

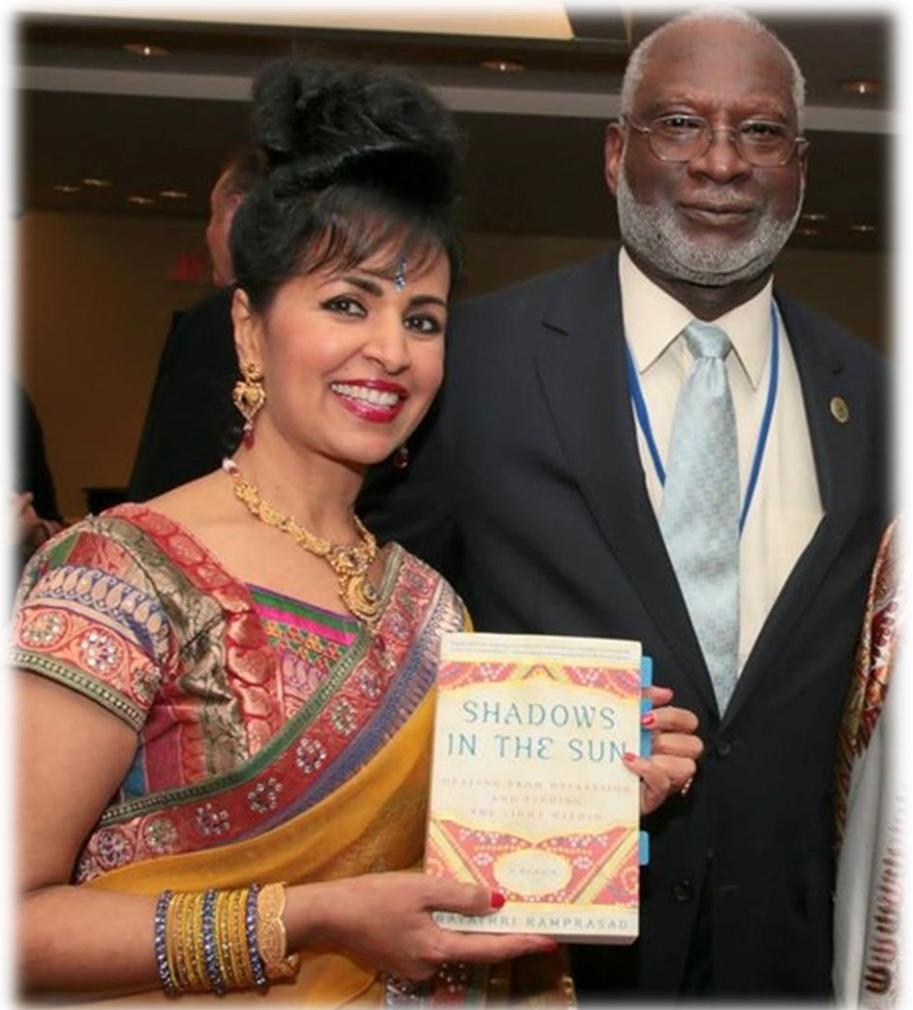


*Promoting mental health awareness,
hope, and holistic wellness*



ASHA International • P.O. Box 91232, Portland, OR 97291 U.S.A. • 971-340-7190 www.myasha.org

2014 Annual Report



A Message from the Founder & President

THE POWER OF A PROMISE

Namaste,

Welcome to ASHA International!

I was born and raised in Bangalore, India, amidst ancient traditions, and a large, loving extended family. My happy childhood, however, gave way to a traumatic adolescence. By the time I was 18, I was debilitated by generalized anxiety disorder and panic attacks. At 23, as a young mother in America, I struggled to free myself from the death-hold of depression.

On April 30, 1989, confined in the seclusion room in a psychiatric ward in America, stripped of freedom, dignity, hope and humanity, I promised to emerge a messenger of hope and healing. For every indignity that I had suffered in shame and silence, I promised to fight to restore my dignity and the dignity of others like me around the world. For every moment that my family and I had lived in despair, I promised to bring hope to the lives of others like us.

ASHA International is the culmination of that promise!

Our mission is to promote personal, organizational, and community wellness through culturally-responsive mental health education, training, and support. Since the launch of our wellness campaign, *Healthy Minds, Healthy Lives* in 2006, my colleagues and I have had the privilege to reach out and touch the lives of nearly 35,000 people, nationally and internationally, with a resounding message of hope and recovery. We are eternally grateful to our donors, sponsors, and volunteers, who make it possible for us to promote mental health awareness, and bring hope and healing to people's lives.

