fresh·start

ann arbor

2025 IMPACT REPORT

FISCAL YEAR 2025

October 2024- September 2025

PRESENTED FOR THE COMMUNITY AT THE 2025 ANNUAL MEETING OF THE FRESH START BOARD OF DIRECTORS

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EXECUTIVE SUMMARY

Living with mental illness can be challenging. According to the National Alliance of Mental Illness (NAMI) 2025 fact sheet, **1 in 5** adults experience mental illness each year. **1 in 20 US adults experience a serious mental illness each year,** impacting **457,000 Michigan adults**. Serious mental illness can substantially interfere with a person's life and path to recovery.

Since 2000, Fresh Start Clubhouse of Ann Arbor (FSC) has provided a community of problem-solvers who bring different perspectives, ultimately empowering people with mental illness to take the next steps in their mental health recovery.

Fresh Start Clubhouse of Ann Arbor is pleased to present its 2025 Impact Report, including a comprehensive analysis of data, key highlights and successes, reflections, Clubhouse member stories, and what is on the horizon as we head into 2026.

As FSC celebrates 25 years in community, we proudly continue to provide an inclusive space for individuals to:

Seek meaningful connection with others in their community

Build skills in areas like cooking, job preparation and training, and communication

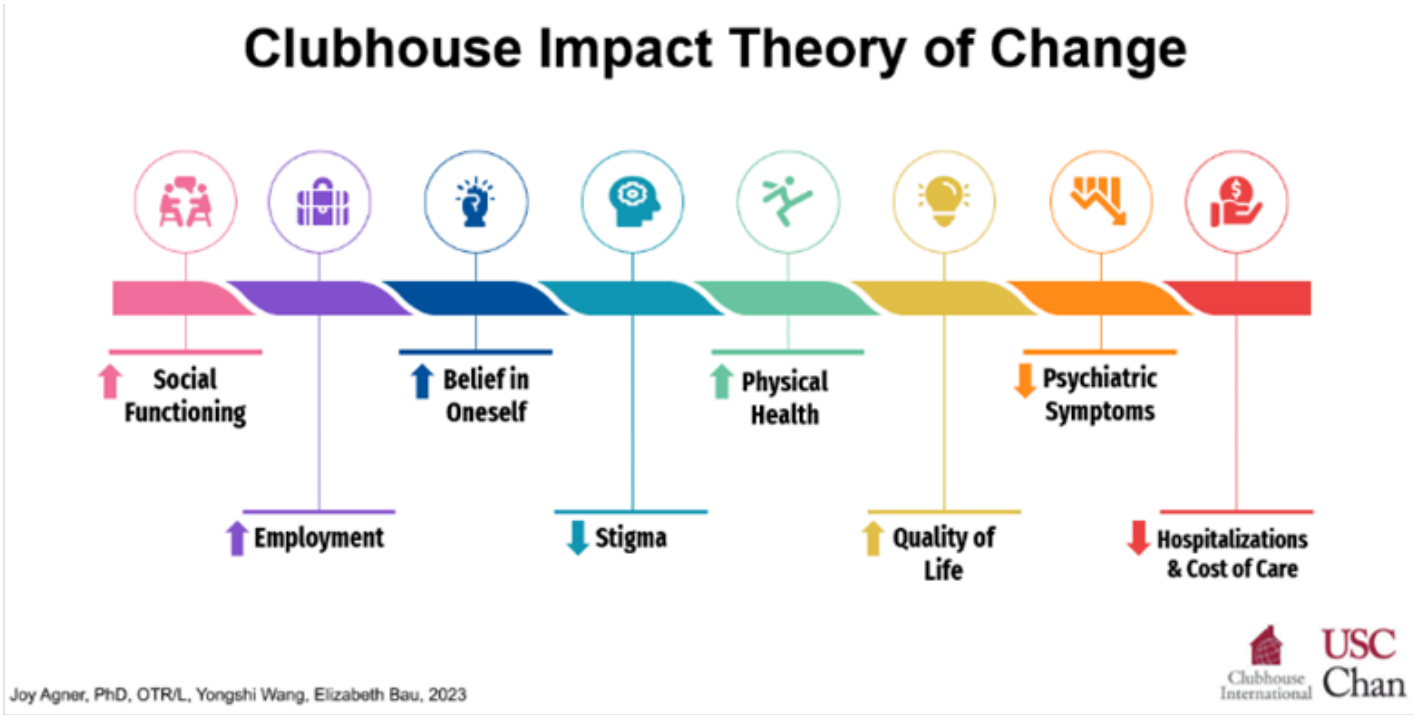
Get involved in social activities, such as wellness walks, games, crafting, movies, and camping

