

NAMI Dane County 2018 ANNUAL REPORT



NAMIWalks 10.7.18 at Olin Park. Photo by Jeff Randall.

LETTER FROM THE EXECUTIVE DIRECTOR



Lindsay Wallace

On September 28, 2018, I had the privilege of standing next to County Executive Joe Parisi as he announced 2019 budget initiatives to significantly expand emergency mental health services. NAMI Dane County’s advocacy at county budget hearings helped realize a \$320,000 expansion of the emergency mobile mental health crisis program, the addition of the Monona Grove School district as the 11th school-based mental health location for the “Building Bridges” program, and annualization of \$25,000 to continue NAMI Dane County’s Crisis Intervention Team and Partner (CIT/P) trainings.

Our advocacy efforts also included participation in NAMI Wisconsin’s Action on the Square Day, where representatives of NAMI Dane County shared their personal stories and experiences with the state Senate and House of Representative offices. At the meetings with their legislators, attendees discussed the importance of

identifying mental illness as young as possible, receiving mental health treatment and supportive services, and avoiding the criminal justice system or receiving appropriate, quality services while inside the system.

Providing education and support continues to be at the core of NAMI Dane County’s mission. We provided 2,494 individuals and families with much needed information and support through evidence-based or evidence-informed programs like NAMI Family to Family, NAMI Basics, NAMI Ending the Silence for Students, and peer support groups. In 2018, 98% of participants reported increased knowledge and understanding of mental illness, as well as improved coping and problem-solving abilities. These outcomes show the positive impact NAMI Dane County supports and services have on the lives of people affected by mental illness.

NAMI Dane County also announced the launch of two new programs in 2018. We will now offer Crisis Intervention Partner (CIP) training to emergency dispatchers and NAMI Ending the Silence for Teachers - a program to help school staff recognize when their students may be showing signs of a mental illness and how to connect them to appropriate resources.

Our organization’s innumerable successes in 2018 show considerable progress in realizing our mission to provide education, support, and advocacy for people affected by mental illness in Dane County.

Thank you for your support in 2018 and we look forward to continuing the work in 2019 and beyond.



NAMI Dane County will 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.

NAMI Dane County Staff

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"One night after class, I went home and practiced a skill we had learned with my family member. We ended up having a great talk. I'm so thankful for the knowledge I have gained."

--NAMI Family-to-Family participant

"This group taught me that we are not alone in our experiences. It also showed me the value of a supportive environment and the importance of taking care of ourselves."

--NAMI support group participant

EDUCATION AND SUPPORT

NAMI Dane County education and support 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 2018, **2,494** people participated in our free education and support programs and more than **1,000** consumer and family resource guides were delivered.

Support Groups

- Connecting Support
- Bipolar/Depression
- Women's Depression/Anxiety
- Family Support Group

Education Classes

- NAMI Family-to-Family for caregivers of adults with mental illness
- NAMI Basics for parents of adolescents with mental illness
- NAMI Homefront for caregivers of veterans with mental illness
- NAMI Peer-to-Peer for adults living with mental illness

Community Presentations and Trainings

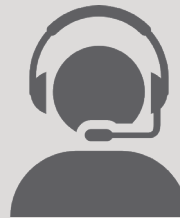
- NAMI Ending the Silence for students and teachers
- NAMI In Our Own Voice
- Verbal De-escalation
- CIT/CIP for officers and first responders

IMPACT IN 2018

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

2,494

individuals and families



Responded with direct support and referrals to

355

people through the NAMI Dane County Support Line

22

new teachers and facilitators trained to deliver life-saving NAMI education and support programs



145

first responders trained in Crisis Intervention Team & Partner programs

504

people reached through 24 community presentations and trainings.



Copies of this report are available to the public on our website or at the office.

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 2018, NAMI Dane County achieved several advocacy wins in the 2019 county budget, outlined to the right.

Action on the Square

On May 3rd, NAMI Dane County staff and volunteers gathered in Madison to advocate for mental health. This event included a morning session where we learned about legislative issues that affect mental health care, a rally where our advocates made their voices heard by the public, and then one-on-one meetings with Dane County elected officials at the capitol. At the meetings with our legislators, we discussed the necessity of affordable mental health treatment services, transportation in and around our community, and the important role employment plays in recovery.

Miramont Behavioral Health

NAMI Dane County continued to follow progress on the new private psychiatric facility planned for Dane County, Miramont Behavioral Health. Executive Director Lindsay Wallace provided testimony at the April Middleton Plan Commission about how the facility may be helpful in meeting community needs, as well as concerns. While the facility has the potential to divert higher level acuity patients away from the jail, as well as reduce the number of transports to Winnebago (resulting in significant cost-savings to law enforcement and corrections), concerns were raised that Miramont had not begun contract negotiations with local HMOs and health plans. Additionally, NAMI cited concerns over the series of sanctions and violations across other facilities owned by the company, inadequate staffing ratios, and its ability to take higher level acuity patients regardless of ability to pay. Ultimately, Miramont was awarded a conditional use permit to build the facility and plans to open in mid-summer 2020. This new psychiatric facility continues to be a priority area for NAMI advocacy efforts as we move into 2019 and beyond.

