



Be the
CHANGE
IN MENTAL HEALTH

2023 ANNUAL REPORT

Presented by
**Be the
Change in
Mental
Health**

btcmmentalhealth.org

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About Be the Change in Mental Health



Be the Change in Mental Health is a California Non-Profit 501(c)3 Corporation formed to bring cutting-edge therapies to help people with a range of goals, from overcoming treatment-resistant mental health conditions to supercharging current well-being to achieve greater meaning, depth and resiliency in life.

- Psychedelic-Assisted Psychotherapy
- NeuroStar® Transcranial Magnetic Stimulation
- Available to the public in a safe, medically-supervised, legal manner
- Licensed therapists
- Medical physicians



Meet Our Team

DR. MARISHA CHILCOTT - FOUNDER, CEO



Marisha Chilcott is a Board Certified Family Physician who earned her MD at UC Davis School of Medicine and completed her residency at the Contra Costa Family Medicine program in Martinez, CA. Before medical school, she worked as a consultant in the electric utility industry, focused on demand-side management program evaluations and software development. She has a BA in Mathematics from UC Berkeley.

MICHELLE CRIPPEN DIRECTOR OF OPERATIONS



Michelle Crippen joins Be the Change in Mental Health with a business and entrepreneurial background. Prior to joining the clinic as the Director of Operations, she managed a local health and wellness studio for seven years. She has always been driven by helping others and assisting individuals in becoming the best versions of themselves. Michelle is a part of the founding team and acts on the Board of Directors at Be the Change in Mental Health.

GIANA CHILCOTT DIRECTOR OF PARTNERSHIPS AND OUTREACH



Giana Chilcott, formerly "Roberge", is a world-class athlete, clinician, and spokesperson and adds a unique perspective to business. Giana was a professional cyclist for 20 years – and at times simultaneously competed as a professional equestrian. Her unrivaled knowledge, experience and training methodologies within the sports arenas provide rare experience in addition to the mosaic of staff experience at BTC. She raced for the US National Team, representing the US internationally at many events including the World Championships and is a former World Champion and multi-time National Champion



