

NAMI Dane County

2017 ANNUAL REPORT

ABOUT

NAMI Dane County

NAMI Dane County is the founding chapter of the National Alliance on Mental Illness (NAMI).

Our mission is to provide education, support, and advocacy for people affected by mental illness in Dane County.

ADVOCACY



NAMI Dane County shapes public policy at the local, state, and national levels for people with mental illness and their loved ones, and provides volunteers with the tools they need to be advocates.

EDUCATION



Our education programs ensure thousands of families, individuals and educators get the support and information they need to better understand mental illness and navigate the mental health care system.

SUPPORT



Through the NAMI Dane County Support Line, we respond to hundreds of requests each year and provide free referrals, information and support - a much-needed lifeline for many. Just call us at 608-249-7188.

AWARENESS



We lead awareness events and activities throughout the year to reduce stigma and encourage understanding of mental illness.

Find us online at www.namidanecounty.org and don't forget to check us out on social media!

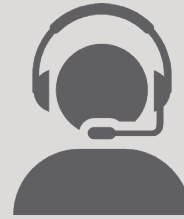


Impact in 2017

Provided in-person, no-cost peer support groups and education classes to

2,551

individuals and families



Responded with direct support and referrals to

268

people through the NAMI Dane County Support Line

Raised more than

\$170k

through NAMIWalks Dane County, raising awareness and reducing stigma



Graduated more than

100

officers through Crisis Intervention Team & Partner training

Reached more than

13,500

people through the NAMI Dane County website



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LETTER FROM THE EXECUTIVE DIRECTOR



Lindsay Wallace, MPA
Executive Director

NAMI Dane County celebrated its 40th anniversary in 2017. The celebration was hosted on November 9th at Monona Terrace and included an interactive exhibit highlighting significant accomplishments throughout NAMI Dane County's history. Nancy Abraham, one of the founding members, was given the Lifetime Achievement Award and delivered a moving address to the audience, showing just how much the NAMI movement has made a difference in the lives of individuals and families affected by mental illness.

While we celebrated our achievements that night, we also mourned the loss of two other founding members, Bev Young and Don Kreul, as well as long-time member, Bob Beilman. Each of them will be remembered for their individual contributions to helping build the NAMI movement.

In 2017, in-person, no-cost peer support groups and education classes were delivered to 2,551 individuals and families. We responded with direct support and referrals to 268 people and graduated 111 officers and other first responders from our Crisis Intervention Team and Partner (CIT/P) trainings.

Our reach expanded even further. NAMI Dane County partnered with SSMHealth, Channel 3000, WEA Trust, and Alpha Kappa Alpha - the nation's oldest African American sorority - to expand mental health education, awareness, and support in the workplace and community.

Making a difference includes advocacy. In 2017, NAMI Dane County advocated for county investment in jail diversion, housing, and early intervention programs. Our voices were heard when Executive Joe Parisi announced new funding for NAMI Dane County's CIT/P trainings, \$100,000 to help ensure Porchlight's Safe Haven program for homeless individuals with mental illness stayed open, and \$1 million for school-based mental health services. A 1.25% cost of living adjustment (COLA) for outpatient mental health providers was also added to the budget.

The support of our sponsors, partners, donors, members, and volunteers enabled NAMI Dane County to make a difference in 2017. We are deeply grateful to all of them and look forward to an even more impactful year ahead.

A handwritten signature in black ink that reads "Lindsay Wallace". The script is fluid and cursive.

"My eyes have been opened to mental illness and how to cope and better understand everything with it. NAMI Dane County saved my life!"
-2017 Program Participant

EDUCATION & SUPPORT

NAMI Dane County support and education programs help people affected by mental illness to realize their full potential, cope with the stresses of life, work productively, and meaningfully contribute to the community. In 2017, more than 2,500 people participated in our free education and support programs.

29

new teachers and facilitators trained to deliver education and support programs.

268

calls fielded through the NAMI Dane County Support Line: 608-249-7188.

2,551

individuals and families provided with much-needed information and support.

2,334 hours

of support provided through the NAMI Dane County Support Line, Connecting Support, Schizophrenia Anonymous, Bipolar/Depression, Women's Depression/Anxiety, Family Support, and LGBTQ+ support groups.

111 first responders

trained in Crisis Intervention Team (CIT) and Crisis Intervention Partner (CIP) programs in order to better respond to people experiencing a mental health crisis.

ADVOCACY

NAMI Dane County is Dane County's voice on mental illness. We advocate on behalf of those living with mental illness and their families. NAMI promotes solutions to local policy issues by fighting for early intervention, community support services, and access to quality, affordable mental health care. In 2017, NAMI Dane County achieved several advocacy wins in the 2018 county budget:

1

\$20,000 in new funding for NAMI Dane County's Crisis Intervention Team (CIT) and Crisis Intervention Partner (CIP) trainings.

2

\$100,000 to help fund Porchlight's Safe Haven transitional housing program for homeless individuals with mental illness.

3

\$1 million for school-based mental health services, ensuring children and adolescents have access to early intervention and treatment.

