

THE IMPACT OF YOUR GIVING



2024 ANNUAL IMPACT REPORT

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A NOTE OF **GRATITUDE** FROM OUR CEO



*Dusty McCoy, LPC-S, Chief Executive Officer,
West Texas Counseling & Guidance*

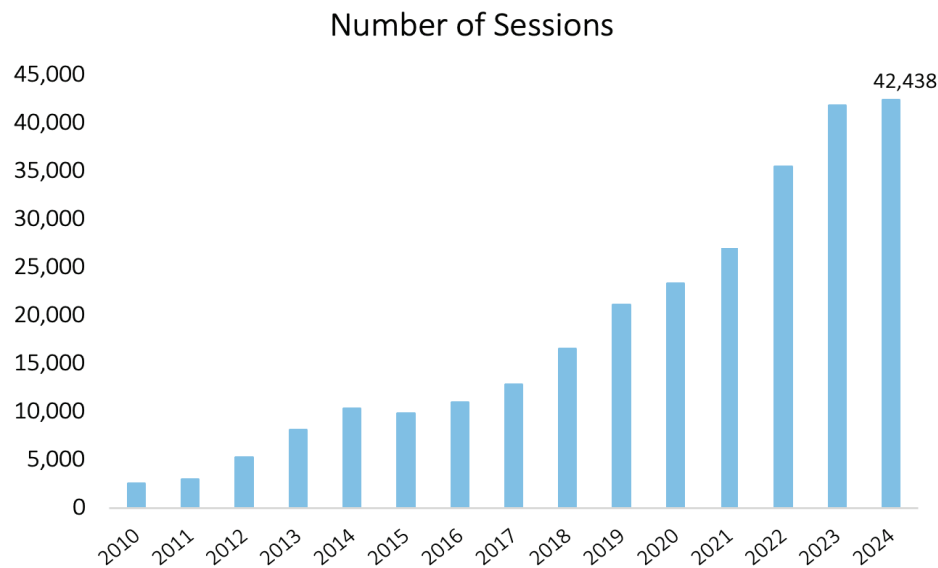
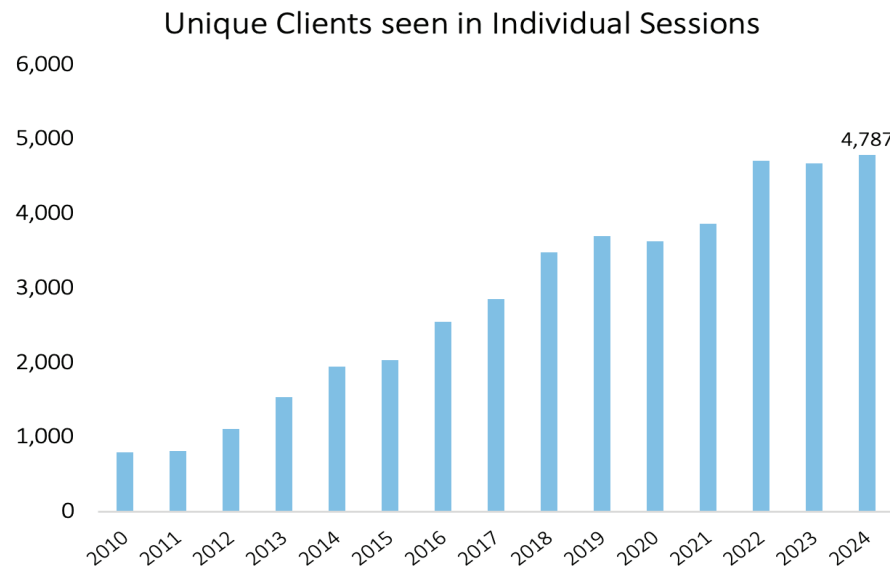
Thank you for your unwavering commitment to improving mental health in our community. West Texas Counseling & Guidance (WTCG) has made great strides in our community. Our dedicated team of over 50 highly trained therapists provided 42,438 client sessions (face-to-face and telehealth) in 2024. However, the demand for mental health support isn't slowing down — and neither can we.

Together, we are providing hope and healing, and ultimately saving lives.

