About NAMI

The National Alliance on Mental Illness is the nation’s largest grassroots organization devoted to building better lives for millions affected by mental health conditions.

NAMI began in 1979, when two mothers from Madison, Wisconsin reached out to others around the country who shared their outrage at the stigma, discrimination and inadequate care their loved ones faced. When these families joined forces, NAMI became a powerful voice for change.

Today’s NAMI is hundreds of thousands strong—a dynamic alliance working at the federal, state and local level to transform the way mental illness is understood and treated. We envision a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

The hope we found in 1979 is the hope we continue to give.
NAMI came together at a time when people struggling with mental illness felt so shunned and marginalized that many simply hid themselves away.

They and their families were profoundly affected by the widespread view that mental illness was a character flaw, not a brain-based health condition deserving the same resources and attention as any other health issue.

Today, stigma and discrimination still exist—but as millions of us raise our voices in homes, schools, community centers, statehouses and the halls of Congress, harmful misconceptions are beginning to fall.

Encouraged by NAMI and the many courageous partners and ambassadors who are helping us lead the fight, the public is demanding answers to questions that have troubled us from the very beginning:

- Why do we often treat people with mental health conditions as if they were criminals?
- Why do we draw a line between physical health and mental health, even though we know the mind and body are intimately connected?
- Why are there too few mental health providers in nearly every community— and far too many barriers to affordable, effective care?

When it comes to shaping real progress for millions with mental illness and their families, these questions are just the start. But in 2018 we saw clear signs that new answers are on the horizon. We are proud to share this annual report with you, along with our heartfelt thanks for the support you so generously give.

Mary Giliberti, J.D.

A personal message from NAMI CEO
How We Work

BUILDING A MOVEMENT
- Powerful alliances
- Authentic voices
- Collaboration for change

LEVERAGING TECHNOLOGY
- Streamlined operations
- Wider outreach
- More responsive support

FOCUSING ON YOUTH
- Early intervention
- Proven care models
- Family, school and community

ADVOCACY
- Reshaping laws and policies
- Fighting discrimination
- Funding research and innovation

STRENGTHENING THE ORGANIZATION
- Raising funds
- Developing people
- Organizing for impact
Igniting the Conversation on Mental Health

NAMI is the grassroots voice for individuals with mental illness and their families. We achieve impact through powerful campaigns and partnerships that fight stigma and champion change.

“Care is care. There can be no justification for treating mental illness with less urgency and fewer resources than we give to any other health problem.”

NAMI CEO MARY GILIBERTI, J.D.
I thank NAMI for giving me the chance to demolish my secrets and strike my own small, personal blow in the war against shame and stigma ... a war I know we can win.”

ACTOR CLARK GREGG, star of the Marvel Cinematic Universe and member of NAMI’s celebrity ambassador program.
Reaching Out to Everyone Affected by Mental Illness

Next door and across the nation, NAMI provides free education and support for youth, adults and families. We are determined that no one with mental illness will walk alone.

In 2018, NAMI’s website had the greatest share of voice among mental health websites. More than half of those who visit our website are 18 to 34 years old, a strong sign that our focus on youth and early intervention is succeeding.

Volunteers in Washington, D.C. used powerful new software to link callers with mental health resources near their homes. Local NAMI Affiliates answered thousands more calls, providing the compassionate support that individuals and families need.

NAMI programs and support groups served a growing audience, delivering information and hope in clear, engaging, culturally relevant language. More than 12,000 volunteers with lived experience of mental illness reached people in their communities with evidence-based education and personal support.

A WARM WELCOME
An all-new, 4-hour seminar known as NAMI Family & Friends launched in summer 2018, offering people an even easier way to connect with our mission and resources. More than 150 local sessions were hosted in just 5 months.

ENGAGING COMMUNITIES OF COLOR
In 2018, NAMI welcomed Mocha Moms as our newest partner in serving African American families facing mental health struggles. Mocha Moms joins longtime partners Jack & Jill of America and Alpha Kappa Alpha sorority in bringing NAMI resources to communities of color and drawing powerful new voices to our movement.

“I’ve really learned how to cope with my triggers better, and I’m now on the path to truly loving myself.”