Work on personal goals in a structured environment with peer support

Participation in Clubhouse membership has proven positive outcomes for members in areas of employment, physical health, and quality of life. (Clubhouse International, 2023)

CONTEXT

Since 2011, Fresh Start Clubhouse of Ann Arbor has been accredited by Clubhouse International, a non-profit organization that helps start and grow Clubhouses globally. Our accreditation is a research-based quality assurance that ensures successful outcomes.



Clubhouse International worked with University of Southern California to develop an integrated theory of change, illustrating how the **increase** of individual areas of impact result in a **decrease** in areas of psychiatric symptoms and hospitalizations & cost of care.

In 2025, FSC worked towards and fulfilled its goals through major activities:

- 2024 Member Satisfaction Survey
- Clubhouse Giving Day
- Half-day Visioning Retreat
- Moved to a bigger, more independent space with a full kitchen and private garden

Utilizing the integrated approach aligned with Clubhouse International, FSC takes a multi-faceted approach rooted in member strength and potential to enable individuals to regain control of their mental health and thrive in their community.

GOALS & HIGHLIGHTS

The three-year Michigan Medicine grant was awarded to the clubhouse in 2023. The project purpose was to support clubhouse efforts to expand services to those who would otherwise be ineligible, such as non-Medicaid/CMH folks and those without formal behavioral health diagnoses.

The five original three-year grant goals, along with the newly added sixth goal in 2025, all align with the **Clubhouse International Quality Standard** categories:

- **Funding, governance, and administration**: Goal 1 & 6
- **Relationships**: Goal 1 & 5
- **Membership**: Goal 2, 4, & 5
- **Functions of the House**: Goal 3

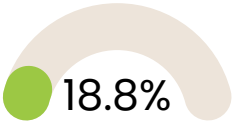
Highlights

- Former FSC Executive Director, Summer, supported advocacy through Clubhouse Michigan, UM CURIS, and the Ginsberg Center, producing an advocacy toolkit for Michigan clubhouses with funding from Fountain House United
- Taylor, a FSC member and former board member, is now a Clubhouse International Faculty. With MDHHS support, she presented at the World Seminar on inclusive research and how member participation strengthens evaluation and outcomes
- FSC was awarded the Clubhouse Innovative Prevention Grant Pilot providing $50 per non-Medicaid member per day, running through Sept 2025 with the possibility of renewal
- For Clubhouse Giving Day 2025, FSC had the most individual donors (54) of all clubhouses nationally and was 5th in the rankings for total amount raised ($12,168) out of 43 clubhouses nationwide.
- Members and staff have had two recent local radio appearances to promote FSC

ANNUAL SATISFACTION SURVEY

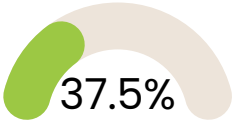
Fresh Start Clubhouse distributes a yearly member satisfaction survey to collect feedback about member experiences, which is also shared with Washtenaw County CMH for reporting purposes. Questions are focused around what is going well, what could be improved, and how the Clubhouse can better support its members in reaching their goals. Responses were collected from **March 31st to April 15th 2025** and **16 Members** completed the survey.

