

2020 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.

Our vision is to be the thought and knowledge leader on mental illness, ensuring a stigma-free community where all people affected by mental illness find the help, hope, and support they need.



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.

2020 IMPACT

Provided no-cost support groups for over

205

hours to individuals and families



Responded with referrals and direct support for over

47

hours through the NAMI Dane County support line and email

NAMIWalks Dane County saw over

443

people in attendance (virtual and in-person), raising awareness and reducing stigma



Trained

60

teachers, facilitators, presenters, and first responders to provide education and support

Reached over

1,900

people through community outreach



LETTER FROM THE EXECUTIVE DIRECTOR



During 2020, we faced unprecedented challenges, but also demonstrated how resilient we were as a community and nation. NAMI Dane County has continued to provide our services, educational trainings and advocacy efforts because of the amazing support we have received from our community. With our virtual programming, our outreach and support has grown exponentially, as you will see in our Annual Report. This work is only possible through the ongoing commitment of our staff, volunteers, Board of Directors, as well as the generous financial support from our donors and community partners.

In honor of new beginnings in the new year, I am excited to announce that we have moved into our new location! It has been wonderful to have the opportunity to co-locate within the new Behavioral Health Resource Center. As things begin to open up more in the community, we know that the new location will create greater accessibility to our services, and particularly for our BIPOC community members impacted by mental illness.

Our new office space is located on West Badger Road, across from Madison College, and next to Centro Hispano. This move will allow us to be right near a main bus line and to be more centrally located within a diverse and vibrant community. Our doors will not be open until public health deems it to be safe, but we continue to be running our virtual programming and phone support. I am so excited for when the day comes to have an open house, and have you all check the new space!

2020 has also been a year filled with many advocacy wins for individuals impacted by mental illness and their loved ones. Several of the bigger initiatives in regards to the decriminalization of mental illness include:

the opening of the Behavioral Health Resource Center, the creation of the Mobile Crisis Response Team pilot, the initial feasibility study of a Crisis Restoration/Triage Center for Dane County, a significant investment in CIT/CIP trainings by Dane County and the passage of Resolution 180 by the Dane County Board. All of these initiatives should have a dramatic impact in reducing the numbers of incarceration and unnecessary law enforcement contact for individuals living with mental illness.

Another substantial gain directly tied to the COVID-19 pandemic is the expansion of telehealth services, as well as changes in Wisconsin state statute allowing for Medicaid reimbursement. We are hopeful that many of these changes will exist into perpetuity, allowing more folks in rural and underserved communities access to mental health support. It is also exciting to hear the discussion of putting forth legislation and funding to increase our broadband capacity.

The year of 2021 will continue to present many challenges which means we must increase our ability to support individuals impacted by a mental illness. It will also require us to innovate and try new ways to engage with individuals, recruit volunteers and fundraise during this ongoing pandemic. Please follow NAMI Dane County on Facebook and sign up for our email listserv to find out about new opportunities and ways you can support the mission of improving the lives of individuals impacted by a mental illness through advocacy, education and support.

We are so grateful for your support and generosity this year and we look forward to many new opportunities in 2021 as a result of your support for NAMI Dane County.

A handwritten signature in black ink that reads "Anna Moffit". The signature is written in a cursive, flowing style.

Anna Moffit
Executive Director
NAMI Dane County

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 2020, more than 1,900 people participated in our free education and support programs.

10

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



36

hours of calls fielded through the NAMI Dane County Support Line: [608-249-7188](tel:608-249-7188).

50

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.

3,308

people reached through online-specific events and town halls

391

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

254

hours of support provided through the NAMI Dane County Support Line, Support Email, Connecting Support, Bipolar/Depression, Women's Depression/Anxiety, and Family Support groups.

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. A few of our 2020 advocacy accomplishments as a community included:

1

Telehealth Services Amidst COVID-19 Pandemic

– At the beginning of the COVID-19 pandemic, when in-person behavioral treatment was abruptly discontinued, NAMI Dane County, along with other stakeholders moved swiftly to request an emergency waiver from Governor Evers to release additional Medicaid funding in order to provide and implement telehealth services for behavioral health treatment in the state of Wisconsin. This was a critical step in ensuring individuals had continued access to behavioral health treatment.