NAMI PEER-TO-PEER PARTICIPANT
Our popular NAMI Peer-To-Peer course re-launched in 2018 with an even stronger focus on helping adults with mental illness build on their own inner resilience. This free, confidential, 8-session course is led by peers with mental health conditions who offer perspectives on goal setting, accountability, relationships, communication and much more.

“I was a peer counselor in jail before I became a certified peer counselor on the outside. Today I know that recovery is possible for all of us, no matter how far we’ve fallen.”

NAMI ADVOCATE LLOYD HALE, sharing his journey as part of our criminal justice video series

WATCH Lloyd Hale in “Is Recovery Possible?”
NAMI’s evidence-based program on teen mental health expanded rapidly in 2018, reaching 42% more students, families and school staff nationwide. A major gift made in 2017 by former First Lady Tipper Gore helped us train nearly 300 new youth presenters, who in turn reached more than 175,000 participants.

Echoing the experiences of their peers around the country, here’s what presenters from NAMI North Texas say about sharing their mental health stories in settings from middle-school auditoriums to high-school health classes to college dorms.
“My family taught me to hide my problems. I felt guilt and shame when mental health symptoms disrupted my college career. But I found a way forward ... and now I can encourage young people to ask for help the same way I did.”

EBONIE FREEMAN

“As a former teacher, I love working with school staff. I reassure them they don’t have to be mental health experts to provide real, tangible support for kids and parents.”

HANNAH BOTT

“Students have so many questions and fears, sometimes even secret struggles of their own. I feel a kind of relief in the room when I tell them, ‘I get it. I was you.’”

BROOKE ANDERSON
Boldly Advocating for Change

NAMI advocates bring the power of lived experience to the halls of Congress and state capitols nationwide. We fight every day to promote innovation, improve care and support recovery for people with mental illness.

INCREASING FUNDING FOR MENTAL HEALTH PRIORITIES

NAMI advocates successfully called for increased federal funding for mental health research, services and supports. Substantial gains in 2018 will fuel new brain research, more supported housing and mental health block grant programs, and improved mental health care for military veterans.

FIGHTING ROLLBACKS ON MENTAL HEALTH PARITY

In May, NAMI published Mental Health Parity at Risk, a report exposing how health insurance plans routinely discriminated against people with mental illness before the Affordable Care Act enacted patient protections. In September, we joined 6 other organizations in filing a federal lawsuit to oppose new regulations that would weaken protections and take us back to a time when people with mental illness were routinely denied coverage, charged more, or forced to accept unfair limits on mental health care.

ENDING BARRIERS TO INPATIENT CARE

NAMI fought for modification of the Medicaid Institutions for Mental Disease (IMD) exclusion, an outdated federal rule that created roadblocks to care for adults with serious mental illness. Now, all states can request a waiver to the exclusion, allowing Medicaid billing for inpatient care in facilities with 16 or more beds.

READ the NAMI Mental Health Parity at Risk report.

PROGRESS FOR EARLY INTERVENTION

We pressed for the expansion of First Episode Psychosis (FEP) programs, which provide coordinated, evidence-based care for young adults facing an early episode of psychosis. There are now 265 programs nationwide—up from only 12 in 2008.

“Limited-benefit plans have been described as nothing more than a spare tire, providing almost no coverage for mental health. These plans are totally inadequate for the journey our loved ones have ahead of them.”

NAMI CEO MARY GILIBERTI, J.D.
BUILDING OUR ADVOCACY BASE

Through our NAMI Smarts for Advocacy training program, we helped more than 1,000 new advocates gain the confidence and skill to share their lived experience with policymakers.

ADVOCATES TRAINED

1,000+

NAMI launched a new, non-partisan website to educate all voters on mental health issues, helping them see the impact that elected officials have on mental health services in their communities. Some 263,000 unique visitors visited the site to learn how to make mental health a top priority during the elections.

VISIT #VoteForMentalHealth
Building on Four Decades of Strength

NAMI leads the mental health movement through an extraordinary network of people who strive for excellence every day. We embrace new tools and technologies to improve the efficiency and quality of everything we do.

NAMI Affiliates across the country met new standards of excellence through our reaffiliation process, building a more powerful network to serve millions with mental illness.

NAMIWalks saw record participation in 2018, with 88 events bringing in $12 million from 100,000+ supporters.

