



NAMI Dane County Annual Report 2015



Educate. Advocate. Support.

Who We Are

NAMI Dane County is a chapter of the National Alliance on Mental Illness, the nation's largest grassroots organization that focuses on mental illness. Our members include people living with mental illness and their family members, friends, advocates, and health care providers.

We provide peer-led education programs to help people affected by mental illness get the support and information they need to better understand mental illness, navigate the mental health system, and maintain healthy relationships.

What We Do

We offer **support groups** for people living with a mental illness as well as their family members, friends and partners. These groups are intended to build a network of people who understand each other's experiences.

We provide **public education and community outreach** to reduce stigma and help the general public better understand mental illness.

We offer **crisis intervention training** to wide-ranging audiences including law enforcement, corrections officers, dispatch and other first responders to give them the training and support they need to enhance communication and identify mental health resources to assist people in crisis.

We **advocate** at the local and state level for better access to community-based mental health services and connect our membership to advocacy trainings offered by NAMI Wisconsin.

We promote **public awareness** through events and activities such as the NAMI Walk to combat stigma and encourage understanding.

NAMI Dane County Staff

Bonnie Loughran
Executive Director
1/1 to 12/18

Lindsay Wallace, MPA
Executive Director
11/30 to 12/31

Ava Martinez
Program Coordinator

Angie McAlister
Office Manager

Kathryn Weenig
Communications/PR Coordinator
1/1 to 1/22

Marina Pappas
Communications/PR Coordinator
2/4-11/25

Wendy Tay
Intern

Consultants

Numbers4 Nonprofits
Accounting

Heidi Hastings
WALK Manager

Carol Cody
Web Designer

Dear NAMI Dane County Supporters,

One of the greatest privileges of serving as the NAMI Dane County Executive Director is seeing firsthand the amazing work staff and volunteers do every day to ensure people affected by mental illness have access to the services and supports they need. Together, we have many successes to celebrate in 2015 – achieving public policy wins, expanding outreach, and promoting public awareness.

As a result of a strong call for increased mental health funding by NAMI Dane County and other advocates, the 2016 Dane County Budget included funding for innovative programs to address the challenges of mental illness in our schools and community. It was the largest increase in mental health funding in Dane County's history. **Together, our voices were heard!**

Great strides were made in our work to divert people living with mental illness away from jails or prisons into community-based treatment. We partnered with local law enforcement and corrections officers to provide CIT (Crisis Intervention Team) and CIP (Crisis Intervention Partner) trainings. By the end of 2015, 133 police and corrections officers had gone through these trainings, which gives them the tools, skills and resources necessary to assist people in crisis.

We harnessed the voices of NAMI Dane to raise awareness about mental illness and combat stigma. To turn stigma into hope, supporters pledged to learn more about mental illness, to see a person for who they are, and take action on mental health issues through the #IAmStigmafree campaign. Additionally, with help from participants like you, we raised more than \$180,000 to support the mission-driven work of NAMI Dane County through our annual NAMIWalks event – our most successful year yet. **Every journey begins with that first step!**

The work of our staff and volunteers creates a strong foundation for all that we do as an organization. Thank you for your support in 2015 and we look forward to continuing our work in 2016 and beyond.

Sincerely,



Lindsay Wallace
Executive Director

Thank you to our donors, sponsors, volunteers & partners who give so generously to support NAMI Dane County.

All funds directly support our mission to support and empower everyone touched by mental illness.

Board of Directors

Donna Ulteig
President
Psychiatric
Services

Kristen Esbensen
Psychiatric
Services

Brenda Nelson
Vice President
Meriter
Hospital

Matt Heldman
Veterans Affairs

Sue Petkovsek
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John Vander Meer
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Wisconsin
Council on
Children and
Families

Beth Barry
VA Medical
Center

Jenna Suleski
Journey Mental
Health Center

Ron Diamond
UW-Health

Brett Wilfrid
Sandburg
Elementary

Training

NAMI Dane County partners with law enforcement agencies on Crisis Intervention Team (CIT) programs – an intensive 40-hour training that gives officers more tools to do their job safely and effectively when responding to mental health crisis calls.

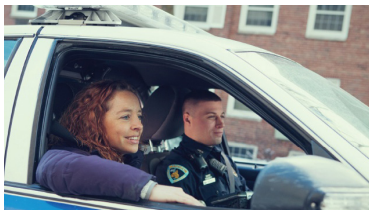
NAMI Dane County also provides a Crisis Intervention Partner (CIP) program, which is a 16-hour training modeled after CIT for correctional officers, 911 dispatchers, emergency personnel, hospital staff and more wide-ranging audiences.

Additionally, NAMI Dane provides facilitator trainings to volunteers who are interested in leading some of our support groups. These courses are designed to facilitate a better understanding of mental illness, increase coping skills, promote healing and recovery, and empower participants to become advocates.

2015 CIT/CIP Data



2015 Training Data



“The Crisis Intervention Team (CIT) Training has provided greater collaboration and partnerships with community organizations and law enforcement agencies to positively and proactively address concerns, and when responding to a mental health crisis call-for-service. Specifically, the Dane County area has expanded and developed new specialized police responses within law enforcement agencies as a direct result of bringing the CIT training to south central Wisconsin.”

-Officer Eugene Woehrle - Mental Health Officer, City of Madison Police Department

Advocacy

1 County Executive Signs Budget

2015 was a year of action for mental health advocacy. NAMI Dane County advocates were invited to witness the signing of the 2016 Dane County Budget by County Executive Joe Parisi. The budget included the largest increase in mental health funding to go towards new initiatives that address the challenges of mental illness.