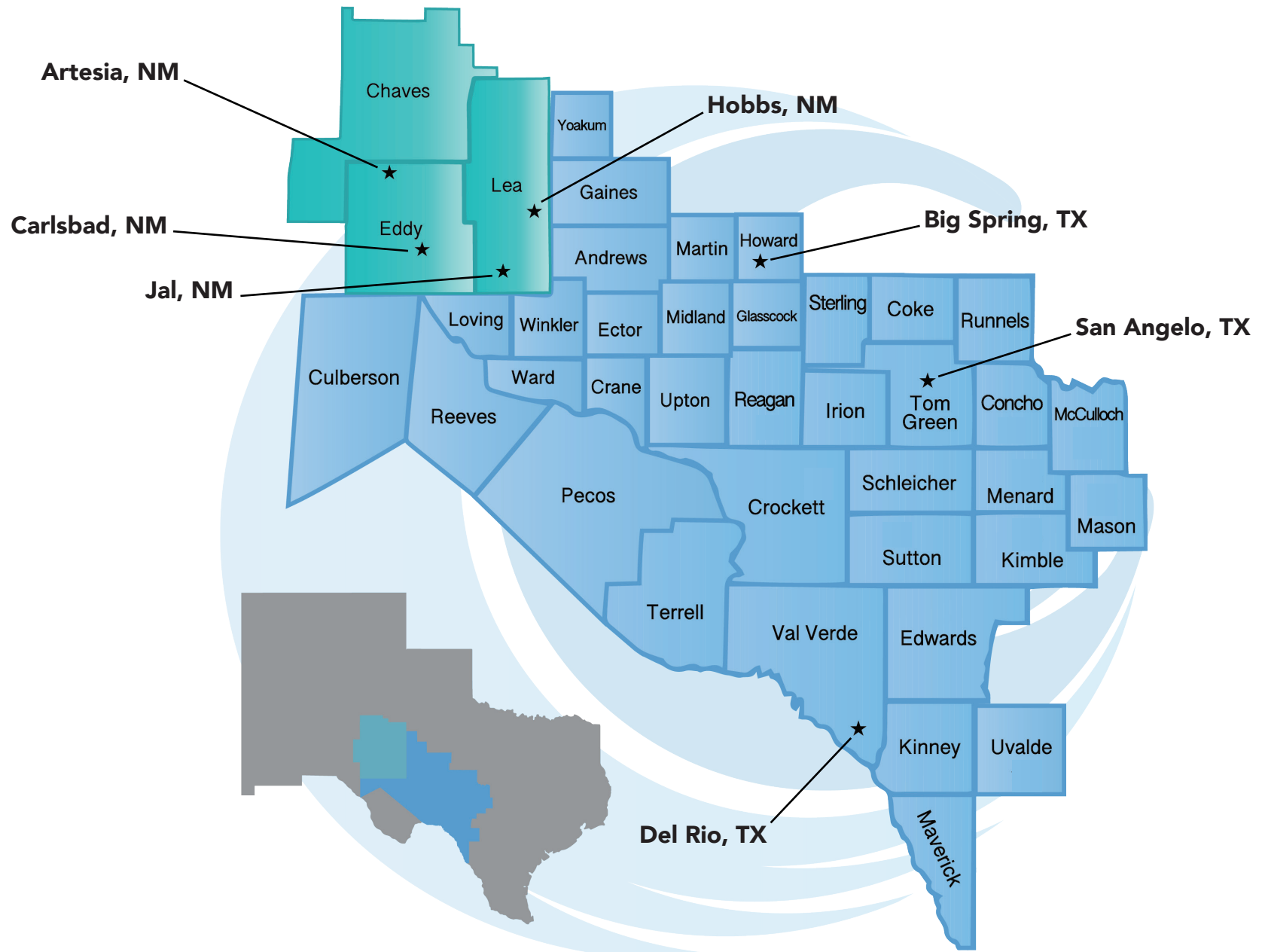
With gratitude,

A handwritten signature in blue ink, appearing to be 'Dusty McCoy', with a long, sweeping horizontal line extending to the right.

The following data reports the number of sessions and unique clients seen for individual counseling services in WTCG's offices, including satellite offices through La Esperanza, Frontera Healthcare Network, and Community Health Development, Inc.



TEXAS & NEW MEXICO FOOTPRINT



★ - In-person Counseling Locations

OUR MISSION

The mission of WTCG is to enable individuals and families to reach their full potential in body, mind and spirit, using evidence-based counseling and educational services.

SERVICES & PROGRAMS

Mental Health & Relational Health Services, Cognitive Behavioral Therapy, Children's Play Therapy, Couples Therapy, Individual Therapy, Anxiety and Depression, Grief and Loss Counseling, PTSD and Trauma Therapy, Zero Suicide Program, Crisis Appointment Access, Veteran Services, Survivors of Suicide Loss (SOS) Support Group, LOSS (Local Outreach to Suicide Survivors) Team of Tom Green County

EVERYONE DESERVES TO FEEL HOPE

WTCG is a non-profit, 501(c)(3) organization working to ensure that individuals and families seeking mental health treatment should have access to counseling services, regardless of their socioeconomic status and ability to pay.

WTCG also serves rural West Texas and southeastern New Mexico through its expansion of Permian Basin Counseling & Guidance (PBCG). We serve rural West Texas and southeastern New Mexico through telehealth and in-person appointments at our locations in Big Spring, TX; Carlsbad, Hobbs, Jal, and Artesia, NM.

REDUCED-FEE COUNSELING SERVICES

WTCG is committed to providing quality behavioral health services and resources regardless of ability to pay. We offer reduced fee services through our grant funded partnerships to eligible clients for behavioral health and counseling services. A sliding scale is used to calculate discounts based upon income and family size.

VISIT [WTCG.US](https://www.wtcg.us) TO LEARN MORE

YOUR GIFTS IN ACTION

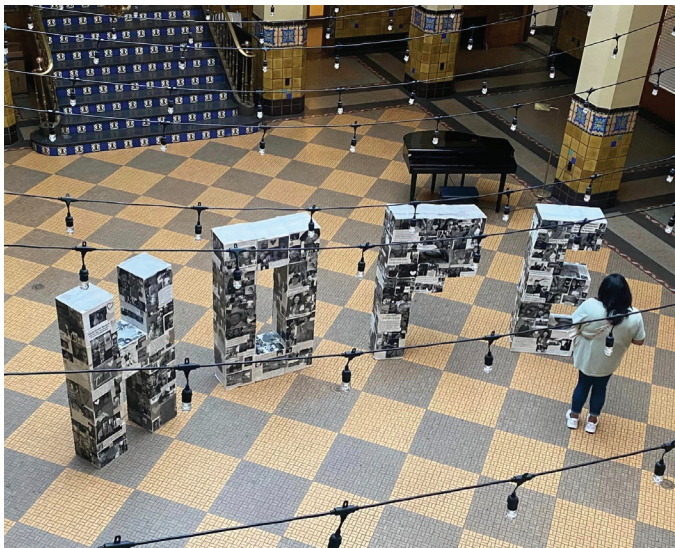
ZERO SUICIDE PROGRAM

Unfortunately, no individual or family is immune to suicide. Suicide does not differ between age, race, income, gender, or social standing.