Employment



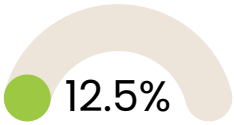
Respondents who would like Clubhouse assistance with finding **employment**

Education



Respondents who would like Clubhouse assistance with finding **education**

Living Independently



Respondents who would like Clubhouse assistance with finding **independent living**

Areas of Need

- Discovering my skills
- Getting my GED
- Learning more about my job and building experiences
- Updating my resume
- Helping complete paperwork

Identified Barriers

- Social security/disability
- Personal fears
- My physical and mental health
- Perception of my age being a barrier
- Lack of experience
- Not sure if I'm ready
- Finances

Quantitative Data Analysis

More than 80% of responding members were satisfied with socialization, staff, overall impressions, and community health needs priority areas.

56.3% of responding members are attending the clubhouse at their ideal rate, with the rest of respondents (43.8%) wanting to **increase their attendance.**

44% of responding members are interested in **finding a job and going to school,** and are **already living independently.**

Areas for improvement: Increasing unit meeting energy and participation of clubhouse members during unit meetings.

Insight from Visioning: Offer the survey during a social recreation activity to boost engagement.

CLUBHOUSE VISIONING

Fresh Start Clubhouse, in partnership with JH Solutions & Consulting, hosted a visioning retreat during the summer of 2025. They spent **two half-days** together dreaming up what comes next for the Clubhouse. They also debriefed the preliminary results and gained additional feedback with members who could not attend at a virtual house meeting two weeks following the retreat. **Twenty-six unduplicated participants** (Board of Directors, staff, members) **attended the retreat days.**

STRENGTHS

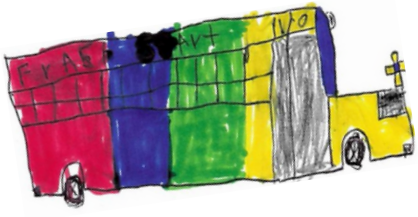
- Community & Relationships
- Collaboration & Teamwork
- Structure & Support
- Work-Ordered Day: Skill building

Overall Theme	Clubhouse Int. Standard	Identified Opportunity
Transportation	Transportation	Reliable and affordable, in-house transportation (van or bus)
Community/ Belonging	Membership & Relationships	Desire for more members to join, more multicultural options, and more participation
Employment/ Education	Employment & Education	Access to more TE, study support, job connections.
Growth/ Expansion	Funding & Space	Pre-pandemic structure and opportunities: more staff/members and sustainable funding
Recovery	Functions of the House	Medicaid help, more local resources, more work-ordered day units

Dream FSC Headlines

- "FSC celebrates its robust transitional employment program"
- "Record recovery for those with Mental Illness"
- "FSC: the most members of ALL clubhouses!"
- "FSC has purchased their first housing community!"
- "FSC opens new training center in MI!"
- "FSC has its own Bus!"

Result from Visioning: Vision Statement options and decision-making protocol shared with members to pick their 2026 Vision Statement.



REVENUE ANALYSIS

The **FY25 revenue** increased by **50.42%** from FY24, and more than $500K since **FY23**, growing nearly **4x its size** in just two years.