BTC's Vision And Mission

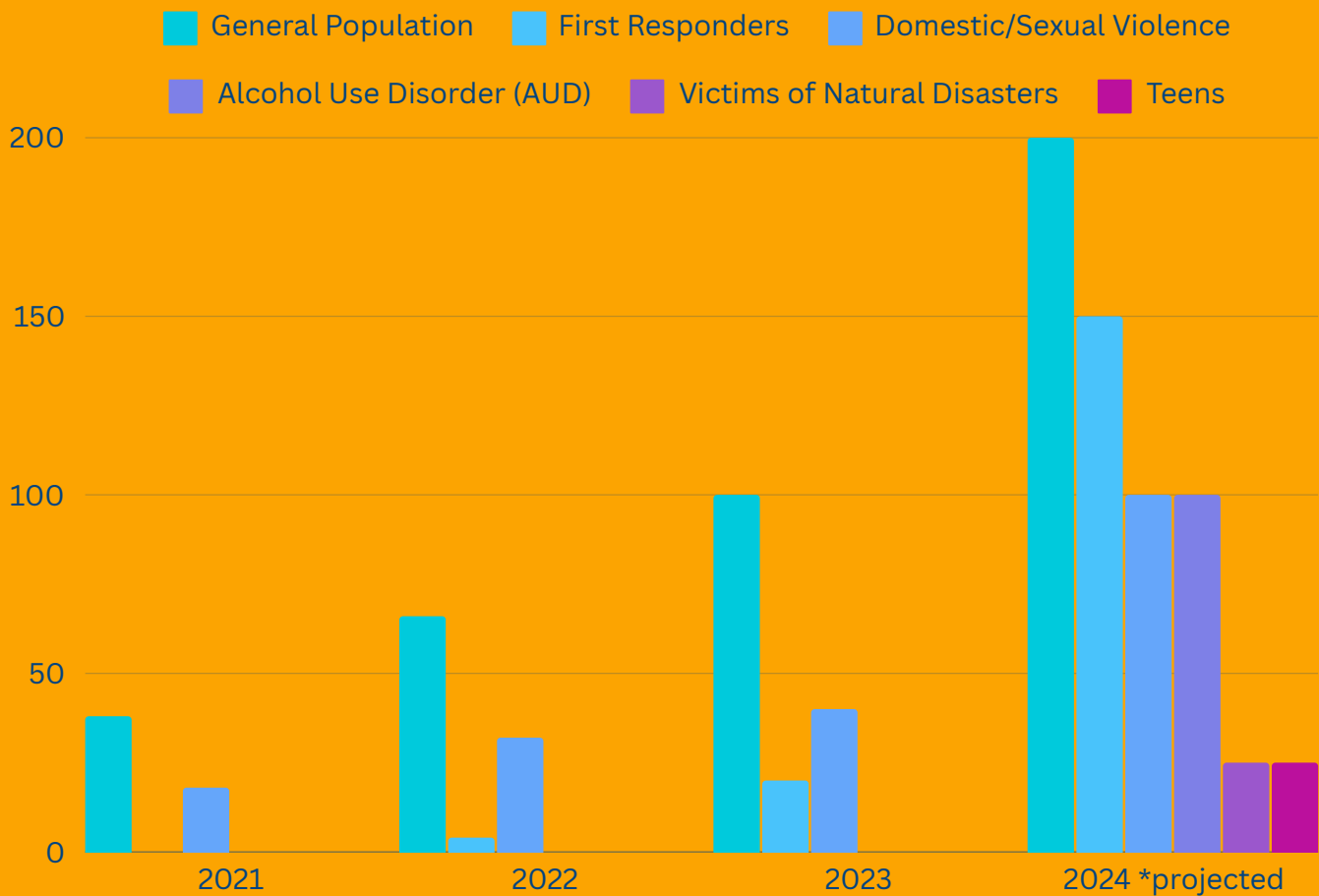
Vision

Our ultimate goal is to create a scalable model for additional clinics, enabling us to reach and positively impact millions of individuals. We believe that the therapies we offer have the potential to be life-saving for many, and we are committed to expanding access to these transformative treatments.

Mission

We are dedicated to transforming the landscape of mental healthcare through innovative and scientifically-backed approaches. Our mission: to make psychedelic-assisted psychotherapy and other groundbreaking treatments accessible to all in a safe, medically-supervised and legal environment. We are driven by a commitment to revolutionize mental wellness. We prioritize scientific rigor and adhere to all relevant regulations and guidelines. Our treatments are conducted according to scientifically-proven protocols, and our licensed professionals operate within the framework set forth by the Department of Justice, the California Board of Medicine, and Lykos Therapeutics (formerly MAPS PBC).