WTCG believes that every life matters and it is our mission to provide evidence-based suicide care and prevention for our clients and community. While zero suicides might sound like a goal beyond reach, we believe that with proper screening, assessment, and treatment, it is possible to put an end to death by suicide in our community.

The Zero Suicide (ZS) program provides rapid access to crisis care based on the foundational belief that suicide deaths for individuals under the care of health and behavioral systems are preventable. Through this program, rapid access to therapy is provided to individuals who are experiencing overwhelming depression, suicidal thoughts/intentions, self-harm, or a mental health crisis hindering their safety.

WTCG is committed to providing Zero Suicide services to all eligible individuals who want care, regardless of demographics or ability to pay.



WTCG has licensed therapists trained in suicide prevention available for rapid access crisis appointments

Monday - Friday
from
8 AM - 5 PM



Luminary Lit Pathway & Presentation of Hope at the 9th annual Shine a Light event for Suicide Prevention & Awareness



Through the LOSS Team, a total of 17,400 volunteer hours have been accounted for during the year of 2024.

40TH ANNUAL GOVERNOR'S VOLUNTEER OF THE YEAR AWARD RECIPIENT

JANA ANDERSON

Jana Anderson, a compassionate leader in our community, emerged as a beacon of hope after losing her son Christopher to suicide in 2001. Partnering with WTCG, she became a founding member of the Survivors of Suicide peer support group in 2016 as well as the Tom Green County Local Outreach to Suicide Survivors (LOSS) Team, which offers unique postvention support, in 2017. In 2023, Jana's unparalleled commitment included responding to 19 scenes of suicide loss, volunteering 1,644 hours in 137 on-call shifts, and leading a minimum of 12 shifts monthly. Her impact is immeasurable, providing strength to countless survivors in Tom Green County. Jana's dedication extends beyond immediate response, and includes co-leading SOS group meetings, co-facilitating LOSS Team training, engaging in fundraising, and promoting suicide prevention awareness.



YOUR GIFTS IN ACTION

LOSS TEAM OF TOM GREEN COUNTY

The Local Outreach to Suicide Survivors (LOSS Team) of Tom Green County is a team of volunteer survivors of suicide loss and mental health professionals who are trained to respond to scenes of local suicides to provide peer support, information and resources, as well as serve as an installation of hope for those who are newly bereaved after the loss of a loved one to suicide. A responding team consists of one survivor volunteer and one mental health professional volunteer.

The LOSS Team of Tom Green County works in conjunction with local law enforcement, Justices of the Peace, the Crisis Intervention Unit, the Survivors of Suicide (SOS) Support Group, churches, family, friends, and other support services for those in need.

LOSS TEAM CLEAN UP FUND INFO

In December of 2018, a Veteran and his family came in for counseling and reported that they had spent the weekend cleaning up the aftermath of the suicide of their 15 year old son. The trauma on trauma experience that people can face after such a traumatic loss was unfathomable. We could not continue to allow survivors to suffer further trauma. With an anonymous gift of \$10,000 from a survivor of suicide loss, WTCG created the LOSS Clean Up Fund for which monies are reserved specifically for this cause, which has been replenished several times each year as needed by generous donations from our community.

SURVIVORS OF SUICIDE LOSS SUPPORT GROUP

A survivor of suicide loss is any individual who has experienced the death of a loved one as a result of suicide. They are intimately and directly affected by suicide and self-define as survivors after the suicide of another person. Survivors can include family, friends, coworkers, or any other person impacted by the loss.

Our Survivors of Suicide (SOS) peer support group is for those who have lost a loved one to suicide. The group has two co-facilitators - a survivor of suicide loss and a licensed therapist, who is also a survivor. Members of the group receive support, guidance, understanding, compassion, comfort, resources, belonging, and social interaction from others who have lost a loved one to suicide.

The SOS support group in San Angelo meets weekly on Tuesdays.
If you would like to attend or support this group, please contact us at (325) 944-2561.

YOUR GIFTS IN ACTION



VETERAN SERVICES PROGRAM

Our Veteran services are available for any individual who has ever been in the U.S. Armed Services (active, reserves, national guard) regardless of branch, time served, or character of discharge. Immediate family members (spouses and dependents) of the service member are also eligible for assistance.

THE MISSION OF VETERAN SERVICES IS TO:

Connect with the Veteran Community

Reduce Barriers to Care within the Veteran Community

Provide Top Quality, Evidence-Based Therapy & Resources

Assist the Veteran Community to Reach Their Full Potential

WTCG's Veteran Services include veteran peer support, veteran benefits coordination, case management, support groups, individual therapy, couples counseling, family counseling, Cognitive Processing Therapy (CPT) for trauma, play therapy for children, and anger management.



CHILDREN'S PLAY THERAPY SERVICES

Play therapy differs from regular play in that the therapist helps children to address and resolve their own problems.

Play therapy allows trained mental health practitioners who specialize in play therapy to assess and understand children's play. Play therapy is used to help children to cope with emotions, and to find solutions to problems.