$798,207
FY25

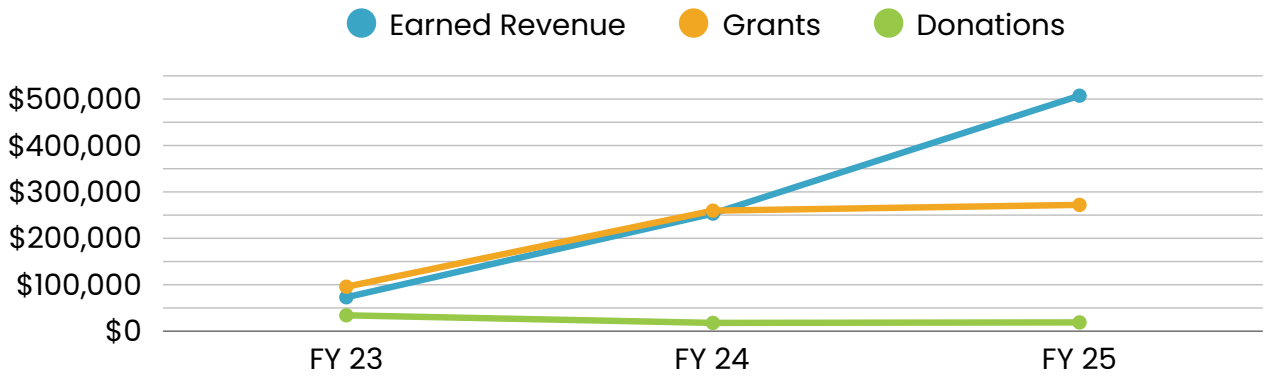
$530,661 FY24

$202,858 FY23

Revenue is comprised of three major categories:

- **Earned revenue**: mostly CMH contracts (billing), facilitation, merchandise, concessions
- **Grants**: corporate, foundation
- **Donations**: individual, in-kind, fundraising

In FY25, **earned revenue** more than doubled from FY24, resulting in a **$253,988** increase.



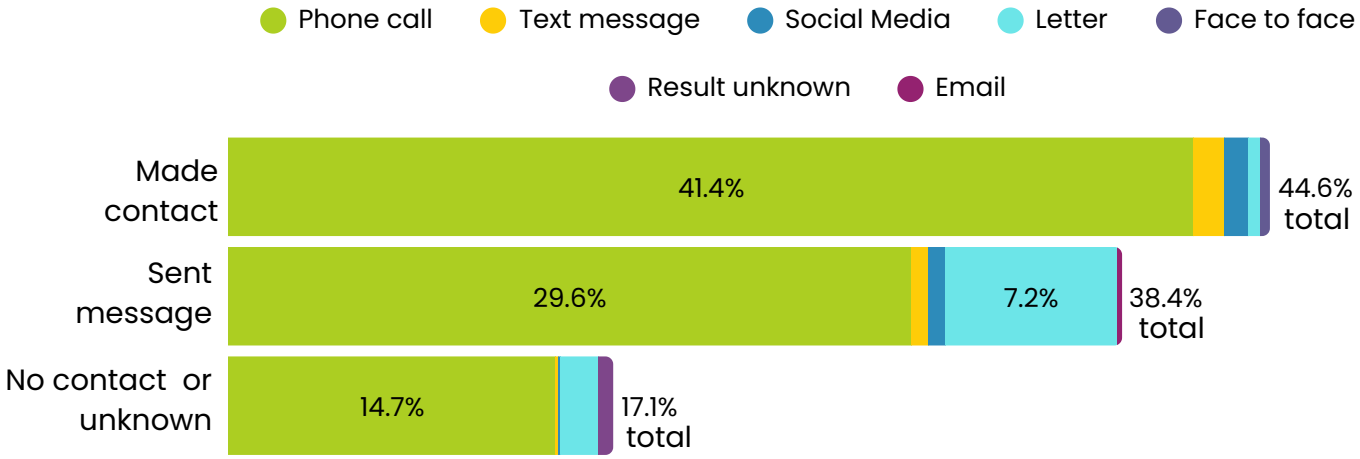
Key Insights

- In FY23 and FY24, earned revenue and grants were similarly paced in terms of revenue composition. In FY25, earned revenue increased by more than 2x the amount of FY24.
- With a 50.42% revenue increase from FY24 → FY25, FSC is able to support essential services and maintain a sustainable funding strategy.
- Each donation makes a difference to our members and community, reflecting the collective commitment to our community's well-being and growth. This year (FY25), more than 200 individuals donated on Clubhouse Giving Day!