2019 COUNTY BUDGET ADVOCACY WINS

1 \$25,000 in annualized funding for NAMI Dane County's Crisis Intervention Team (CIT) and Crisis Intervention Partner (CIP) trainings. These trainings help officers and other first responders better respond to people experiencing a crisis.

2 \$325,000 for expansion of Journey Mental Health's emergency mobile mental health crisis program, where mental health workers visit people in their homes or community sites when experiencing a crisis situation.

3 Expansion of Building Bridges - a school-based mental health program - to Monona Grove School District. In this program, trained and experienced staff connect students and their families to resources, develop and promote emotional wellness, and provide school staff with professional development consultation on mental health and trauma-related



NAMI Dane County staff at Action on the Square.

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 hosted events to raise public awareness of mental illness and inspire action. Such 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 24,000 - a 75% increase from 2017.



Social media followers grew to 2,748 - a 30% increase from 2017.



Hosted NAMIWalks Dane County to promote awareness and reduce stigma. The Walk exceeded \$178,000 in raised funds.



NAMI Dane County's Raise Your Voice Club at West High School hosted a day-long mental health fair during May Mental Health Month. Students learned about the early warning signs of mental illness and how to support a peer. They also learned about community resources available. More than 500 students attended the day-long event to raise awareness about youth mental health in Dane County.

"I walk in NAMIWalks Dane County to feel inspired. I feel such hope and joy seeing so many amazing people come out the day of the event and hearing their stories. NAMI has been there for my family's journey for more than 25 years and being part of the movement to raise awareness through the Walk is so important to me. I also walk for NAMI in the hope that others can feel inspired by me and my story as well. No one is alone in their mental health journey."

--Amy Wolff, NAMIWalks participant



2018 NAMIWalks Dane County. Photos by Daniel Stout.

COMMUNITY EVENTS AND OUTREACH

2018 Awards Banquet and Gala

The 2018 Awards Banquet and Gala brought in over 325 mental health supporters at the Monona Terrace Convention Center. NAMI recognized the contributions members of our community made to reduce stigma and improve the lives of people with mental illness and their families. CIT Officer of the Year went to Sgt. Brad Lindsley with the Dane County Sheriff's Office, Jessica Perez from Chrysalis received Outstanding Peer Specialist, the Youth Voice went to Max Blaska, Mental Health Professional of the Year went to Sarah Henrickson with Journey Mental Health, Dennis Hill received the Volunteer of the Year award, and David Wahlberg with the Wisconsin State Journal received the Outstanding Journalist award. With a special keynote address by Judge Everett Mitchell, attendees heard about the decriminalization of mental illness among youth in the juvenile justice system. Dane County youth gave a special musical performance at the end of the event.

Community Information Meetings

NAMI Dane County hosted six community information meetings in 2018. These meetings facilitated thoughtful discussions and increased public awareness about programs and emerging topics related to mental health in Dane County. Some of the topics covered included information on the new private psychiatric facility, Miramont Behavioral Health, navigating special education for youth with mental health needs, NAMI Smarts for Advocacy, and what to expect as a loved one or individual living with mental illness when law enforcement is called during a crisis.

Mind/Game: The Unquiet Journey of Chamique Holdsclaw Movie Screening

During July Minority Mental Health Month, NAMI Dane County hosted a movie screening of *Mind/Game: The Unquiet Journey of Chamique Holdsclaw* in partnership with the UW-Madison Psychology Department. The movie intimately chronicles Holdsclaw's athletic accomplishments and personal setbacks with mental illness, and her decision—despite public stigma—to become an outspoken mental health advocate. Following the screening, Board Director Diane Gooding, Ph.D., facilitated a discussion with audience members.

Sequential Intercept Model Workshop

NAMI Dane County worked with mental health and criminal justice agencies to begin mapping out current services, gaps, and opportunities for jail diversion initiatives at the various points an individual with mental illness might interact with the criminal justice system. To see a video of the workshop and summary of the SIM model, go to <https://youtu.be/DHoDjjJrc6E>.

Mental Health Resource Fairs

Throughout the year, NAMI Dane County staff and volunteers provided information and resources at a variety of resource fairs. Tables were staffed at CESA conferences, festivals, and numerous churches.

Photo by Daniel Stout.



Dane County youth perform a musical entertainment piece at the 2018 Awards Banquet and Gala.

Photo by Anna White.



Community Information Meeting where Dr. Kenneth Herrmann (Psychiatrist), Mental Health Officer Andy Naylor, and Peter Rossmeisl (Peer) talk about what to expect when officers arrive on scene during a crisis.