PLAY THERAPY HELPS CHILDREN:

Become more responsible for behaviors and develop more successful strategies

Develop new and creative solutions to problems

Develop respect and acceptance of self and others

Learn to experience and express emotion

Cultivate empathy and respect for thoughts and feelings of others

Learn new social skills and relational skills with family

Develop self-efficacy and self-confidence about their abilities



YOUR GIFTS IN ACTION



"At WTCG we strive to have the most up-to-date training, resources & tools available to help our children in the community cope with whatever life brings their way. "

BROOKE SPORT,
LPC-S, RPT-S™
WTCG Counselor

YOUR GIFTS IN ACTION

THERE IS A NEED WTCG IS WORKING TO MEET

Clients are scheduled with a therapist whose expertise best aligns with their individual needs. Whether it's crisis intervention, couples counseling, veteran services, or children's play therapy, our top priority is ensuring clients are connected to the support they need. While we maintain a waitlist to help us triage care effectively, we remain committed to expanding our capacity and meeting the mental health needs of our community.

CALLS RECEIVED

19,498 between January - December 2024

Reflecting an average of
1,625 calls per month in 2024

REFERRALS RECEIVED

4,567 between January - December 2024

Reflecting an average of
380 referrals per month in 2024



YOUR GIFTS IN ACTION

The following numbers reflect how many clients received crisis session support through WTCG's Zero Suicide Program.

YEAR	# OF SUICIDE LOSSES IN TOM GREEN COUNTY	# OF INDIVIDUALS THAT RECEIVED CRISIS SESSIONS
2022	20	828
2023	19	901
2024	14	1115

} Lives saved!

DEMOGRAPHICS OF CLIENTS PROVIDED CRISIS SESSIONS

2022 Female: 503 Male: 295 Other: 1 Vets: 37 Dependents: 72 Minors: 291
2023 Female: 571 Male: 284 Other: 1 Vets: 35 Dependents: 66 Minors: 325
2024 Female: 718 Male: 350 Other: 2 Vets: 43 Dependents: 88 Minors: 361

YOUR GIFTS IN ACTION

PERMIAN BASIN COUNSELING & GUIDANCE



Bringing Mental Health Home: *Leading PBCG's Growth in the Permian Basin*

My journey into mental health was deeply personal and purpose driven. I grew up with a father who was a combat veteran, and I've lost loved ones to suicide. These experiences shaped my understanding of pain, resilience, and the critical importance of mental health care. I've always been fascinated by brain health and the ways it shapes our lives, and I've long believed that mental health should be treated with the same urgency and compassion as physical health. But it wasn't until later in life that I followed the call to become an advocate and professional in the field.

*Janell Taylor, LCSW, Regional Director,
Permian Basin Counseling & Guidance (PBCG)*

After a great first career, I returned to college to pursue degrees in psychology and social work. I started with West Texas Counseling & Guidance (WTCG) as a volunteer on the LOSS Team, then an intake specialist. My passion only deepened during my two practicum placements—first in the early days of PBCG's operations in New Mexico, and then with WTCG's Zero Suicide team in San Angelo. I was honored to be hired as the Regional Director for PBCG when the original director moved out of the region.

Although I lived in San Angelo, I'm originally from Artesia, NM. This role was a full-circle moment, allowing me to return to my roots and work toward a lifelong goal: advocating for accessible, high-quality mental health care in my hometown and the rural communities around it.

Every day, I see the impact of this work—not just in the number of people we serve, or sessions provided, which is over 19,000 through 2024!—but in the growing acceptance that mental health matters. What began as a second career became a calling, and what began as an initiative has become a regional network of healing and hope.

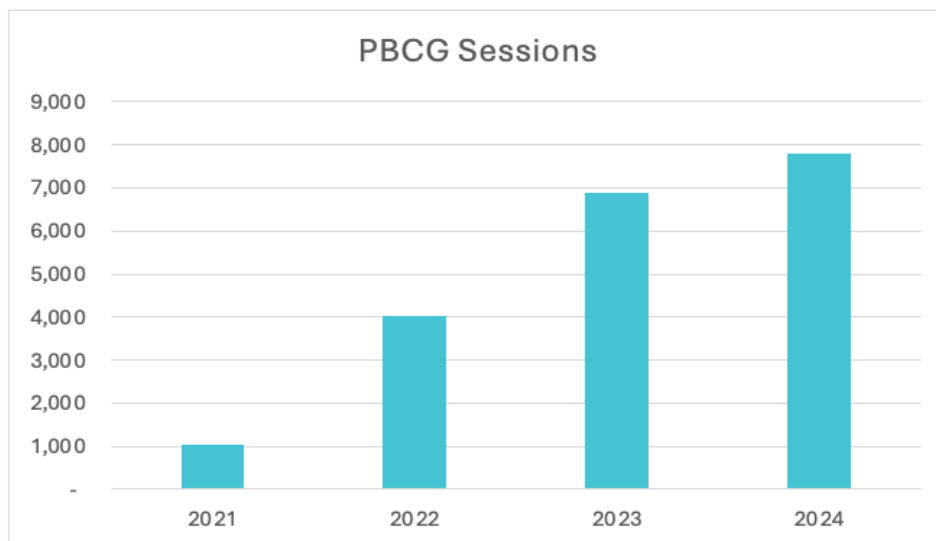
VISIT [PBCG.ORG](https://www.pbcg.org) TO LEARN MORE

YOUR GIFTS IN ACTION

The growth of **Permian Basin Counseling & Guidance** has been nothing short of remarkable.

Thanks to a generous grant from the **Permian Strategic Partnership (PSP)** and the **FMH Foundation**, in 2021 WTCG launched PBCG with the goal of establishing two counseling sites: one in Carlsbad, NM and one in Big Spring, TX. But the need was far greater, and the community response was immediate and supportive.

With additional support from local partners and philanthropic foundations, we now have **seven physical sites**: five in southeast **New Mexico - Artesia (2), Carlsbad, Hobbs, and Jal** – and two in **Big Spring, TX**.