MEMBER OUTREACH

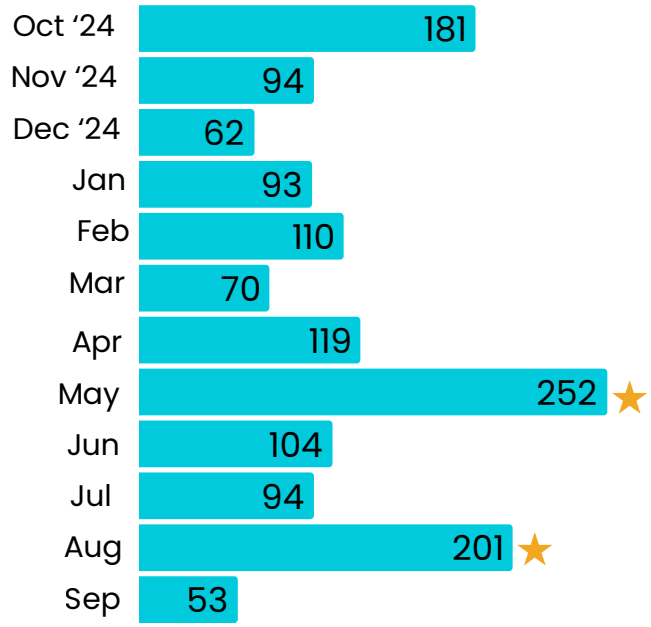
With connection and meaningful engagement being top goals of FSC and Clubhouse International, reaching out to members is a key piece of the work we do. Staying in touch with members increases connection and helps decrease isolation.

In FY25, **1434 reach out attempts** were collectively made by 49 distinct members. **Phone calls** were the most common method of outreach, followed by **written letters**.

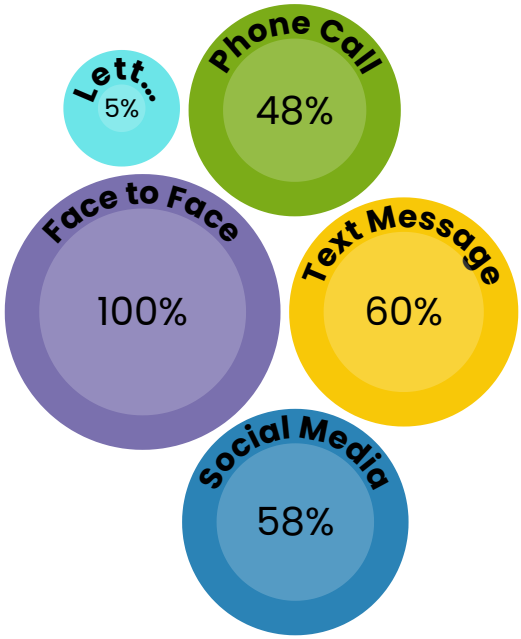


Please note: text message, social media, letter, face-to-face, result unknown, and email make up .2-2% of outreach attempts per method.

Prominent activities of the year included Clubhouse Giving Day in **May** and revamping member orientation in **August 2025**.

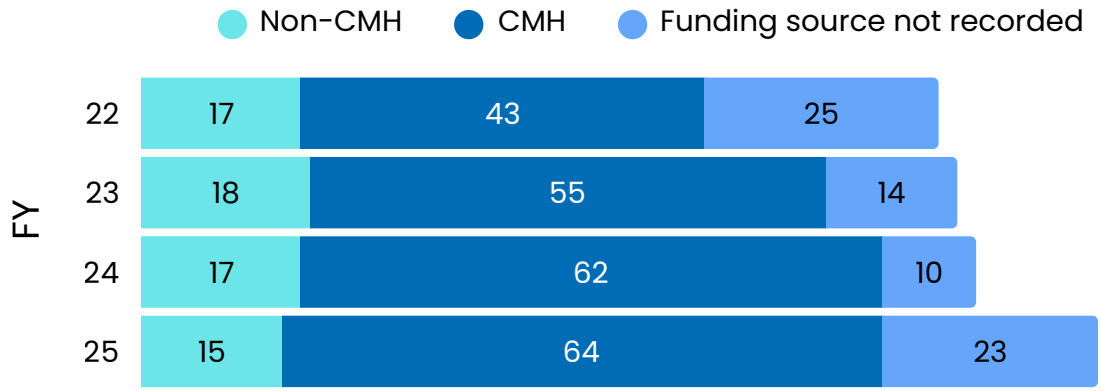


Of the attempts where contact was made, **face-to-face** had a **100%** success rate.