Sectors Treated

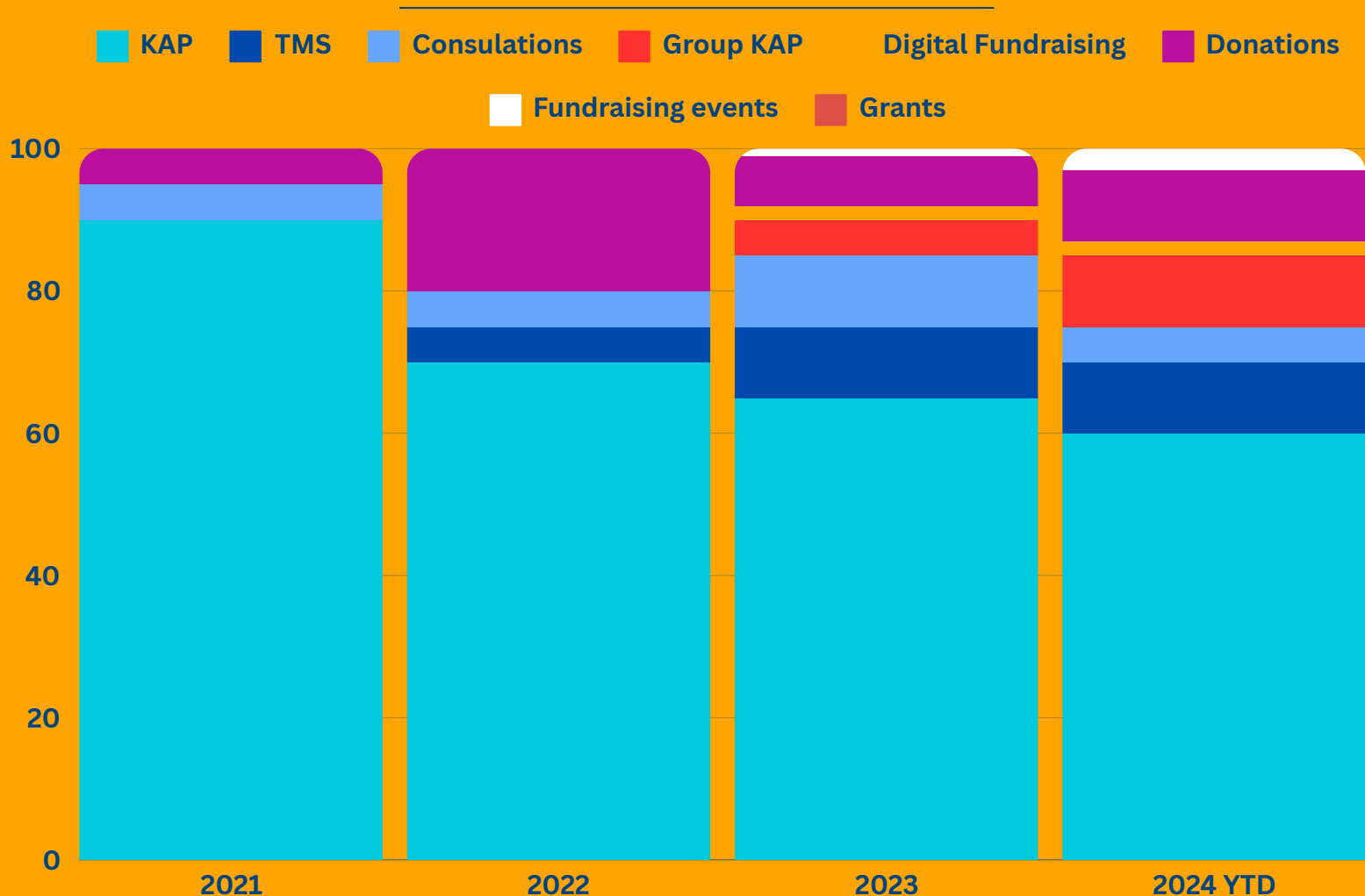


BTC was founded as a 501(c)3 nonprofit in 2020, but due to Covid was not able to begin treating patients until March of 2021. From that point to present, we have treated over 300 patients. In 2023, BTC broadened its focus from treating solely the general public for mental health issues with Ketamine-assisted Psychotherapy (KAP) and Transcranial Magnetic Stimulation (TMS), to including mental health treatments specific to first responders, veterans, and victims of violence. We provided training in order for our staff to be culturally competent within these populations. In December of 2023, BTC launched pilot programs customized by agency for first responders. Simultaneously, we launched a pilot program to treat veterans. 2023 also saw the birth of retreats for women victims of violence.

2023 HIGHLIGHTS

In the four months since their inception, with our 2023 inaugural programs, we have treated 7 first responders, 1 veteran and 20 women victims. We have had 4 retreats for women victims in 2023 and 2024, with 6 women receiving scholarships in order to attend the retreats. BTC raised \$1,550 for the treatment of a "Veteran avatar." This local Veteran is a spokesperson within the veteran community. In an effort to support the launch of the pilot programs, BTC ran 2 digital fundraisers through the Givebutter platform, raising a total of \$5,730 for the first responder and veterans pilot programs. An additional \$40,000 was received through personal donations. We also hosted an onsite fundraiser with Chipotle. We received a \$10,000 Google ad grant, and donated digital and print advertising from the Press Democrat.

Income Stream by Percent



In its inaugural year of treating patients, BTC relied on income from Ketamine-assisted Psychotherapy (KAP), Transcranial Magnetic Stimulation (TMS) and consultations. In 2023, with the addition of treatments customized for first responders, veterans and women victims of violence, the income stream became more diverse, reflecting the increased reach into new sectors of patients. Additionally, BTC began to focus on fundraising and donations from the local community.

Broadening treatment accessibility, affordability and creating scalable models for the future

2024 will bring additional growth with new treatment categories, including alcohol relapse prevention for people suffering with Alcohol Use Disorder (AUD). As we work with more Addiction Treatment Centers, we continue to execute our mission of creating a scalable model of treatment. In June, BTC furthers its support of the treatment of first responders by offering a rolling enrollment program to make treatment more accessible. We have also addressed alarmingly high rate of depression among teens with a KAP treatment program specific to that age category. Retreats, group rolling enrollment, group treatments, and pilot programs are all innovative ways for BTC to make KAP more accessible and more affordable to those who are in need of this novel treatment. With these missions at the core of our initiatives, BTC has also begun to apply for a variety of grants and has plans for additional digital fundraising events. Additionally, BTC will open a satellite location in Larkspur, broadening accessibility of individual and group KAP to those in the East Bay and San Francisco, in addition to Marin and Sonoma Counties.