YOUR GIFTS IN ACTION

DEL RIO, TX

Since 2018, WTCG has been a vital force in Del Rio, TX, offering mental health services to a community with limited access to care. What began with a single staff member, Norely, working part-time out of a church has grown into a deeply rooted presence. The organization's growth gained momentum when Alejandra, a returning Del Rio native, joined as a counselor-in-training and later became a Licensed Professional Counselor and a Registered Play Therapist™, eventually leading the clinical team.

Over the years, WTCG nurtured a team of passionate professionals including veterans' case manager Celso, therapists Stephanie, Daniel, Marysol, and Sandra—many of whom began their journey as interns. The team now provides essential services to a wide range of clients, including children, veterans, and families. Their work underscores WTCG's commitment to growing local talent and addressing the severe shortage of mental health providers in the region.

THE UVALDE TRAGEDY: A CALL TO ACTION

When tragedy struck Uvalde, Texas, in May 2022, WTCG's leadership was quick to respond. The team's commitment to supporting those in need drove them to take immediate action. The day after the school shooting, the Del Rio office closed its doors to provide emergency counseling services to the Uvalde community. WTCG's team of 3 counselors, one case manager, a student intern, and the leadership team mobilized to support the overwhelmed medical clinic staff, focusing on the caregivers and helping them process the trauma they had witnessed.

What was initially planned as a 6-8 week support period evolved into a longer-term commitment. For the first two days and the week that followed, WTCG's team worked around the clock, offering both crisis counseling and clinical support, ensuring the staff of the local medical clinic had the resources they needed to cope with the aftermath. During the following weeks, WTCG's team continued to provide support, including telehealth services for those unable to visit in person. This sustained effort, which extended for two full years, saw WTCG therapists travel back and forth from Del Rio to Uvalde to provide consistent care.

Dr. Christine Padesky, a renowned expert in evidence-based therapy, acted as a consultant to ensure that the team's interventions were grounded in best practices, while also keeping an eye on the wellbeing of the therapists themselves. Over time, the services expanded to include ongoing support with five Del Rio-based therapist traveling to Uvalde once a week for face-to-face sessions, while others were available for telehealth consultations at no cost to the Uvalde residents.

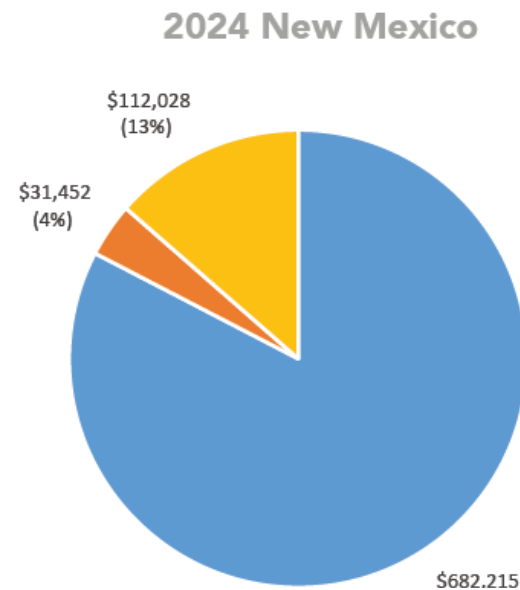
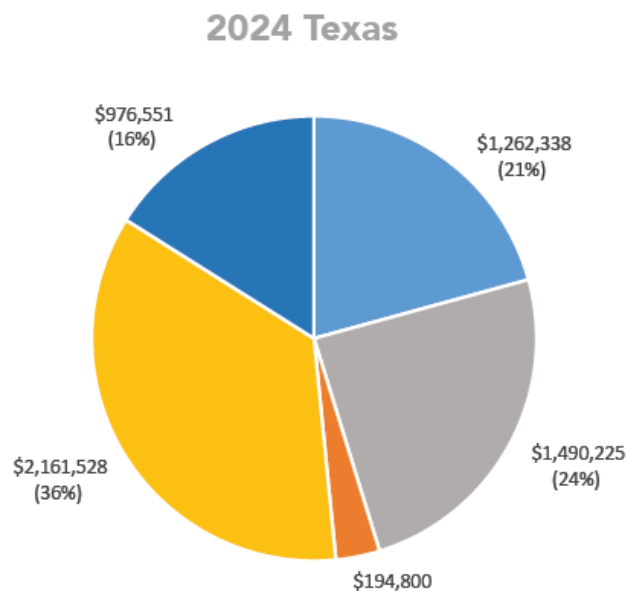
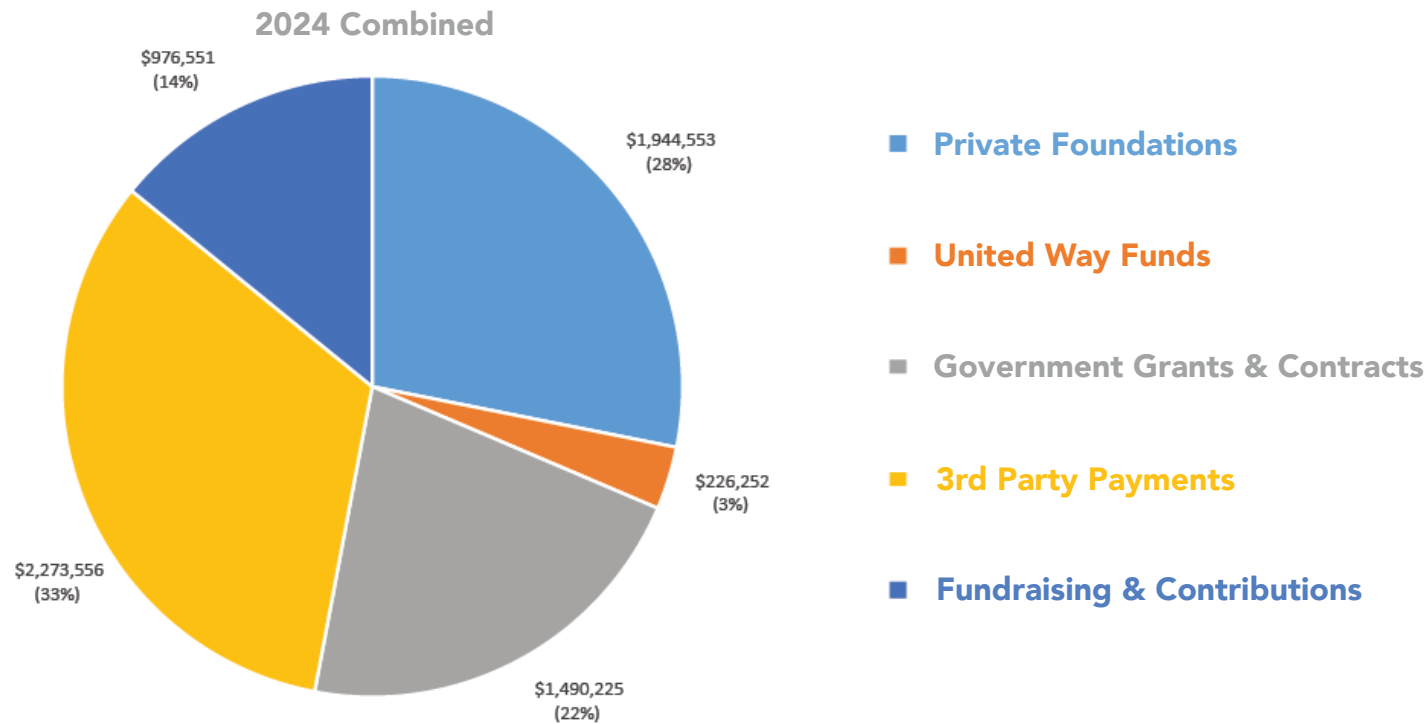
WEST TEXAS COUNSELING & GUIDANCE
2024 Ambassador of Hope
Senator Drew Darby



