



BUILDING BETTER LIVES



National Alliance on Mental Illness

2024
ANNUAL REPORT

Table of Contents

Who We Are..... 3

From the President 4

From the CEO..... 5

Youth and Young Adults 6

Elevating Communities..... 7

NAMI HelpLine..... 8

Advocating For Change 9

Strengthening NAMI’s Programs 11

 Building Better Lives: Amplifying Awareness.....13

Financials.....14

2024 Board of Directors.....15

NAMI Ambassadors.....16

Building Better Lives Together17



Building Better Lives: WHO WE ARE

The National Alliance on Mental Illness (NAMI) 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, we are an alliance of more than 650 local Affiliates and 49 State Organizations that work in your communities to raise awareness and provide support and education.

OUR VISION

NAMI envisions a world in which all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

OUR MISSION

NAMI provides advocacy, education, support, and public awareness so that all individuals, and families affected by mental illness can build better lives.

OUR VALUES

HOPE

We believe in the possibility of recovery, wellness, and the potential in all of us.

INCLUSION

We embrace diverse backgrounds, cultures, and perspectives.

EMPOWERMENT

We promote confidence, self-efficacy, and service to our mission.

COMPASSION

We practice respect, kindness, and empathy.

FAIRNESS

We fight for equity and justice.



Building Better Lives: FROM THE PRESIDENT

Reflecting on 2024 fills me with renewed hope and pride for our NAMI family. The progress and unity we've achieved, driven by our purpose to improve lives affected by mental illness, are truly inspiring.

Across the country, NAMI's programs have touched individuals, families, and communities. From new initiatives serving young people to the expansion of culturally specific outreach, we saw the difference that compassion and advocacy can make. I've heard stories of transformation: youth leaders building communities, support groups providing hope, and partnerships with tribal and faith communities opening doors for greater healing and understanding.

Our impact is also visible in our advocacy. With nearly 60,000 actions taken, we've helped shape legislation and systemic change, strengthening mental health parity protections and elevating the conversation around crisis response. NAMI now leads as the most referenced mental health organization in federal policy discussions, a testament to our dedicated advocates and supporters.

We also celebrated the power of community. NAMIWalks and the new Do-It-Your-Way fundraising initiative brought people together in record numbers—not only to raise resources, but to stand side by side in support of mental health for all. Our fundraising successes have energized our mission and created new opportunities for outreach and support across the nation.

Beyond these programs and efforts, NAMI continues to spark life-changing conversations—reaching millions through campaigns, digital platforms, and employer partnerships. Our first annual employer mental health survey underscored the urgent need for inclusive and supportive workplaces and pushed us to form stronger partnerships, driving innovation in how we approach community wellness.

This spirit of progress was matched by another milestone last year. In 2024, NAMI finalized a strategic plan that lays the foundation for our organization's future, setting a bold vision and clear impact goals for our 50th anniversary in 2030. While our recent achievements have been remarkable, this plan promises an even greater future, anchored in equity, inclusion, and hope.

As we look ahead, the Board of Directors is dedicated to sustaining this momentum and preparing to implement the strategic priorities outlined in the plan: strengthening our Alliance, amplifying advocacy and awareness, pursuing excellence across all initiatives, and evolving NAMI as a truly effective national organization. These priorities will guide how we serve, grow, and lead for years to come.

Thank you for your unwavering commitment to NAMI. Together, we are building a brighter, more hopeful future for mental health—one defined by community, compassion, and the promise of change.

With sincere appreciation,

Cathryn Nacario



Building Better Lives: FROM THE CEO

NAMI's work in 2024 was a testament to what is possible when people come together to advance mental health for all. Across the country, the NAMI community has turned vision into action—delivering new support, greater understanding, and powerful hope to individuals and families facing mental health conditions.

A highlight was the launch of the NAMI Teen and Young Adult HelpLine, a lifeline that connected nearly 21,000 young people with peers who understand their journey, offering rapid support and practical resources. Young leaders also shaped our growth, launching NAMI on Campus clubs at 358 schools and participating in the first Youth Community of Practice, building community and capacity in 21 states.

We found new ways to bridge cultural divides and fight stigma, bringing culturally responsive programs like Compartiendo Esperanza, Chai and Chat, Maniwala, and Sharing Hope to more neighborhoods and families. Stories like Maria's—transforming from a workshop attendee to a catalyst for support in her church—remind us that outreach, education, and representation are the seeds of lasting change.

Stronger partnerships deepened our reach. New collaborations with faith communities and tribal nations led to a record number of gatherings, trainings, and pilot initiatives. More than 117,000 individuals participated in NAMI support groups this year—a reflection of our enduring promise to be there for everyone, everywhere, who needs us.

