NAMI, the National Alliance on Mental Illness, is the nation’s largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

What started as a small group of families gathered around a kitchen table in 1979 has blossomed into the nation’s leading voice on mental health. Today, NAMI unites the power of thousands of local affiliates, state organizations and volunteers to realize our mission.

NAMI works to inspire a move away from illness, stigma and ignorance toward brighter days filled with hope, health and recovery. The hope we found is the hope we give.

2017 Mental Health Month Snapshot

NAMI gained

2,179 NEW FOLLOWERS
3,444 NEW LIKES
1,837 NEW FANS

80% growth in May
Resulting in more than 6 MILLION impressions on NAMI’s social channels.

TOP INSTAGRAM HASHTAGS:
#mentalhealthmonth: 15,422 posts
#intomentalhealth: 1,257 posts
#stigmafree: 19,901 posts

NAMI Ambassadors, StigmaFree Company and Brand Partners amplified our messages and drove action: Resulting in nearly 117 MILLION impressions totaling more than a $750,000 contribution in social currency on Facebook, Twitter and Instagram and more than $700,000 social currency on Tumblr.

Other NAMI supporters joined in resulting in an additional 2 MILLION impressions.

NAMI Embraced as the charity of choice for May

The Fox/NAMI PSA aired more than times contributing $350,000 in kind value.

Increase awareness contributed to a 20% increase in online giving for Mental Health Month compared to the same month in 2016.

Co-hosted an Instagram event with

Women’s Health magazine watched by 5,771

CO-HOSTED the third annual hope & grace philosophy luncheon in L.A. with more than 100 influencers as guests

Beartooth’s “Sick of Me” video on YouTube and sales of t-shirts benefit NAMI with $5,000 contribution.

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The individuals who came together almost 40 years ago to found NAMI envisioned a powerful advocacy force that would expand access to mental health services and supports. Our organization’s innumerable successes in 2017 show considerable progress in realizing that goal and of course, we still have far to go.

In early 2017, Congress debated whether to cut $900 billion from the Medicaid budget, potentially devastating access to mental health care for those with the most significant needs. One of the proudest moments of my 20-year career was looking out over 1,000 NAMI advocates ready to board buses to Capitol Hill to tell their senators how these cuts would affect them and the people they love. One young man with schizophrenia told his story for the first time that day directly to his senator, who took the time to listen and understand the impact this legislation would have on his life.

NAMI members and advocates didn’t stop after Hill Day, though. We went on to send close to 200,000 emails to lawmakers. And we used our partnerships with law enforcement and veterans’ groups to show the distressing effects insufficient care has on communities and on those who have served our country.

If you consider all the individuals and groups who fought against these cuts as an army, our founders would have been proud of the size, strength and training of the NAMI division.

We fought to improve the lives of millions affected by mental illness not only as a strong, unified force, but also as a technologically savvy team. Because 2017 was also a pivotal moment for NAMI using new tools to help people in need. For example, we worked with Google to reach those struggling with depression and posttraumatic stress disorder. We also piloted a new class for families and friends supporting someone in crisis, and we built a portal that makes searching for the nearest free NAMI program or support group easier and faster.

Looking to the future, we plan to continue moving forward with an agenda for greater access to care for those with the greatest needs. I am proudly serving on the Interdepartmental Serious Mental Illness Coordinating Committee as one of 14 nonfederal members. NAMI will use this committee’s 2017 recommendations to fight for proactive change and improvements for those we serve.

We will also continue to champion expanded access to early psychosis programs to improve outcomes for young people. We also plan to continue our partnership with the Broad Institute, the National Institute of Mental Health, industry and academia to advance research into new treatments. Most importantly, NAMI will continue to be a beacon of hope for people with mental illness and their families.

We are holding true to our roots in building our advocacy force, while using new tools and technologies to reach more people in need. With these two pieces working hand-in-hand, we can bring the hallmarks of NAMI—help and hope—to millions more. Our work is far from done, but looking back on last year, we fought hard, and I know we still have a lot of fight left.

Mary Giliberti, J.D.
NAMI Chief Executive Officer
Build a Movement

Broadening public awareness and inclusion

Lokai, a socially responsible lifestyle brand, sponsored NAMI for a month in 2017 via their Limited-Edition Orange Lokai bracelet. Using their influence, this popular brand spread our message of hope and inspiration over social media with messages such as: “Don’t walk through your toughest day alone. We’re in this together.”

During National Minority Mental Health Awareness Month, NAMI highlighted the reality of living with mental illness in diverse communities. Our blog featured a dozen articles and personal essays that confronted stigma and raised awareness of this important topic.

NAMI ran a campaign during Mental Illness Awareness Week that featured blogs, personal stories and graphics dispelling stigma about five mental illnesses. Our social media growth this week was equivalent to what we typically see in a month. We also collaborated with NAMI Ambassador Chris Woods’s #IDONTMIND campaign and raised over $100,000.

NAMIWalks hit an all-time fundraising record. The NAMI State Organizations and Affiliates that hosted these events kept 90% of the funds.

