, 2019, 2020, and 2021) were \$27.0M, \$30.2M, \$31.7M, and \$39.1M, respectively.

Note that total 2021 revenues include a \$3.4M Paycheck Protection Program (PPP) loan that was forgiven, and thus our primary agency revenues for 2022 demonstrate continued growth.



Sources of Funds

- Commercial Insurance - 6.8%
- Government Grants and Contracts - 42.7%
- Other - 4.8%
- Medicare - 0.5%
- Rental Income - 3.8%
- Medicaid & Managed Medicaid - 41.5%

Did you know . . .

- CN Guidance delivers services regardless of ability to pay
- We help thousands of Long Islanders obtain insurance to reduce overall costs to individuals, our agency, and the community
- Our agency's success and sustainability depend on dozens of program & philanthropic partners and hundreds of individual donors



Expenses

2022 Expense Categories

Total Expenses = \$36,962,242



\$10,536,000

Integrated Counseling
& Recovery Services
(incl. CCBHC)



\$9,759,000

Residential
Services



\$5,922,000

Other



\$2,677,000

Health Home Care
Management



\$2,797,000

Assertive
Community Treatment
(ACT) Teams



\$1,857,000

PROS



\$911,000

Project
FORWARD



\$2,054,000

Integrated
Primary Care



\$296,000

Drop In /
Starry Night

Statement of Activities

SUPPORT & REVENUE	2022	2021	2020
Medicaid & Managed Medicaid	\$15,487,000	\$16,149,000	\$14,193,000
Commercial Insurance	\$2,766,000	\$2,677,000	\$2,359,000
Government Support (Grants and Contracts)	\$16,160,000	\$12,891,000	\$13,353,000
Other	\$3,461,000	\$7,425,000	\$1,814,000
TOTAL Support & Revenue	\$37,875,000	\$39,141,000	\$31,719,000
		<i>incl. \$3,437,000 PPP loan</i>	
OPERATING EXPENSES			
Program Services	\$32,403,756	\$29,008,988	\$28,105,000
Management & General	\$4,439,837	\$3,442,402	\$3,338,000
Fundraising	\$118,649	\$71,489	\$48,000
TOTAL Operating Expenses	\$36,962,242	\$32,522,879	\$31,491,000

Looking Ahead to the Next 50

CN Guidance is kicking off the next half century of our mission-centered work by building momentum with large, community-centered projects that will advance our innovative services across Long Island.

Projects coming to fruition in 2024 include:



Launch of the Intensive Crisis Stabilization Center

- First of its kind on Long Island
- 24/7/365 Mental Health and Substance Use Crisis Services



Establishing Anchor Location in Suffolk County

- Hauppauge location will house agency administration
- Provides a hub to serve whole of Long Island, end-to-end



Connecting “All Phases of Life” Services

- More services for Children, Youth, and the Elderly
- Expanded focus on Military-connected individuals, those experiencing homelessness, and first responders

How Can I Help?

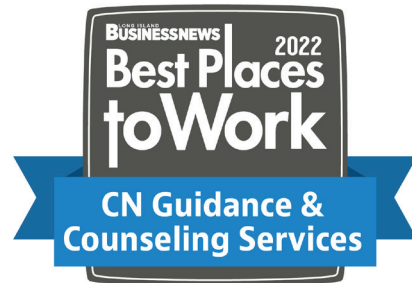
- Introduce us to your business or philanthropy
- Share information about CN Guidance services with people in your life
- Consider giving to join us in helping individuals and families thrive across Long Island



Celebrating Our Staff & Clients

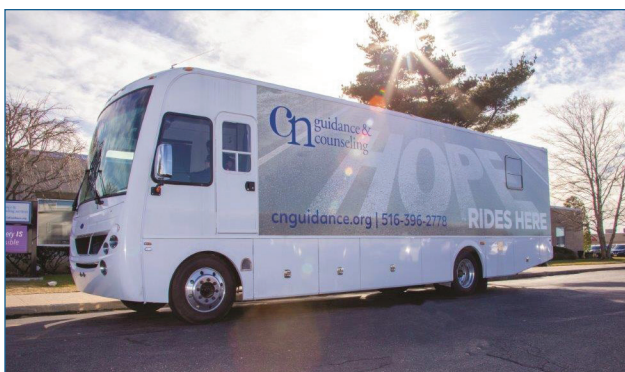
Recognizing Our Supportive Workplace Culture

CN Guidance offers a thriving, engaging environment to work and serve, and our 400+ employees truly make this agency among the best places to build a career.



Team Spotlight: Our Mobile Recovery Unit (MRU)

One of our most visible teams across Long Island, the MRU provides a great example of the community impact we have here each day.



Peers Lead by Example

Our MRU team faces the unexpected each day we venture out, and Peers—trained individuals with lived experience of mental/substance use challenges—play important roles on the team, as clinical director Roseann Falcone explains, “An individual stopped by for information and returned a short time later with a friend. While staff discussed services with the friend, a Peer noticed the individual hunching over his bicycle and slowly fading. The Peer asked a coworker to retrieve Narcan while another called 911. The individual was unresponsive, not breathing, so our team made sure his airway was open and administered Narcan. The individual began to stir and was breathing again as emergency services arrived!”

A Few Staff Highlights from 2022

Our staff work tirelessly to empower our clients to live healthy and fulfilling lives. Each person we work alongside at CN Guidance contributes immensely to the improved health and wellbeing of our community. We celebrate them, and their achievements like these:



Educational Accomplishments

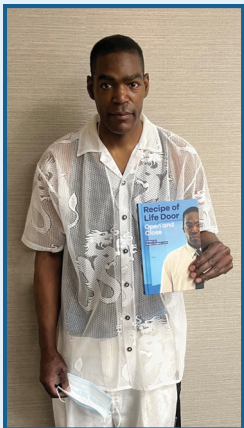
- A Senior Counselor earned his Masters in Social Work
- A Program Supervisor earned her Masters in Social Work
- A Senior Counselor earned her Masters of Science in Mental Health and Wellness

In 2022, Division Director Sherri Kaplan joined past honorees from CN Guidance, Nancy Manigat (2016) and Jaclyn McCarthy (2021), among Long Island's Top 50 Women in Business, selected by a judging committee for her business acumen, mentoring and community involvement.



Remembering Our Clients Are Our Inspiration

We are here to serve, and our clients provide reminders of the importance of what we do every day.



*CNG PROS Client
Gregory E. Lucas
Became a Published
Author*



Celebrating the Lives of Crisis Respite Residents

Organizational Leadership



Cn guidance & counseling services

Chief Executive Officer

Jeffrey A. Friedman

Chief Financial Officer

Jean Bentley, CPA

Chief Operating Officer

Nancy Manigat, MBA, LCSW

Medical Director

Asma Ejaz, MD

Division Director, Integrated and Mobile Treatment Services

Jaclyn McCarthy, LMHC,
CASAC 2

Senior Director of Strategic Alliances and Special Projects

Mary Silberstein, LCSW-R,
CASAC(g), CADC

Division Director, Rehabilitative, HCBS & Care Management Services

Sherri Kaplan, LCSW-R

Director of Population Health

Lorraine Baum, LMSW

Compliance Officer

Ariel Coffman, LMSW

Director of Legal & Healthcare Regulatory Compliance

Robert Benrubi, Esq.

Director of Residential Services

Blair Lawson, MPA

Network Administrator

Ronaldo Landas

Director of Human Resources

Carol Otero

Controller

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