2 County Board of Supervisors Adopt Resolution 556

Resolution 556 provides a model for addressing issues in racial disparities in arrests and incarceration and the mental health challenges of those in and out of the county jail. NAMI advocates provided testimony to the Personnel and Finance Committee in an effort to see the resolution adopted.

Our voices were heard!

3 NAMI Dane Hosts Public Forums

The Advocacy Committee held two public forums in 2015, reaching 80 people. The first forum provided participants with understanding of the current mental health services available in Dane County and strategies to navigate the system successfully. The second forum profiled the Madison Police Department's innovative approach to diverting people in crisis away from jail and into community-based treatment services through their Mental Health Liaison Office.

Public Awareness

NAMI Dane County is dedicated to educating the public about mental illness and eliminating stigma through various awareness activities. Our largest event is the annual NAMI Walk, held during Mental Illness Awareness Week in October of each year. This year, there were 90 teams representing roughly 995 walkers. Thanks to their extraordinary work, time, and energy they raised just over \$180,000 to support our programs and operations.


NAMIWalks


90 + **995** = **\$180,083**
Teams Walkers Raised

We also publish a bi-monthly newsletter and maintain the NAMI Dane County website as well as various social media sites. We maintained namidanecounty.org to provide the latest mental health news, county-based resources, and service information. The site saw more than 20,000 visitors in 2015. Additionally, we maintained our Facebook page, which is used as an interactive platform for communicating breaking news with the general public. It reached over 400 likes by the end of 2015.

Communications

445 Likes


20,348 Website Views


4,500 Newsletters Distributed


Support

NAMI Dane County offers family and consumer peer support and education programs at no cost. These courses are designed to facilitate a better understanding of mental illness, increase coping skills, promote healing and recovery, and empower participants to become advocates.

222
Meetings
Held



**Peer to Peer
Class**

1 Class Offered

16 Participants



465
Participants



**Family to Family
Class**

2 Classes Offered

9 Participants



Outreach

NAMI Dane County gives presentations to schools, businesses, religious groups, neighborhood associations, civic organizations, and the general public to promote awareness of mental illness and the resources that NAMI Dane County provides.

Ending the Silence Presentations

4

Presentations



360

Teenagers
Reached

In Our Own Voice Presentations

4

Presentations



57

Individuals
Reached

NAMI Dane County Presentations

67

Presentations



2,239

Individuals
Reached

**YOU ARE
NOT
ALONE**

www.nami.org

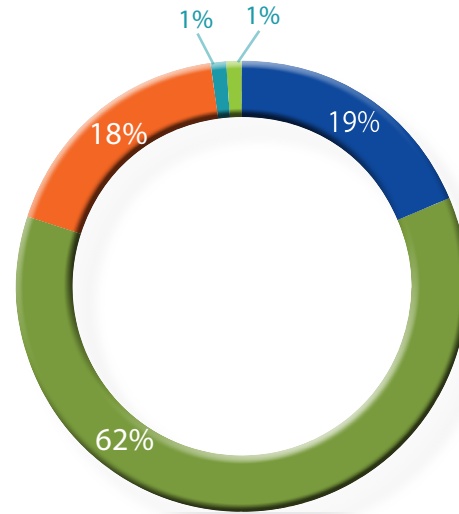
“One of the most valuable parts of effective treatment for mental health issues can often be just to know you are not alone. While advocating for Ending the Stigma and better access to care, NAMI Dane County also contributes to our community by providing support groups. Through the years I have attended a few different groups sponsored by NAMI and I always felt welcomed and respected. I felt that I could share my story without fear of being made fun of or having my details revealed outside of group.

The facilitators are always well trained and everyone in the room is genuinely interested in helping each other get through the day, the week, the year or whatever circumstances arise. We all have something to suggest and a way to reach out when NAMI is behind us.” - **Christina Ballard, NAMI Dane County Member**

2015 Financials

Revenue

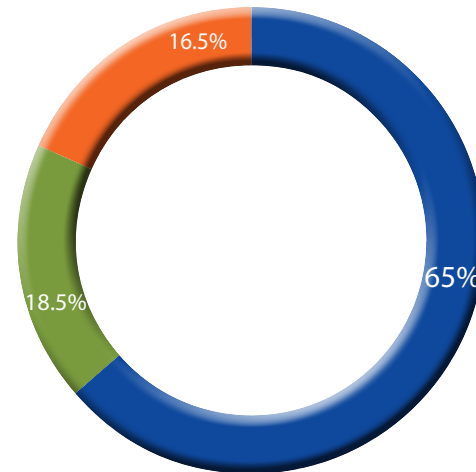
Grants	\$58,870	19%
Fundraising Events	\$192,741	62%
Donations	\$57,594	18%
Membership	\$1,915	<1%
Other	\$1,162	<1%
Total	\$312,802	100%



Grants Fundraising Events Donations Membership Other

Expenses

Program Services	\$176,946	65%
Management/General	\$50,276	18.5%
Fundraising	\$44,812	16.5%
Total	\$272,034	100%



Program Services Management/General Fundraising



National Alliance on Mental Illness

2059 Atwood Ave. Madison, WI 53704

Nonprofit Org.
U.S. Postage
PAID
Permit No. 2575
Madison, Wisconsin

Ways to Give

By mail: Make your check payable to NAMI Dane County and send to
2059 Atwood Ave Madison, WI 53704

Online: Go to namidanecounty.org, click on “Donate” in the upper right hand
corner and enter card information

Employee Giving: Talk to your employer about workplace giving to donate
part of your paycheck to a good cause

Planned Giving: Considering a planned gift such as bequests, annuities, or retirement funds?
Email Lindsay at lwallace@namidanecounty.org

NAMI Dane County

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