2

Crisis Intervention Training (CIT)

– Our organization is committed to expanding training county-wide for all frontline personnel (law enforcement and first responders) who often come into contact with individuals in a mental health crisis. This training teaches first responders to de-escalate mental health crises and connect people to mental health care in their community. The training contract in 2020 was extended to \$87,500.

3

Triage Center

– During the fall of 2020, Dane County Executive Parisi and Dane County Board Chair Eicher announced that \$300,000 dollars would be allocated to study the planning and implementation of a Triage/Crisis Restoration Center in 2021. This facility is a critical component of comprehensive crisis care continue which will lead to a reduction in the number of individuals experiencing a mental health crisis being incarcerated in our community. The decriminalization of mental illness continues to be a top priority for NAMI Dane County.

4

Mobile Crisis Response Team

– The City of Madison, along with Dane County, will be piloting a Mobile Crisis Response Team modeled after the CAHOOTS model in Eugene, OR. The team would consist of an Emergency Management Team member and social worker and would respond to a variety of behavioral health situations in the community.

5

Recovery Coalition of Dane County (RCDC)

– NAMI Dane County's Executive Director, Anna Moffit, was recently elected to serve on the Recovery Coalition of Dane County's Executive Committee. The RCDC is a coalition of over 30 behavioral health providers that are dedicated to reducing the stigma associated with behavioral health needs and providing a wide array of services for the community. This coalition has been a key driver in the creation of Dane County's Behavioral Health Resource Center which opened in November 2020.

AWARENESS

Throughout 2020, NAMI Dane County launched campaigns, such as “Amplify Hope” to raise funds despite having to cancel our annual Awards Banquet & Gala, and hosted multiple events such as NAMIWalks Your Way and an outdoor film screening of “BEDLAM”, to raise public awareness of mental illness and inspire action. Our organization was able to host a series of virtual town halls addressing topics such as youth mental health, telehealth services, suicide, grief and loss, crisis care & financial wellness. 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 visitors increased to 29,803 - an 8% increase from 2019.



Received 2,096 views during our Facebook Live Mental Health Month town halls



Hosted our first virtual NAMIWalks Dane County, which raised \$204,036 to promote awareness and reduce stigma.



Due to not being able to host in-person events because of COVID-19, NAMI Dane County hosted a free drive-in, outdoor film screening of “BEDLAM: An Intimate Journey Into America’s Mental Health Crisis”, to provide awareness about the institutionalization of mental illness and America’s mental health crisis, as well as give insight into the conditions of psychiatric services such as emergency rooms and homeless encampments.

“What a bizarre year for NAMIWalks, but we got through it in style. While I definitely missed the bagels, face painting and drummers, we still showed our commitment to stomp out stigma with our best fundraising year yet. I am so proud to celebrate this community and the work we do throughout Dane county. Here’s to 2021’s walk, no matter what it looks like.”

- Whitney Cook, Walk Committee Member



MEMBER TESTIMONIALS

We are grateful for our dedicated members and volunteers that make up the community of supporters of NAMI Dane County.

“ *Being a member of NAMI Dane County is important and invaluable to me.*

NAMI allows me to support and advocate for mental health in the community. It provides me a support system, fellowship, education, and an opportunity to volunteer in the In Our Own Voice program. Most of all, it has played a tremendous role in my recovery while enabling me to make a difference in people's lives. By pledging as a member, I am part of an organization that supports, advocates and provides awareness for mental health. This has helped me accept my mental illness and in turn be supportive and empathetic towards others.”



— SHARON RAPNICKI

“

We joined NAMI Dane County 20+ years ago.

Our then 22 year old son was having severe and persistent mental health issues. NAMI Dane offered us Family Support groups and Family-to-Family classes to better understand our son, and all these are at no cost. There is an extensive library on site, plus an informative website. One of the great experiences is meeting people who understand your concerns and needs. You are not alone!”



“

Being a member of NAMI Dane County is important to me because NAMI helps shine light upon my own mental health journey.