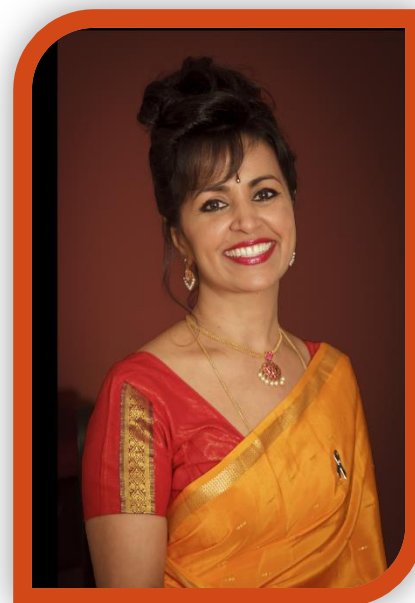
1 in 4 people in the world struggle with a mental illness. Yet, a majority of them don't seek help because of stigma, discrimination, and lack of affordable care. Please help us help them. Together, we can empower people to overcome barriers to recovery and achieve wellness. Together, we can create communities of hope, understanding, compassion and inclusion, where every man, woman, and child struggling with mental illness can find the love, treatment and support they need to thrive.

With gratitude,



Gayathri Ramprasad

Founder & President



HEALTHY MINDS, HEALTHY LIVES



Mental Health is integral to an individual's overall health and wellbeing. ASHA International's wellness campaign, *Healthy Minds, Healthy Lives* promotes personal, organizational, and community wellness through peer-led, culturally-responsive, mental health education, training and support.

We offer:

- ❖ Mental Health Education Programs
- ❖ Wellness Workshops
- ❖ Cultural Competence Training
- ❖ Peer Mentoring
- ❖ Referrals & Resources

TESTIMONIALS



“Gayathri Ramprasad’s story of recovery and self-transformation is a marvel and inspiration for all of us – those who suffer, those who serve – that even at the darkest moments, hope, recovery and peace are possible.

— Christopher Gordon, M.D., Associate Clinical Professor of Psychiatry, Harvard Medical School, President & Medical Director, Advocates Incorporated

“Healing From Depression: 8 Keys to Help You Recover & Thrive was not just another training on depression and how to counsel people with depression. It was a real, raw look inside the disease. Gayathri’s humanistic approach to recovery and wellness is unlike anything I’ve heard. She provides more than 8 keys; she goes in-depth with an experiential approach and involved discussion with the audience. I have been providing trainings in the behavioral health field for five years and I have yet to experience such a powerful event. As a professional myself I highly recommend this training for people who live with depression, professionals from all industries and fields, family members and friends.”

— Larisa Klein, MA, Director, Business Development, Cedar Hills Hospital

TESTIMONIALS



“Julie Fast’s talk on bipolar disorder was eye-opening, informative and heartfelt. The information was clear and spoke to Julie’s ongoing struggle with this crippling disorder and put a human face on an issue that most of us either only read about or try to ignore when it happens to or around us. I felt that the presentation and the discussion that followed helped my coworkers and me talk about mental health issues without the stigmas that, for whatever reason, still plague most conversations about mental health. The more everyone discusses these tough issues the easier it will be for the afflicted to come forward for help, and the more receptive those in a position to help will be.”

— Stephan Williams, Engineering Standards and Technical Services, Smart Grid Associate Engineer, PacifiCorp

“Great presentation! It made me feel hopeful in dealing with my husband’s anxiety. I think it was realistic and provided healthy encouragement to him to actually deal with it. And, it provided options that people can do in everyday life to make things manageable. Thank you!”

— Help for Anxiety – Workshop participant

A Message from the Founder & President

A MISSION POISED TO SCALE

Dear friends,

ASHA International is dedicated to continue its life-transforming outreach in the years to come.

Lean and fiscally responsible, in FY2014, ASHA Internationally allocated \$0.81 of every dollar directly to its programs.

In addition to maintaining a balanced budget, the organization experienced many successes during FY2014:

We touched the lives of 7,974 people across America and around the world – we served 3,945 people through our mental health education programs, wellness workshops and cultural-competence trainings, reached 3,999 people through our newsletter, *Healthy Minds, Healthy Lives*, and empowered 30 families on their road to recovery through our peer mentoring & referral services.

My memoir, *Shadows in the Sun: Healing from Depression and Finding the Light Within* was published by Hazelden in March 2014 to rave reviews. Random House India published the book in India in October 2014, and Manovikas Prakshan has translated the book into Marathi. As the ground-breaking, first-ever memoir of a journey through mental illness written by a person of Indian origin, the book offers a first-of-its kind cross-cultural insight into the debilitating impact of depression, and the triumphant road to recovery. I am deeply grateful for the heartwarming responses I have received from readers around the world.

It is with pleasure that I present ASHA International's Annual Report. And, hope you are as excited as I am as ASHA International is poised to transition from a startup nonprofit to a self-sustainable social enterprise. Partner with us as we embark on another exciting year dedicated to promoting wellness at home, at work, and in the community. Together, we can change lives, perhaps even save lives.