CORPORATE AND FOUNDATION SUPPORTERS

NAMI Dane County relies on the generous support from corporations, foundations, and individuals that makes it possible to continue our mission to provide essential education, support and advocacy to people affected by mental illness. We are grateful for their partnership and support in eliminating stigma and ensuring people get the support and information they need.

United Way of Dane County
UW Health - UnityPoint Health
Meriter - Quartz
Attic Angel Association
SSMHealth
Charles E. Kubly Foundation
Group Health Cooperative
County of Dane Wisconsin
Alkermes
Psychiatric Services
Marriott Daughters Foundation
WEA Trust
Strategic Behavioral Health
Green Bay Packers Give Back
Janssen Pharmaceuticals
American Family Insurance Dreams Foundation
Alegeus Technologies
Rogers Behavioral Health
National Guardian Life Insurance
CUNA Mutual Group
Hawks Quindel
American Packaging Corporation
Journey Mental Health Center
5Nines
Findorff
Stoughton Hospital
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Cricket Design Works

Krupp General Contractors
Mt. Olive Non-Denominational
Mid-West Family Broadcasting
The Prairie Cafe and Bakery
Madison Community Foundation
Madison Gas & Electric
Society Insurance
BD Clean LLC
UW Madison Police Department
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SVA Professional Services
Genoa Healthcare
Oak Bank
Disability Rights Wisconsin
Becker Law Office
Correct Care Solutions
Park Capital Management
Magellan Health
Madison Professional Police Officers Association
Teamsters Local Union No. 695
Monona Riverplace Dental
Midvale Community Lutheran Church
Merrill Lynch
Regent Mental Health Group
Bergstrom Cadillac Of Madison
Connect Madison
Wegner CPAs
Chrysalis
Badger Aquatics, Inc.
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Symdom Chevrolet, Inc.
Ideal Builders
PhRMA
State Farm Companies
St. Andrew's Episcopal Church
National Exchange Bank Foundation
Murphy Desmond S.C.
First Unitarian Society Of Madison
Mental Health Solutions, SC
Goben Cars
Dave Jones, Inc.
Network for Good
Madison Central Park Sessions
Amtelco
Short Stack Eatery
Marquis Who's Who Ventures
TCF Foundation
Our Lady Queen of Peace

MAJOR DONORS

A major donor is someone who gives \$500 or more in a given calendar year. Contributions collected are voluntary from the public. See Financials on page 7 for source and use of contributions.

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Gary Kerner
Paul Leslie
William Swift
Deena Shiva

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

FINANCIAL STATEMENTS

INCOME - \$419,047

United Way	\$46,593
NAMIWalks	\$178,316
Contributions	\$155,270
Banquet	\$35,825
Membership	\$4,085
Interest	\$371
Endowment	(\$2,215)
Miscellaneous	\$802

EXPENSES - \$375,293

Personnel	\$179,182
Rent	\$9,835
Insurance	\$3,659
Postage	\$2,751
Travel and Conference	\$23,918
Equipment Maintenance	\$6,732
Printing and Copying	\$6,927
Office Supplies	\$10,664
Newsletter	\$4,975
Telephone	\$1,843
Miscellaneous	\$9,100
Professional Services	\$83,358
Education	\$15,285
Depreciation	\$984
Library	\$155
Advertising	\$15,925



BECOME A MEMBER

Our members bring tremendous value to NAMI as we rely heavily on them to help shape policy and funding decisions that improve the lives of people affected by mental illness. Beyond the individual benefits of membership, your membership demonstrates additional public support for the cause, which assists with our advocacy and fundraising efforts.

We have three membership rates depending on what makes the most sense for you:

- \$60 per year for a Household membership that includes all members of a household living at the same address.
- \$40 per year for a Regular membership which is an individual membership for one person.
- \$5 per year for an Open Door membership for an individual with limited financial resources.

You can pay for your one-year NAMI membership online at www.namidanecounty.org/be

GRANTS INCLUDED:

United Way of Dane County Education and Support	\$46,593
Attic Angel Association Raise Your Voice	\$17,870
Marriott Daughters Foundation General Operations	\$5,000
County of Dane CIT/CIP	\$20,000

Ways of Giving

There are so many ways you can help NAMI Dane County continue making a difference in the lives of people with mental illness and their families. We have several programs donors can utilize in making their gifts (see below). More information is available at www.namidanecounty.org/make-a-donation/.

- Donate online at namidanecounty.org/donate/
- Donate by mail or phone at 2059 Atwood Ave., Madison, WI 53704 or 608-249-7188
- Tribute gifts: In Honor and In Memory of a loved one
- Workplace giving and matching gifts
- Endowment giving by check to Madison Community Foundation *designate NAMI Dane County
- Planned giving through a bequest *contact your financial planner

NAMI Dane County

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