Financial Statements

	2022*	2023**
Revenue	\$434,313.95	\$497,880.07
Expenses	\$526,384.29	\$746,269.01
Profit	(\$92,070.34)	(\$248,388.94)

* 2022 Form 990 may need to be amended, awaiting tax preparer response after April 15, 2024.

** Pending completion of Form 990 from Tax preparer due May 15,2024.

As a small (8 staff) start-up mental health clinic, Be the Change in Mental Health has faced many financial challenges. Offering two modalities, one of which is not covered by insurance, and the second that is rarely covered by insurance, has proven to be an enormous block to accessibility for many potential patients. KAP and TMS are cost prohibitive for many, with treatments ranging from \$4450-\$15,000 depending on the given prescription from the therapist.

Plans are in place for increased growth

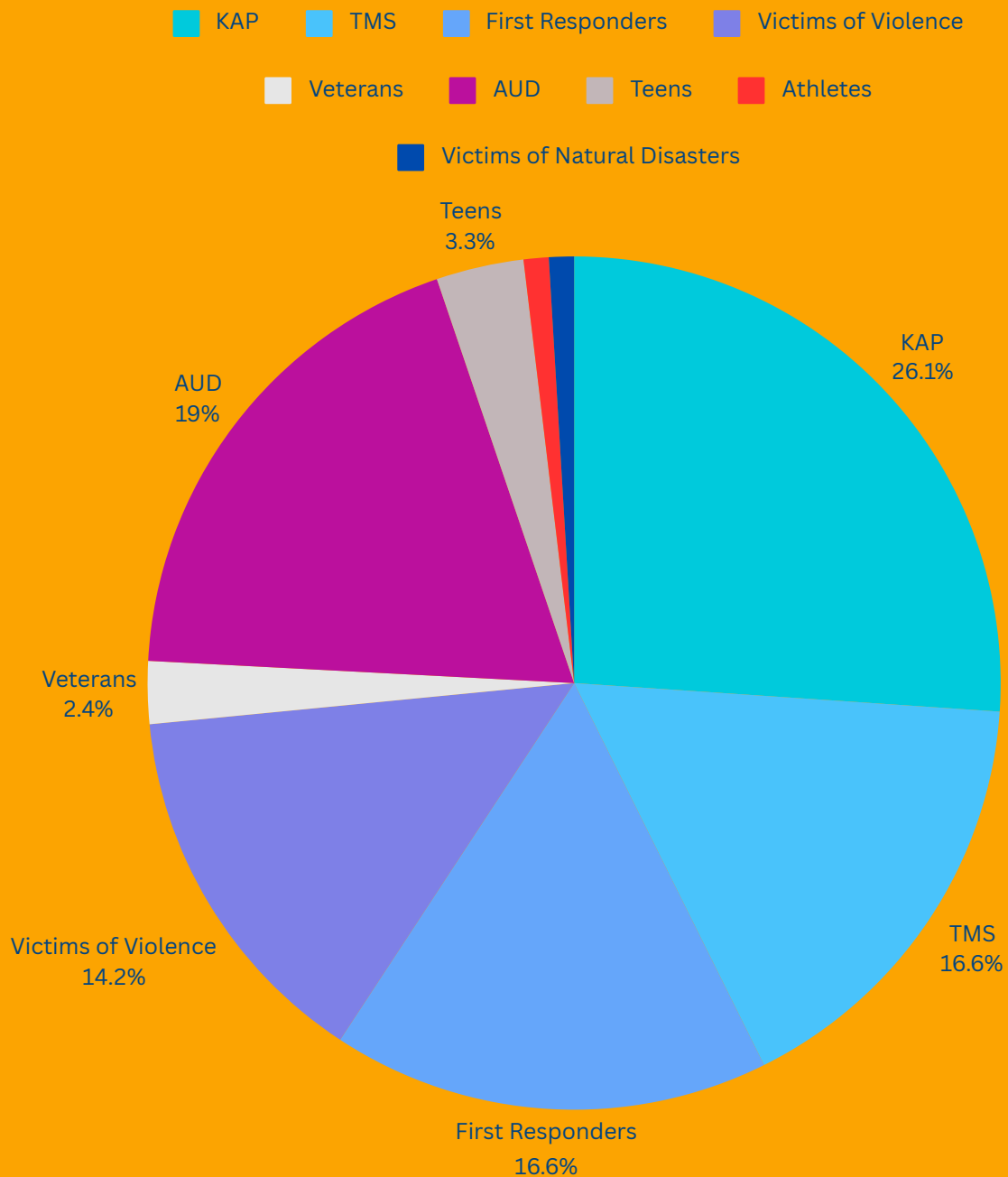
Both Ketamine-assisted Psychotherapy (KAP) and Transcranial Magnetic Stimulation (TMS) are new, innovative and cutting-edge. Due to the recent heightened interest in both modalities there is, unfortunately, also misunderstanding, misperception and suspicion within the media, which has created misinformation within the general public. To combat this, BTC has set on a mission to educate about both modalities, which has included presenting the evidence-based medical research to 10 first responder agencies and other groups within the Bay area. BTC has been featured on over 10 podcasts, in 2 newsprint articles, many digital articles, and has a "Wellness Watch" newsletter that is digitally delivered to over 300 emails a month.