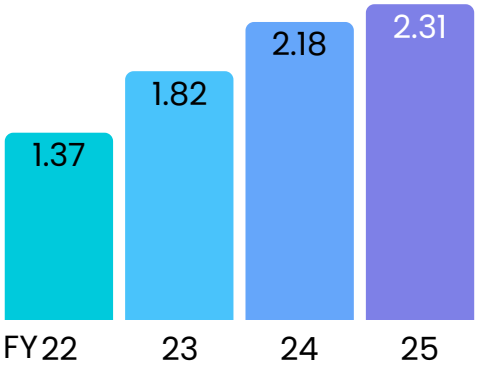


MEMBER ENGAGEMENT

Since FY22, membership rates have **increased by 20%.**



In **FY25**, members spent an average of **2.31 hours** per day at the Clubhouse, a 169% increase from **FY22**.



During their time at the Clubhouse, members engage in activities like:

- Count, manage, and close the cash register for our snack bar
- Answer phones and assist with correspondences to other members
- Participate in daily meeting facilitation, weekly decision-making, and weekly menu planning and grocery shopping
- Greet visitors and check the mail
- Write, lay out, design, print, and mail the Fresh Prints bi-weekly newsletter

Key Insights

- The non-CMH and unknown funding sources have not changed much, while the CMH funding source has continued to grow in member attendance.
- As of August 2025, **26% of our membership is non-CMH*** (non-Medicaid)

**data from recent CIP grant report with more accurate details of the "funding source not recorded" category*

- Hours spent in the Clubhouse went from an average of 3.19 in July to 3.61 in August 2025, approximately a 13% increase, and a **32% increase since February** 2025
- In 2025, FSC offered/hosted **112 social rec/after hours** opportunities, which averaged to about **two social rec opportunities a week**.

WHAT'S NEXT

The progress made this year would not be possible without the **strong resiliency** of our staff, Board of Directors, and, most importantly, our members. The energy of the progress made this year is propelling us towards our FY26 goals with a fresh new momentum.

In 2025, we made strides towards making the clubhouse work better as a whole and providing more meaningful and engaging opportunities for members. We added four after-hours options to the weekly schedule (Monday, Tuesday, Thursday from 4:30-6pm) and maintained the bi-weekly Fresh Prints Newsletter, which is written, produced, printed, and mailed **by members for members**. In 2026, we plan to focus on expanding these offerings to align with our UM Grant Goals and Clubhouse International Standards.

At the end of 2025, our Executive Director, Webb, will be speaking at the Michigan Occupational Therapy Assoc. and Community Mental Health Assoc. of Michigan fall conferences on the subject of integrating the Clubhouse Model into clinical practice for recovery-oriented mental health. Research in the efficacy of Clubhouses shows how we can be **integral to mental health recovery and drastically reduce costs across the continuum of care**. The rapidly changing and evolving federal funding landscape has mental health and community services facing drastic cuts which directly and acutely impact the majority of those we serve. Therefore, it is important to build awareness of the impact and real value of what we do. It is also critical that communities like ours **think strategically about how we can advocate for and support our members.**

#	Recommendations/Goals	Priority
1	Seek out additional community, non-CMH referral sources	HIGH
2	Expand and fund transportation supports for all members	HIGH
3	Utilize new Employment/Education room for study groups, resume writing, and mock interviews	MEDIUM
4	Host Schizophrenia Alliance meetings at FSC	MEDIUM
5	Increase member engagement in ongoing feedback: Offer the satisfaction survey during a social recreation activity	LOW

Created in partnership with JH Solutions and Consulting, LLC

Join the Board of Directors: email boardofdirectors@freshstartclubhouse.org

Become a member: visit freshstartclubhouse.org

Satisfaction Survey Summary Report
May 2025

Quick Facts

Fresh Start Clubhouse created a satisfaction survey for its members to collect feedback about member experiences. Questions were focused around what is going well, what could be better, and how the Clubhouse can better support its members in reaching their goals.