WTCG's CEO Dusty McCoy presented Senator Drew Darby with the 2024 Ambassador of Hope award at the 48th annual May Gala for Mental Health Awareness Month

WTCG appreciates the work Senator Drew Darby has done—and continues to do—to advance access to mental health care across the State of Texas.

2024 INCOME QUICK STATS



WTCG PROVIDES SERVICES FOR THE MENTAL HEALTH CRISIS IN RURAL COMMUNITIES

Where suicide rates have been tragically higher than the state and national averages for decades.

Nearly **1** in **3** clients
are children and teens

4567 referrals received from
community partners during 2024

Over **1115** crisis intake
sessions in 2024 provided
at no charge

50+ highly trained therapists
provided over **42,000** sessions

Reduced-fee therapy
sessions are available with a
sliding scale starting at **\$0**

Veterans receive counseling & case
management services for **FREE**

HOW **YOU** CAN HELP

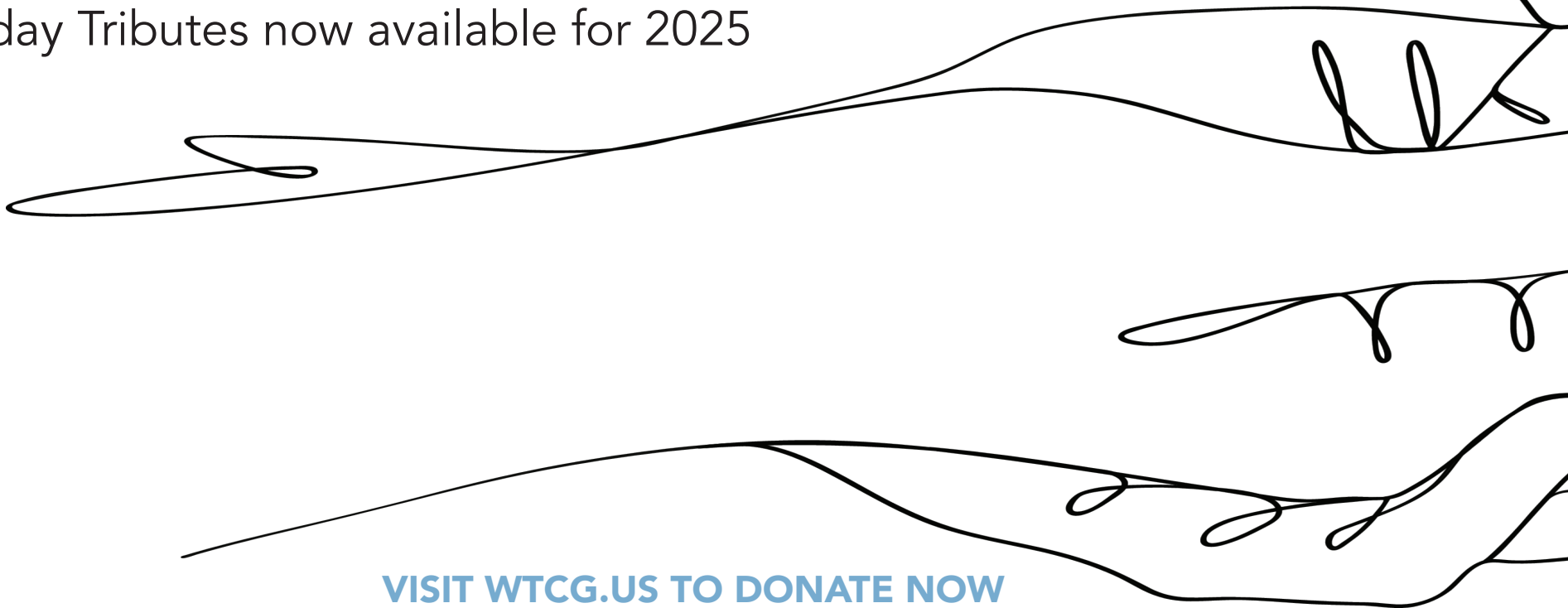
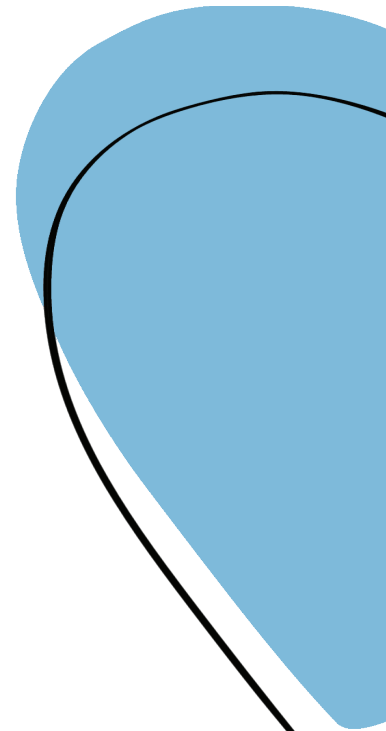
DONATE