NAMI has supported, educated, and affirmed me in my story, while giving me the courage and skills to also share my experiences with others.”



— MEGAN ZUBA

“ *I am very proud of my membership with NAMI of Dane County.*

I have had the pleasure of working with the wonderful leadership team as a member and as a volunteer, and cannot say enough great things about the organization. I believe very strongly in helping educate our community on the available education and resources that NAMI offers. I am also very proud to help volunteer with the Ending the Silence campaign. Helping educate young adults on mental health and where to find help is incredibly important to me. I wish I would have had this knowledge when I was growing up. I know it would have helped me so much. I will continue to pledge my membership to help these programs succeed and I encourage everyone to help if they can. We are making a difference!”



— KEVIN PELLERIN

CORPORATE & FOUNDATION SUPPORTERS

100 Women Who Care Madison Inc.

5 Nines LLC

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Alliant Energy Foundation

American Family Insurance Dreams Foundation

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Meriter Health Services

Mental Health Solutions S.C.

MGE

Midvale Community Lutheran Church

Mos Eisley LLC.

Mount Olive Non-Denominational Church

Murphy Desmond, S.C.

NBC15

Park Capital Management

Psychiatric Services

QBE Foundation

Regent Mental Health Group S.C.

Rockhound Breweing Company, LLC

Rogers Behavioral Health

Schell CPA

Sheldon Plumbing

Smiles for Life Foundation

SOAR Case Management

Stoughton Health

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Summit Credit Union

SVA Professional Services

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The Ironman Foundation, Inc.

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United Way of Dane County

UW Health & UnityPoint Health – Meriter & Quartz & UW Department of Psychiatry

Victorious Dental

Village of McFarland

Warren Family Dental

WEA Trust

West Bend Foundation, Inc.

Westwood Professional Services

WORT



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(Gifts dated Jan. 1 to Dec. 31, 2020)

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

MAKE A GIFT TO 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

\$500

PROVIDES TRAINING TO 2 VOLUNTEERS TO LEAD ONE OF NAMI'S LIFE-SAVING EDUCATION CLASSES

\$1000

ALLOWS YOUTH TO BRING MENTAL HEALTH EDUCATION TO THEIR SCHOOL AND PEERS

\$2500

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:

**WWW.NAMIDANECOUNTY.ORG/DONATE
2059 ATWOOD AVE.
MADISON, WI 53704**

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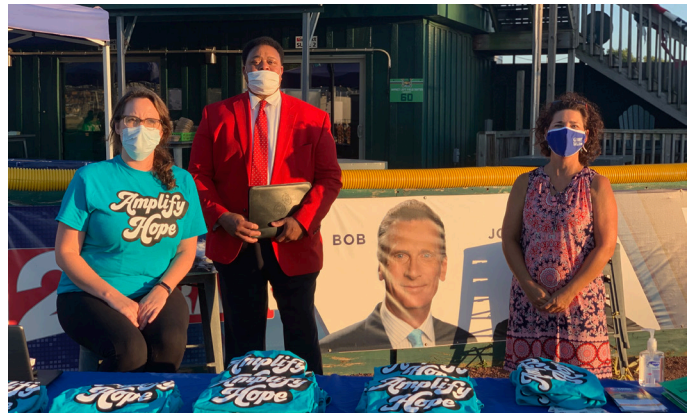
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Heidi Hastings

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FINANCIAL OVERVIEW

INCOME - \$372,561

United Way	\$23,778
NAMIWalks	\$204,036
Contributions & Grants	\$136,386
Membership	\$3,789
Interest	\$229
Endowment	\$4,343

EXPENSES - \$306,232

Personnel	\$185,858
Rent	\$10,949
Insurance	\$2,835
Postage	\$1,297
Office Equipment	\$7,132
Office Supplies	\$2,498
Newsletter	\$6,318
Telephone	\$2,368
Miscellaneous	\$2,138
Professional Services	\$26,932
Education	\$14,392
Depreciation	\$869
Advertising	\$2,030
Walk Expenses	\$40,616



National Alliance on Mental Illness

Dane County

818 W. Badger Road, Suite 104
Madison, WI 53713
608-249-7188
www.namidanecounty.org

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