NAMI's advocacy efforts made history, with nearly 60,000 actions taken by advocates and recognition as the leading mental health voice on Capitol Hill. Our focus on parity and 988 georouting is driving safety, equality, and local access for millions navigating mental health concerns.

Financial strength empowered our boldest year ever. The new Do-It-Your-Way program inspired fresh fundraising energy, and NAMIWalks set new benchmarks with more than \$15.8 million raised to fuel grassroots programs and outreach across the country.

Beyond programs and fundraising, our campaigns, resources, and digital platforms mobilized millions—reaching into workplaces, schools, and homes to build conversations that save lives. Our first annual employer mental health survey revealed urgent needs and informed new partnerships, shaping the way forward.

As we reflect on all that was accomplished, it's important to recognize a pivotal moment for our movement: in 2024, we finalized NAMI's 2030 Strategic Plan. This plan sets ambitious impact goals for the years ahead and identifies four key national strategic priorities to guide our progress:

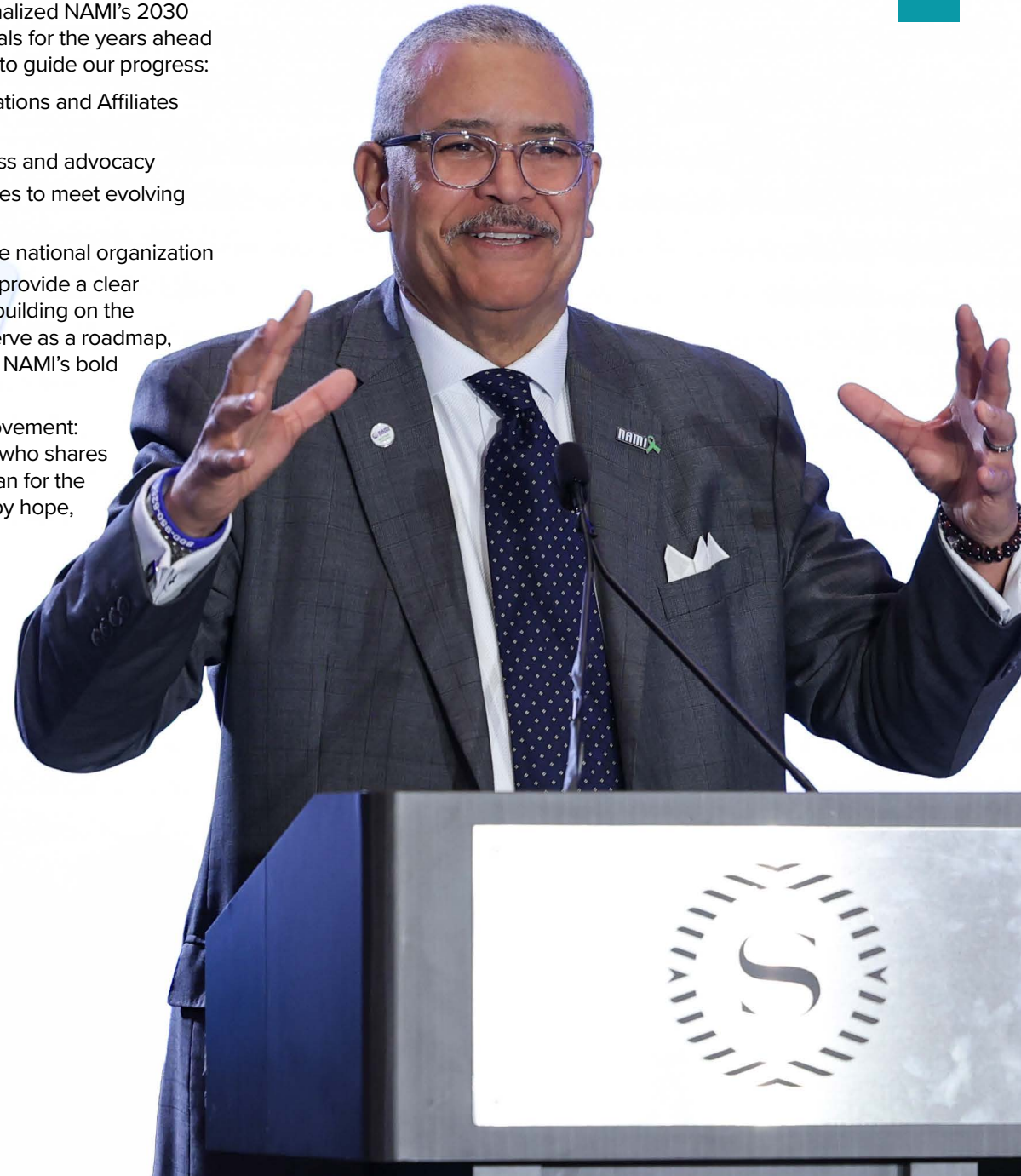
- Strengthen the Alliance to help State Organizations and Affiliates reach their full potential
- Turbocharge NAMI's impact through awareness and advocacy
- Drive excellence across programs and initiatives to meet evolving demand
- Evolve NAMI into a more efficient and effective national organization