NAMI and Alpha Kappa Alpha, the nation’s oldest sorority founded by African-American women, have worked together since 2015 on our shared goal of raising awareness of mental illness in the African-American community. In 2017, Alpha Kappa Alpha had a record-breaking 1,400 walkers participate in NAMIWalks, raising an incredible $114,000.

431,000 SOCIAL MEDIA followers grew to A 20% INCREASE from 2016

$11.3 MILLION raised across the country by 68,000 participants
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SOCIAL MEDIA followers grew to 431,000
A 20% INCREASE from 2016

NAMI teamed up with
CELEBRITY INFLUENCERS

Utkarsh Ambudkar
Maria Bamford
Andrea Barber
AJ Brooks
Sterling K. Brown
Corinne Foxx
Naomi Judd
Dawn McCoy
Stefania Owen
Alessandra Torresani
Wil Wheaton
DeWanda Wise
Chris Woods
NAMI partnered with Google to bring essential screening questionnaires into the public’s hands. These tools—often a crucial step towards getting proper diagnosis and treatment—will empower and educate millions about depression and posttraumatic stress disorder.

To broaden its impact, the NAMI HelpLine offered its national resource directory and volunteer training materials to 483 helplines operated by NAMI State Organizations and Affiliates across the country.

NAMI produced a series of videos supporting the following education and presentation programs. These companion videos make our in-person programs even more dynamic and engaging for participants. Even better: They’re all available with English and Spanish captions.

- NAMI In Our Own Voice
- NAMI Peer-to-Peer
- NAMI Family-to-Family
- NAMI Homefront
- NAMI Basics

With 90 VOLUNTEERS the NAMI HelpLine provided information and support to 30,000 PEOPLE.

In 2017, NAMI’s popular Ask the Doctor webinar series covered the opioid epidemic, health disparities in individuals with mental illness, supporting children with mental health conditions and ketamine as a treatment for depression.
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Attending in-person classes can be difficult for busy individuals and families, so in 2017, we began offering NAMI Homefront—a program for family, friends and significant others of military service members and veterans experiencing mental health conditions—online. We plan to bring NAMI Basics online next, in 2019.

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- NAMI In Our Own Voice
- NAMI Peer-to-Peer
- NAMI Family-to-Family
- NAMI Homefront
- NAMI Basics

1. Borderline Personality Disorder
2. Schizoaffective Disorder
3. Dissociative Identity Disorder
4. Bipolar Disorder
5. Schizophrenia

In 2017, 1,763,000 people wanted to “Learn More” on NAMI.org about the following topics:

In 2017, NAMI’s popular Ask the Doctor webinar series covered the opioid epidemic, health disparities in individuals with mental illness, supporting children with mental health conditions and ketamine as a treatment for depression.

NAMI Family & Friends—a four-hour seminar that informs and supports people who have loved ones with mental illness—was piloted in seven states. Participants learn about diagnoses, treatment, recovery, communication strategies, crisis preparation and NAMI resources. The NAMI Portal was also piloted as a companion technological tool. This tool allows the public to use geo-location to register online for the nearest seminar. NAMI Family & Friends will be released throughout the country in 2018.
NAMI released its third parity report, “The Doctor is Out.” The report found that, despite the federal parity law, people lack equal access to mental health providers compared to other medical providers.

NAMI’s CEO, Mary Giliberti, was appointed by the Secretary of the U.S. Department of Health and Human Service (HHS) to serve as one of 14 non-federal members of HHS’ Interdepartmental Serious Mental Illness Coordinating Committee. The committee was tasked by Congress to help shape how federal agencies coordinate care for children and adults with serious mental illness.

These advocates talked with their U.S. senators and representatives about threats to Medicaid and insurance parity in health reform bills, as well as the need for investments in criminal justice mental health, early intervention, caregiver supports, veterans’ mental health and research.

At the NAMI National Convention, an awe-inspiring 1,066 ADVOCATES visited Capitol Hill.
The Stanley Center for Psychiatric Research at the Broad Institute and NAMI hosted a summit focused on exploring and discussing key issues relating to the advancement of neuroscience research. The discussion included overarching themes of developing better collaborative approaches, learning from setbacks and seeking ways for greater innovation.

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NAMI co-hosted a congressional briefing with NAMI Montana on the need for better diagnostics and treatments for veterans with mental health conditions, worked closely with congressional staff to promote our priorities and played a key role in Veterans on Wall Street's first-ever event on mental health and suicide prevention.

NAMI released its third parity report, "The Doctor is Out." The report found that, despite the federal parity law, people lack equal access to mental health providers compared to other medical providers.

In 2017, multiple health reform bills threatened the future of Medicaid, the primary source of mental health services for people with mental illness. NAMI's grassroots advocates helped defeat these dangerous bills by sending over 194,000 emails to Congress. As part of our advocacy efforts, NAMI highlighted how law enforcement, veterans and military caregivers would be affected by Medicaid cuts and partnered with NAMI state leaders to galvanize advocacy targeted to key U.S. Senators.