AWARENESS

Throughout the year, but particularly during Mental Health Month in May, Minority Mental Health Month in July, and Mental Illness Awareness Week in October, NAMI Dane County launched campaigns and hosted events to raise public awareness of mental illness and inspire action. Such campaigns and events fought stigma, provided support, educated the public, and advocated for equal care. Our reach extended further on social media and NAMI Dane County's website, www.namidanecounty.org, as well.



Website visits topped more than 17,000 - a 675% increase from 2016.



Social media followers grew to 2,110 - a 34% increase from 2016.



Hosted NAMIWalks Dane County to promote awareness and reduce stigma. The Walk exceeded \$170,000 in raised funds.



NAMI Dane County partnered with SSMHealth and Channel 3000 throughout the year in their Time for Kids Campaign to raise awareness about youth mental health. Additionally, a workplace mental health campaign was launched in partnership with WEA Trust during Mental Health Month in May and a one-day workshop was hosted in July with Alpha Kappa Alpha on building cultural competency skills.

“I walk for NAMI to find community and to build hope for those that struggle with mental health disorders. I walk for NAMI to raise awareness of the prevalence and both personal and societal costs of mental illness. In turn, as occurred with the Komen Race for the Cure, this awareness helps convince government and the private sector to increase research funding - essential to the discovery of better diagnosis, treatment and some day, perhaps, cures.”

-Karen Meadows, NAMIWalks participant





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(Gifts dated Jan. 1 to Dec. 31, 2017)

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**A major donor is someone who gives \$500 or more in a given calendar year.*



STAFF

Lindsay Wallace, Executive Director
 Kayla Smith, Communications Coordinator
 Becky Gennerman, Program Coordinator
 Kaitlyn Mellom, Program Coordinator
 Shruti Rajan, Outreach Coordinator
 Angie McAlister, Office Manager

Make a Gift and Help Change Lives

\$50

Allows our grassroots advocates to connect with local elected officials about our strategic priorities

\$100

Grants 2 people attendance at one of NAMI's education classes

\$250

Provides 30 hours of instruction to 20 family caregivers that significantly improves their coping and problem-solving abilities

\$500

Provides training to 2 volunteers to lead one of NAMI's live-saving education classes

\$1,000

Allows youth to bring mental health education to their schools and peers

\$2,500

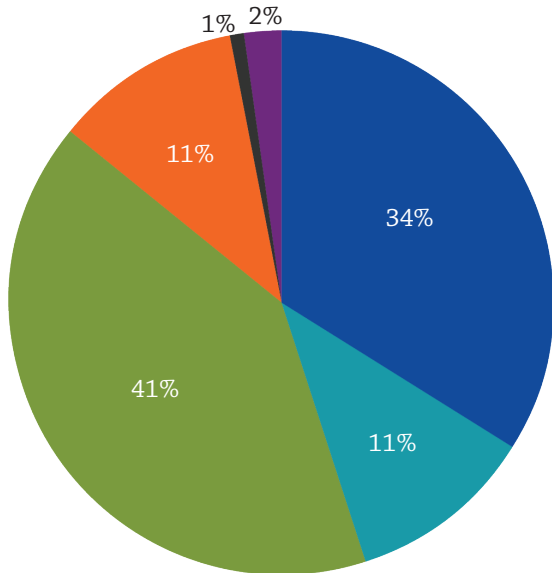
Provides 16 hours of crisis intervention training to officers and other first responders on safely and effectively responding to people in crisis

Make your tax-deductible gift through the mail or on our secure website today!

2059 Atwood Ave., Madison, WI 53704
namidanecounty.org/donate/

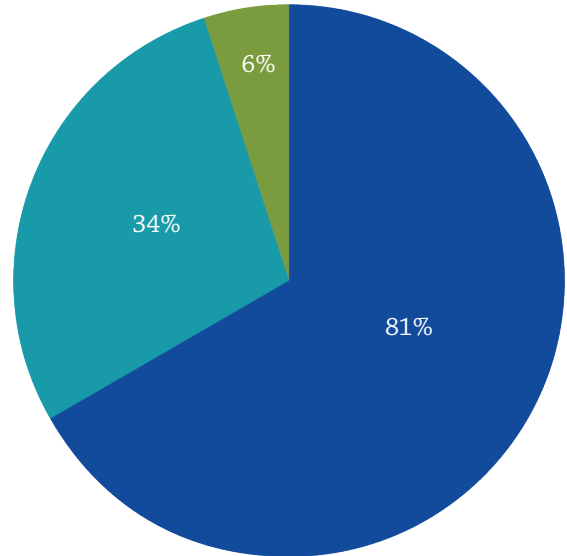
FINANCIALS

INCOME



Contributions	\$143,052
United Way	\$47,522
NAMIWalks	\$173,020
Banquet	\$45,288
Membership	\$2,113
Miscellaneous	\$7,387
Total	\$418,382

EXPENSES



Program Services	\$322,371
Management/General	\$50,395
Fundraising	\$25,312
Total	\$398,078

**81 cents of every dollar went directly to providing education and support services.*



National Alliance on Mental Illness

Dane County

2059 Atwood Ave.
Madison, WI 53704
608-249-7188
www.namidanecounty.org