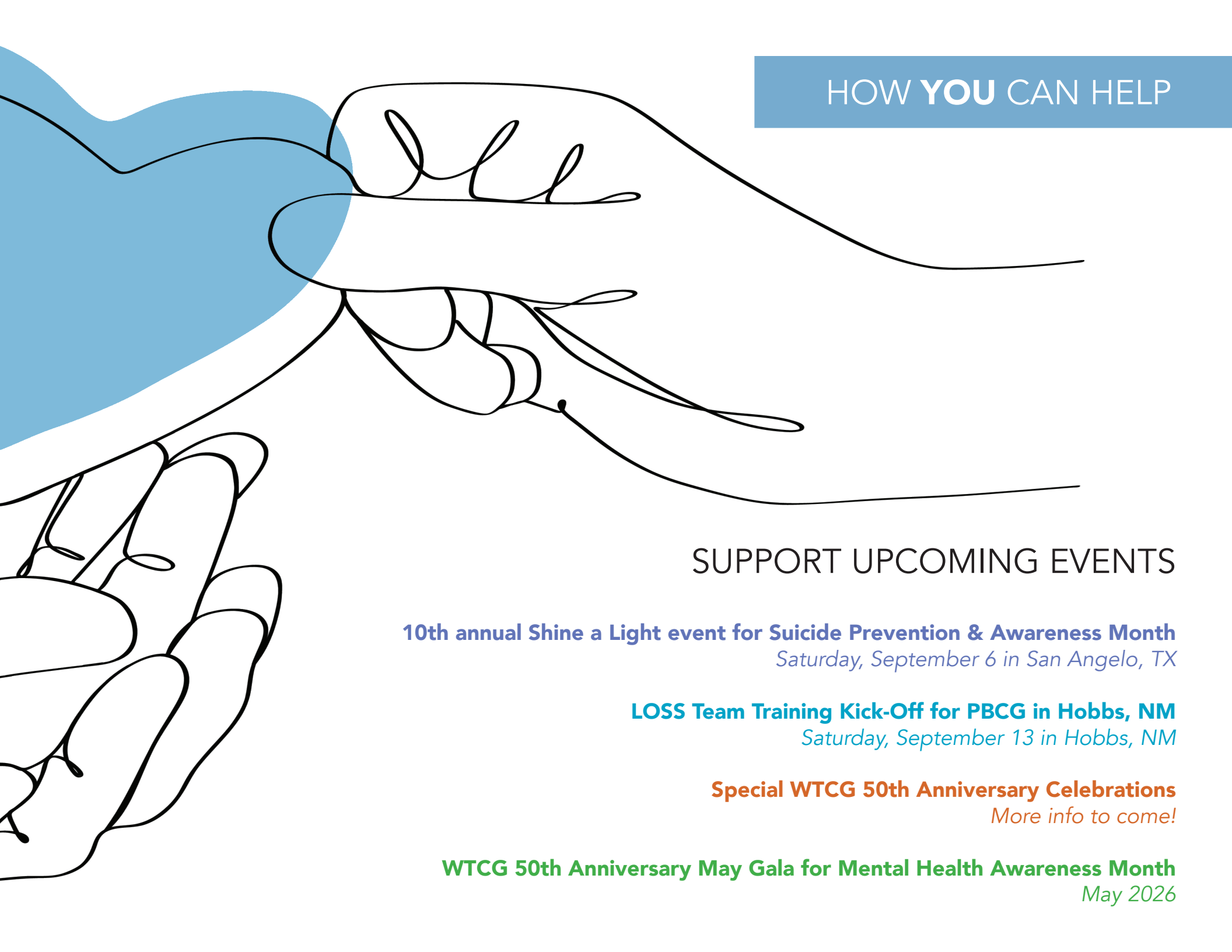
A DONATION OF ANY AMOUNT HELPS PROVIDE
HOPE & HEALING TO THOSE IN DESPAIR

Make a donation in memory or honor of someone you love

Holiday Tributes now available for 2025

VISIT [WTCG.US](https://www.wtcg.us) TO DONATE NOW





HOW **YOU** CAN HELP

SUPPORT UPCOMING EVENTS

10th annual Shine a Light event for Suicide Prevention & Awareness Month

Saturday, September 6 in San Angelo, TX

LOSS Team Training Kick-Off for PBCG in Hobbs, NM

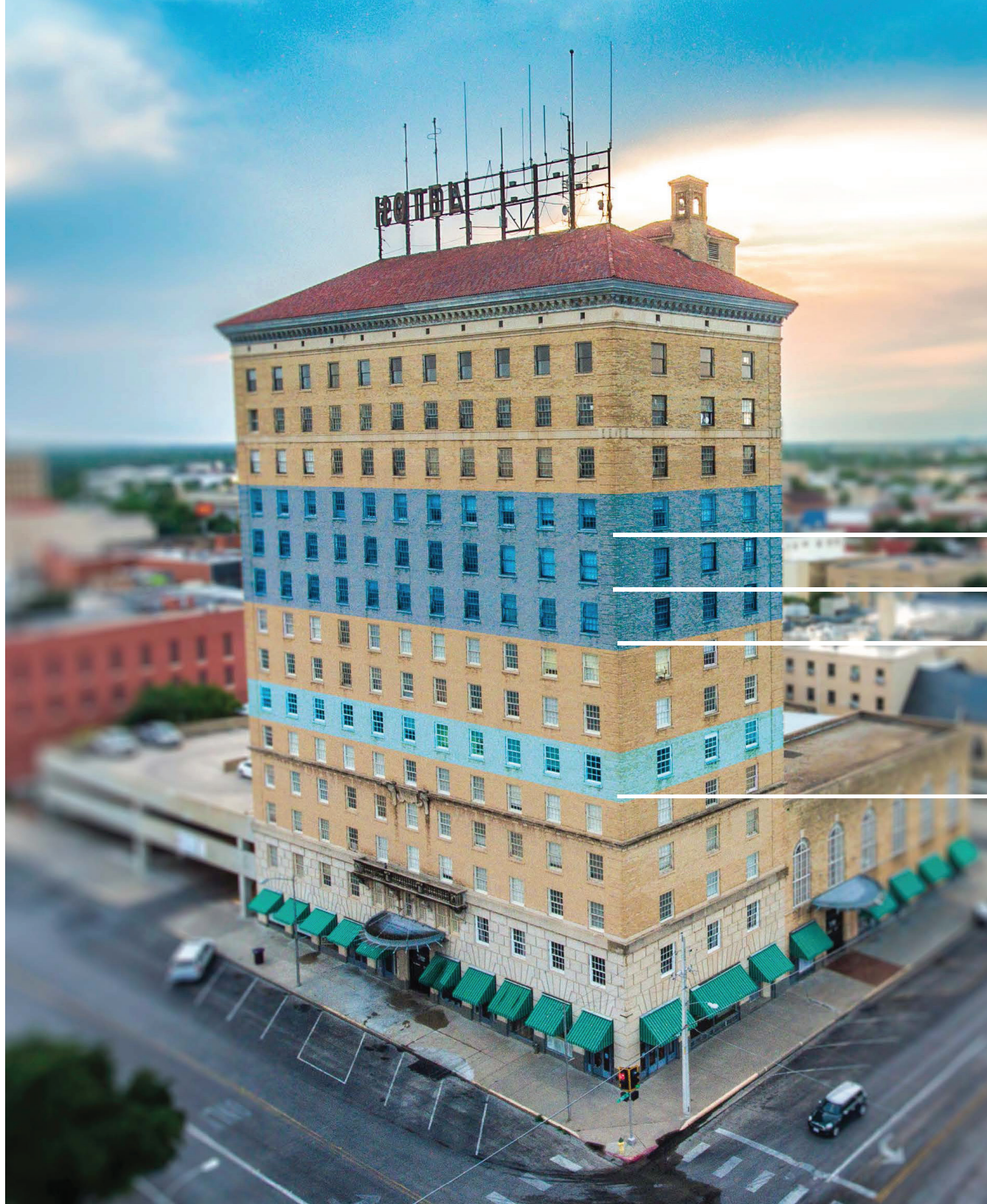
Saturday, September 13 in Hobbs, NM

Special WTCG 50th Anniversary Celebrations

More info to come!

WTCG 50th Anniversary May Gala for Mental Health Awareness Month

May 2026



WTCG HEADQUARTERS

The Historic Cactus Hotel

Downtown San Angelo

36 E Twohig, San Angelo, TX 76903

6th floor est. 2017

9th, 10th & 11th floors est. 2024

11TH FLOOR - THE J.E. & L.E. MABEE FOUNDATION VETERAN FLOOR VETERAN SERVICES, CASE MANAGEMENT, ACCOUNTING/BILLING

10TH FLOOR - NORRIS FAMILY CENTER CRISIS APPOINTMENTS, COUPLES COUNSELING, INDIVIDUAL COUNSELING

9TH FLOOR - MICHAEL MONTGOMERY TALLEY CHILDREN'S CENTER PLAY THERAPY, TEEN & ADOLESCENT COUNSELING

6TH FLOOR - ORIGINAL FLOOR INDIVIDUAL COUNSELING & THERAPY SERVICES

**If you're interested in touring our facilities and learning more,
please contact Tiffany Talley at 325-262-0055.**





CONTACT US

WTCG 325-944-2561

PBCG 575-249-2561

wtcg.us

pbcg.org