NAMI celebrated the growth of coordinated specialty care in first episode psychosis programs (now over 200 across the country), convened influential leaders and developed a white paper to promote financing of these life-saving programs.
FOCUS ON Youth
Engaging youth, young adults and their families

NAMI developed informative tip sheets for those supporting young adults experiencing first episode psychosis.
- What is Early and First-Episode Psychosis?
- Early Psychosis: What's Going on and What Can You Do?
- Encouraging People to Seek Help for Early Psychosis
- Early Intervention: Tips for School Staff and Coaches

Collectively, these sheets were downloaded 14,250 times in 2017.

HOSA-Future Health Professionals selected NAMI as their service project in late 2016. HOSA has since worked directly with NAMI to help expand mental health education and awareness throughout its 225,000 young adult members.

NAMI began a nationwide expansion of our flagship teen program NAMI Ending the Silence, thanks to a generous donation from Former Second Lady of the United States, Tipper Gore. The $1 million gift will enable NAMI Affiliates throughout the country to adopt this vital early intervention program so more middle and high school students can access it, along with families and school personnel.
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NAMI produced a video series narrated by NAMI Ambassador Corinne Foxx aimed at helping college-bound students and their families talk about mental health. The videos are part of the popular “Starting the Conversation: College and Your Mental Health” guide released by NAMI and the Jed Foundation in 2016.

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In 2017, NAMI partnered with Jack and Jill of America, Inc., a membership organization of mothers dedicated to developing the next generation of African-American leaders. Through working with NAMI State Organizations and Affiliates, this partnership is helping raise mental health awareness and educate young people in diverse communities.

In collaboration with Columbia University and the New York State Psychiatric Institute, the NAMI STAR Center developed a four-part video series to increase the use of mental health care among youth and their families—especially for youth experiencing psychosis.
NAMI was honored to be the beneficiary of 100 Women in Finance’s 16th Annual Gala. The event broke the organization’s previous fundraising record, raising $2.6 million. At the gala, NAMI unveiled our new video called “The Reality of Caregiving and Mental Health Conditions,” as we plan to use the transformative donation to improve how we deliver our programs to caregivers and their families.

In 2017, the Alliance continued its efforts to ensure best practices in governance. By year’s end, hundreds of NAMI State Organizations and Affiliates had met expectations for standards of excellence. Attending to the health of all parts of the Alliance helps ensure sustainability and growth, so people in communities nationwide can access NAMI when they are in need.

Overall, NAMI saw a 16% increase in total revenue from 2016.

#GivingTuesday saw a 98% increase in donations from 2016.

NAMI produced three online training courses for program volunteers. These eLearning courses will allow NAMI program leaders to learn and practice many of the skills needed to teach or present some of our best known national programs: NAMI In Our Own Voice, NAMI Ending the Silence and NAMI Peer-to-Peer. Our new online learning options make volunteer education more cost-effective and convenient, cutting in-person training requirements in half.
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The Family & Friends eBook was made available in Arabic, Chinese (Simplified), Farsi, Korean, Spanish and Vietnamese.

NAMI piloted the first course of our online training program for NAMI State Organizations and Affiliates leaders. The first course of “Navigating NAMI: NAMI’s New Leader Orientation Program” is titled “We Are NAMI” and it covers how NAMI was formed, our structure, governance, mission and goals; what teams to work with at the national office; and where to find helpful tools and resources. NAMI also developed an online NAMIWalks training, showing NAMI leaders how to plan and oversee a successful walk.

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Please excuse any inaccuracies or omissions.

For corrections, please contact Donor Services at 888-999-NAMI.

* Deceased
2017 Financials

Revenues:
$15,116,813

Expenses:
$13,728,079

Total Net Assets: $13,481,680
Carlos was a National Hispanic Scholar who had been accepted to medical school at just 18 years old. As the first person in his family born in the U.S. to Cuban refugees, Carlos had a lot riding on his future. However, the unexpected onset of mental illness steered him off-course. He wandered aimlessly on the University of Miami campus at odd hours, ate from trash cans and rambled to himself incoherently. By his senior year of college, he was lost in the fog and maze of psychosis.

Fortunately, friends and family encouraged him to seek professional help, which ultimately led to a diagnosis of schizophrenia. Access to the NAMI community allowed Carlos to get on the path to recovery and become a successful nurse practitioner.

“NAMI allowed me to find help and hope,” says a grateful Carlos. Through access to medication and community-oriented treatment, he started living life again. “That’s the outcome when people are diagnosed and treated in a timely manner.”

“People do get better,” insists Carlos.

Carlos believes NAMI provides a supportive community of people who understand. “To this day, I still struggle with feelings of being lost and feeling confused. But, more than ever, I feel a sense of belonging and purpose in my life. I’m in a community of peers and colleagues who get my experience and view it as an asset.”

“You’re not judged like you are in other communities,” adds Carlos. “NAMI provides a forum for people in recovery and their family members to share stories of hope.”