Responses were collected between **March 31 and April 15, 2025**

16 members* completed the survey

**represent the current, most active participants at FSC*

Survey Focus Areas

- Socialization
- Experiences with FSC staff
- Overall impressions of FSC
- Community Health Needs Priorities
- Employment
- Education
- Housing

Quantitative Data Analysis

More than 80% of responding members were satisfied with socialization, staff, overall impressions, and community health needs priorities at the clubhouse.

56.3% of responding members are attending the clubhouse at their ideal rate, with the rest of respondents (43.8%) would like to **increase their attendance** at the clubhouse.

44% of responding members are interested in **finding a job and going to school, and are already living independetly.**

Areas for improvement: Unit meeting energy and participation of clubhouse members during unit meetings.

Supports

Members shared specific ways in which they could be supported in achieving their goals at the Clubhouse.

- Access to reliable transportation like a bus fare card/stipend
- Extended Clubhouse hours to include work-ordered day mirroring typical working hours (9a-5p)

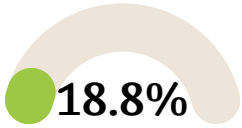
Challenges

Members shared specific challenges they experience relate to attending the Clubhouse.

- Juggling busy schedules and commitments outside of the Clubhouse
- Follow through on commitments and mental health

30.77% of respondents shared that they experience no challenges related to attending the Clubhouse.

Employment



Respondents who would like Clubhouse assistance with finding **employment**

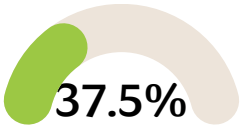
Identified areas of need

- Discovering my skills
- General support
- Learning more about my job and building experiencing
- Updating my resume

Identified barriers

- Social security/disability
- Personal fears
- My health
- Perception of my age being a barrier
- Lack of experience
- Not sure if I'm ready

Education

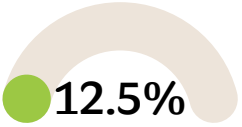


Respondents who would like Clubhouse assistance with finding **education**

- Getting my GED
- Getting me into school

- Social security/disability
- My mental health
- Money/Cost

Living Independently



Respondents who would like Clubhouse assistance with finding **independent living**

- Helping complete paperwork
- Getting correct documentation
- Needing assistance with grocery shopping

- Relapses in mental health
- Finances/costs

Visioning Retreat Summary

July 28 and August 1, 2025

Visioning Retreat Overview

18 + **14** = **32**

# of participants July 28

# of participants August 1

Total # of participants

- **6** members attended <u>both</u> July 28 and August 1 sessions
- **26** unduplicated participants (Board of Directors, staff, members)

Key Components

- Shared gathering agreements
- Member-led
- Informed by member feedback
- Aligned with Clubhouse International Standards

2025 Annual Satisfaction Survey

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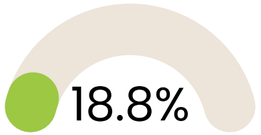
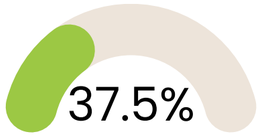


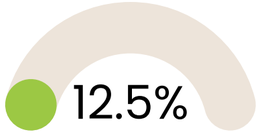
Respondents who would like Clubhouse assistance with finding **employment**

Education



Respondents who would like Clubhouse assistance with finding **education**

Living Independently



Respondents who would like Clubhouse assistance with finding **independent living**