In June 2024, BTC will launch a rolling enrollment program for first responders and will continue to work with Bay area agencies to educate first responders on the efficacy of KAP in the treatment of anxiety, PTSD, and depression. Additionally, BTC is initiating a veteran's program to treat acutely suicidal veterans. New in 2024, BTC will treat patients with Alcohol Use Disorder (AUD) for the reduction of alcohol relapse under evidence-based medically researched protocol. BTC is poised to become an outpatient provider for relapse prevention for AUD recovery centers throughout CA. BTC will also host 4 women's retreats for victims of violence in 2024.

Our satellite location in Larkspur, CA will open in April 2024 with a focus on utilizing individual and group KAP to treat victims of violence and teens for depression, anxiety and PTSD.

We are in the process of establishing eligibility for insurance coverage of KAP and TMS treatment plans for all major, nationwide, insurance providers.

2024 Projected Revenue Sectors



What is new for BTC in 2024

2024 promises to be a year of substantial growth for BTC. Continued focus will be on the treatment of first responders, veterans and victims of violence. In June 2024, we will offer a rolling enrollment for Group Ketamine-assisted Psychotherapy (KAP) to first responders, in order to make treatment more accessible and more affordable. We will continue to offer pilot programs for veterans. We have bolstered our retreat format for victims of violence, which includes group KAP treatments, as well as other forms of therapies.

Additionally, BTC is expanding its focus to Alcohol Use Disorder (AUD). With the addition of KARE (Ketamine for the Reduction of Alcohol Relapse) to our treatment offerings, we are now able to offer a program with protocol that, through clinical trials*, has demonstrated that KAP has the potential to be more effective than relapse prevention treatment alone. As of 2024, we are the only licensed provider of KARE in Northern, CA. We are working with Addiction Treatment Centers throughout the United States to become an outpatient provider for the reduction of alcohol relapse.

We have also added three new patient categories: teenagers, victims of natural disasters and athletes. All can benefit from KAP for the treatment of PTSD, anxiety and depression.

*<https://awaknlifesciences.com/awkn-001>

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A note from our Founder and CEO:

My experience in Medicine has led me to the belief that psychological illness is at the root of a huge number of the worst ills of our society (homelessness, child abuse, addiction, and more). Building an organization that can treat and potentially cure PTSD, depression, and anxiety for eventually millions felt like something I must pursue; hence, the inception, implementation and operation of Be the Change in Mental Health.

The birth of BTC began when I started writing journal notes in September 2019. I went through the process of forming a California Nonprofit Corporation in January 2020. The compulsion to create a nonprofit to deliver psychedelic therapy is based in my awareness there is only a small group that can access these innovative and cutting-edge types of therapies. Most people cannot afford to pay out of pocket for these treatments, thus these medically based, safe, legal and highly beneficial therapies are inaccessible to some of the populations that could benefit from them the most. I have been further motivated by a notion that in creating a well-researched system of treatment that is scalable and reproducible, we may be able to shape and change the existing system of treatment and compensation.

As the founder of Be the Change in Mental Health, my team and I are eager to engage in a conversation with you regarding our mission and objectives.

— Marisha Chilcott, MD

Our solution driven and public benefit initiatives make BTC an ideal fit for Corporate Social Responsibility (CSR), Environmental Social Governance (ESG), foundation grants and corporate matching programs.