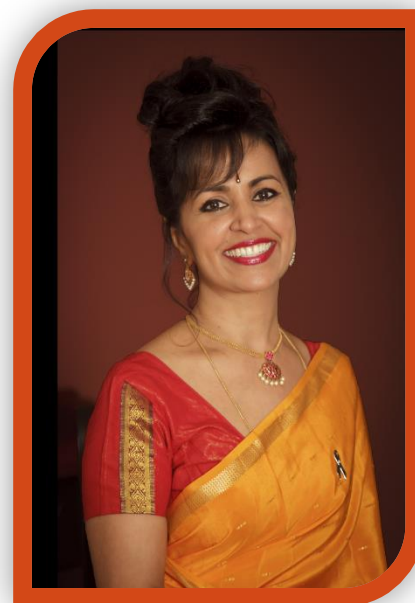
I look forward to our collaboration.

Namaste,



Gayathri Ramprasad

Founder & President



HELP US CREATE COMMUNITIES OF HOPE & HEALING
GET INVOLVED. YOU CAN MAKE A DIFFERENCE.



SPONSOR

Sponsor our programs to promote mental health awareness and holistic wellness in your community. Our speakers are available to present at your events, conferences and symposiums. To learn more about how to become a sponsor, please visit

www.myasha.org

DONATE

In order for ASHA International to continue our life-saving mission, Individual and corporate donations are essential. To make a donation, please visit www.myasha.org

STAY CONNECTED

Please sign-up for our **Healthy Minds, Healthy Lives** newsletter at www.myasha.org
This free monthly publication features wellness articles, upcoming events, and personal stories of hope and recovery from around the world.

GOVERNANCE

Board of Directors

At ASHA International, we are grateful for the diverse expertise and dedicated services of our Board members. Each of them brings with them knowledge and experience that has greatly contributed to the advancement of ASHA International's mission, and the wellbeing of the global community we serve.

Gayathri Ramprasad, MBA, CPS – Founder & President

Kathy Van Riesen – Secretary

Shailajah Prasannan – Treasurer

Julie A. Fast – Director

Kat Hendrix – Director

Barbara Maloney, Ph.D. – Advisor

Don Moore – Advisor

James Boehnlein, M.D. – Advisor

John Head – Advisor

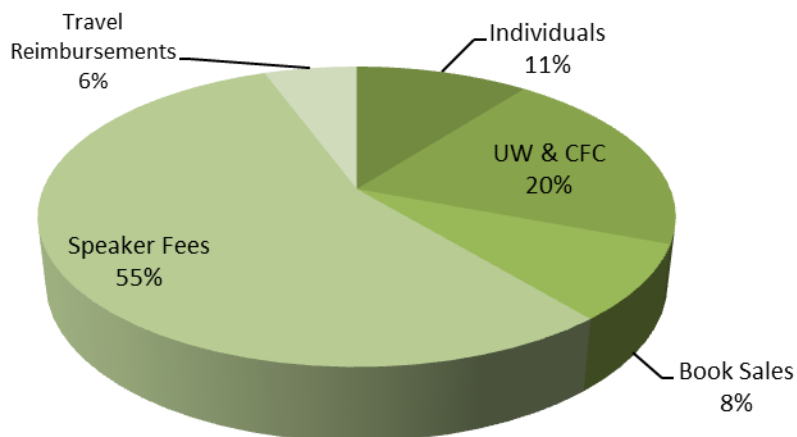
Kalindi Kapadia – Advisor

Larisa A. Klein – Advisor

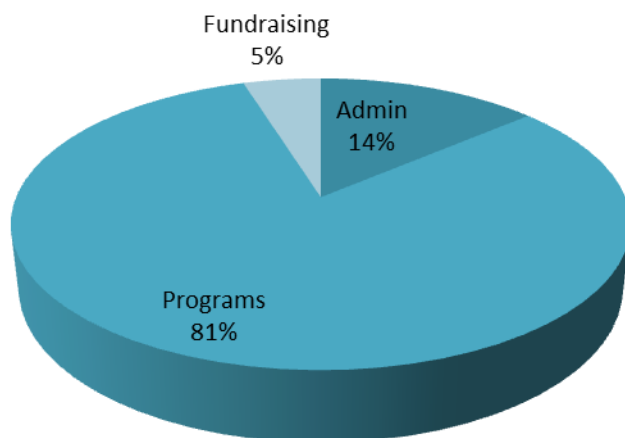
William Wilson, M.D. – Advisor

2014 Financial Data

Current Year Sources of Income



Current Year Allocation of Expenses



2014 Financial Data

Income Statement

2014 Condensed Statement of Activities	
Revenues	
Contributions, Gifts, Grants	\$ 7,728
Program Revenues	\$ 14,318
Other	\$ 1,435
Total Revenues	\$ 23,482
Expenses	
Program Services	\$ 17,394
Management and General	\$ 2,950
Fundraising	\$ 1,034
Total Expenses	\$ 21,378
Total Change in Net Assets	\$ 2,104

Balance Sheet

2014 Condensed Statement of Financial Position	
Assets	
Cash	\$ 47,113
Contributions Receivable	\$ 192
Other Assets	\$ -
Total Assets	\$ 47,305
Liabilities and Net Assets	
Liabilities	\$ 367
Unrestricted Net Assets	\$ 46,938
Total Net Assets	\$ 46,938
Total Liabilities and Net Assets	\$ 47,305