Areas of Need

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Quantitative Data Analysis

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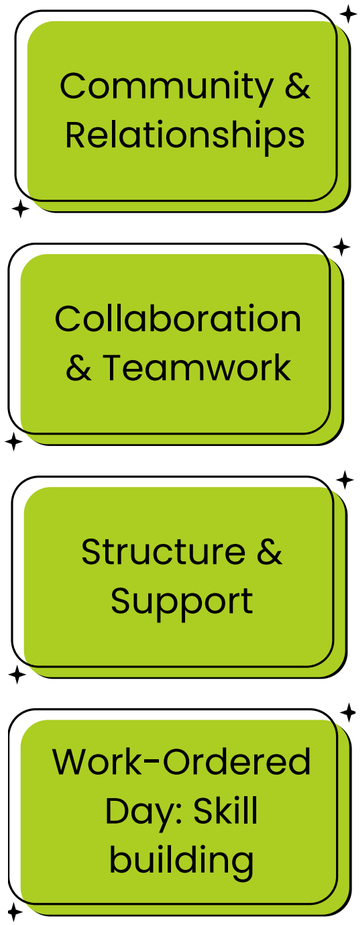
- **Areas for improvement:** Increasing unit meeting energy and participation of clubhouse members during unit meetings.

Insight from Visioning: Offer the survey during a social recreation activity to boost engagement.

Reactions to 2025 Satisfaction Survey

- How do we get more feedback from people who are not “frequent flyers”?
- How do we get more people to take the survey?
- People in-room felt results did match their perceptions but recognized that this does not represent ALL Clubhouse members

Strengths



- Members are kind to one another
- Clubhouse community feels like family
- Clubhouse helps me reach personal goals
- The new space is very inviting: loving the new kitchen, accessible space, and layout
- Feel supported by staff and other members

Opportunities (Ways we can grow)

Overall Theme	Clubhouse Int. Standard	Identified Opportunity
Transportation	Transportation	Reliable and affordable, in-house transportation (van or bus)
Community/ Belonging	Membership & Relationships	Desire for more members to join, more multicultural options, and more participation
Employment/ Education	Employment & Education	Access to more TE, study support, job connections.
Growth/ Expansion	Funding & Space	Pre-pandemic structure and opportunities: more staff/members and sustainable funding
Recovery	Functions of the House	Medicaid help, more local resources, more work-ordered day units

Aspirations/Dreams

- Clubhouse has its own transportation
- Greater number of staff to accommodate expanded membership
- FSC has its own housing
- FSC can offer financial support to members
- More member involvement in WOD
- Enhanced accreditations and standards to become a training Clubhouse

Results (the ‘Headlines’)

Dream FSC Headlines

- “FSC celebrates its robust transitional employment program”
- “Record recovery for those with Mental Illness”
- “FSC: the most members of ALL clubhouses!”
- “FSC has purchased their first housing community!”
- “FSC opens new training center in MI!”
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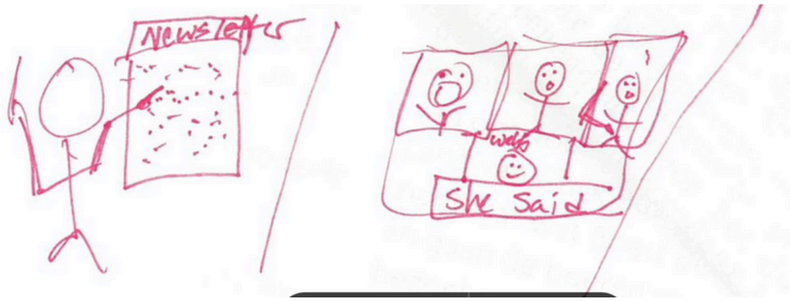

2026 Vision statements coming soon!

Created in partnership with JH Solutions and Consulting, LLC

THANK YOU,
FSC members, staff, board of directors, and community, who made this possible!