**NEARLY 600 AFFILIATES STRONG**

**75,000+ WALKED TO RAISE FUNDS AND AWARENESS FOR MENTAL HEALTH**

**HARNESSING BIG DATA**

NAMI partnered with Salesforce.com, the world’s leading provider of customer relationship management software, to create a CRM system for our unique needs. The new system will help us improve community-based services and learn more about our constituents.

**FACEBOOK FUNDRAISING SOARS**

In our first coordinated fundraising efforts via Facebook, NAMI garnered $735,000 in new support—establishing a base for future success.
Throughout 2018, NAMI hosted surveys, listening sessions and focus groups with staff and volunteers to lay the foundation for a new strategic plan that will launch in 2020. More than 50,000 survey responses and 50 live and virtual focus groups sparked a nationwide conversation on NAMI’s future.

NAMI Volunteer Leadership Spotlight

DAVE MANCINA
NAMI St. Tammany, Mandeville, La.

In Dave’s early days with NAMI, his cell phone served as the local help line. He’s played virtually every role a volunteer can fill, from support group leader and NAMI Family-To-Family teacher to Affiliate Board President. Over the past 20 years he’s never stopped asking: “How can we reach more people?”

Expanding services means finding more resources—so in 2017, NAMI St. Tammany launched a new NAMIWalks event. “We’d raised funds at comedy nights, golf tournaments and art gallery events, but this took us to a higher level,” Dave explains. In their first year, 600 local walkers raised nearly $97,000 – almost four times the amount of any previous fundraising event. In 2018 the total jumped to almost $114,000.

“When I stood in front of that crowd at the lakefront, hearing the cheers and seeing all the support coming from our community ... it was my most powerful NAMI moment ever.”

DAVE MANCINA
NAMI Leadership

NAMI Board of Directors, seated, left to right:
Shirley Holloway (2nd Vice President), Lacey Berumen (1st Vice President), Adrienne Kennedy (President), Dave Stafford (Secretary). Standing, left to right:
Not pictured: Barbara Ricci, Carlos Larrauri.

Executive Committee

Adrienne Kennedy, M.A., 2020
PRESIDENT
West Lake Hills, Texas

Lacey Berumen, Ph.D., M.N.M., C.A.C. III, 2019
FIRST VICE PRESIDENT
Denver

Shirley J. Holloway, Ph.D., 2019
SECOND VICE PRESIDENT
Anchorage, Ala.

Barbara Ricci, 2019
TREASURER
New York City

Dave Stafford, 2021
SECRETARY
Simpsonville, S.C.
Board of Directors

Judge Joyce A. Campbell, 2021
Fairfield, Ohio

Charma D. Dudley, Ph.D., FPPR, 2019
Pittsburgh

Vanessa Fernandes, 2021
Dallas

Jim Hayes, M.D., 2020
Greer, S.C.

Carlos Larrauri, R.N., B.S.N., 2020
Miami

Amanda Lipp, 2020
Sacramento, Calif.

Jacqueline Martinez, C.P.S., 2019
Revere, Mass.

Captain Stacey L. Owens, 2021
Simpsonville, S.C.

Micah Pearson, 2020
Las Cruces, N.M.

Steve Pitman, 2021
Lake Forest, Calif.

Catherine “Carrie” Roach, M.S., 2019
Saint Paul, Minn.
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Mayim Bialik
Carly Chaikin
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Please excuse any inaccuracies or omissions.

To submit corrections, please reach out to NAMI Donor Services at 888-999-NAMI (888-999-6264).
2018 FINANCIALS

2018 REVENUE
$27.4 M

- 51% CONTRIBUTIONS
- 41% IN-KIND
- 4% WALKS
- 2% EVENTS
- 1% GOVERNMENT
- 1% DUES

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2018 EXPENSES
$26.8 M

- 63% PROGRAMS AND MEMBERSHIP
- 9% CAPACITY BUILDING
- 9% DEVELOPMENT
- 8% ADVOCACY
- 8% INFORMATION SUPPORT
- 3% ADMINISTRATION

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Help Us Shape the Future

NAMI relies on the generosity of thousands nationwide to keep our mission moving forward. To share your personal story, learn more about the mental health movement or make a tax-deductible gift to advance our work, reach out to us today.

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