As we look to the future, these strategic priorities provide a clear framework for our continued growth and impact, building on the momentum of everything achieved so far. They serve as a roadmap, ensuring that our ongoing efforts are aligned with NAMI's bold vision for our 50th anniversary and beyond.

Thank you for being at the heart of this vibrant movement: every supporter, advocate, volunteer, and person who shares NAMI's vision. With this momentum and a clear plan for the future, together we are creating a future defined by hope, dignity, and possibility.

With deep gratitude,

Daniel H. Gilliam, Jr.



Building Better Lives:

YOUTH AND YOUNG ADULTS

NAMI’s youth-focused programs demonstrated significant reach and effectiveness in 2024, with strong engagement across multiple initiatives.

The NAMI Teen and Young Adult HelpLine supported nearly 21,000 young people, while 2,335 people downloaded the teen and young adult resource directory.

NAMI successfully launched NAMI TraumaInSight, a free, self-paced, comprehensive training to enhance trauma awareness for anyone interested in trauma-informed care for children and adolescents. A total of 1,303 youth-serving professionals enrolled to receive this education. Post-training surveys revealed that more than 80% of participants acquired new strategies for supporting trauma-impacted youth, suggesting the program effectively transferred practical skills to frontline workers.

Drawing on the experience and expertise of its Next Gen Advisory Group, NAMI launched its inaugural Community of Practice, connecting 51 young mental health leaders (ages 16–25) from 21 states. Through five structured educational sessions, participants engaged in learning on research, advocacy, peer support, and crisis response.

NAMI continues to empower communities by supporting young people, equipping youth-serving professionals with professional development, and cultivating leadership among young adults — furthering our mission of building better lives for youth across the nation.

“There just aren’t people interested in being available when you need them. To find a safe person to let down your guard. Five minutes of crying with a person who cares about you is worth hours of crying alone.”

— NAMI Teen and Young Adult HelpLine Seeker

21,000 young people reached out for help!



Building Better Lives: ELEVATING COMMUNITIES

One way NAMI National helps build better lives through communities is by supporting our 49 NAMI State Organizations and more than 650 local Affiliates. We provide local NAMIs with tools and support, including our new Volunteer Recruitment and Management Course, which aims to assist local NAMIs in drawing on best practices from the Alliance.

One of the key ways we support stronger local NAMIs is through fund development support. Our new NAMI Do-It-Your-Way (DIYW) program officially launched in April as NAMI’s newest signature fundraising program. This program empowers individuals nationwide to host DIY fundraising campaigns that generate unrestricted funds for local NAMIs or NAMI National. Through DIY fundraising, supporters can channel their passions into meaningful contributions to mental health initiatives. In 2024, 109 local NAMIs participated, creating 189 campaigns that collectively raised more than \$114,000.

“...I’m grateful for the amazing new program and opportunity...I’m getting to see our DIYW really come to life in the way it’s set up to work...I love seeing this program come to life even more in our community.”
— Jack, NAMI Boulder County Colorado

NAMIWalks celebrated a significant milestone in 2024. With more than 81,700 registrants across 8,800 teams, NAMIWalkers nationwide raised \$15.82 million in total revenue — a \$1.1 million increase, or 7% year over year.

This record-breaking achievement surpassed the previous milestone set in 2019, reflecting remarkable growth after years of rebuilding in-person engagement since the pandemic.

\$15.82M

Total Revenue Raised
(\$1.1M increase, or 7% YOY)



Building Better Lives:

NAMI HELPLINE

In 2024, the NAMI HelpLine supported more than 737,000 people with guidance, resources, and hope. Whether through phone calls, the online Knowledge Center, or the HelpLine website, every interaction was a lifeline for someone seeking support.

To ensure the highest quality of care, the NAMI HelpLine achieved accreditation with the International Council for Helplines in 2024 — a milestone that reflects our commitment to excellence.

This rigorous process required the tem to build, expand, and improve their services. This national recognition achievement affirms the HelpLine as a trusted resource for the mental health community.

The Top Five Knowledge Center Searches

- 1. Housing
- 2. Therapist
- 3. Crisis
- 4. Legal
- 5. Anxiety

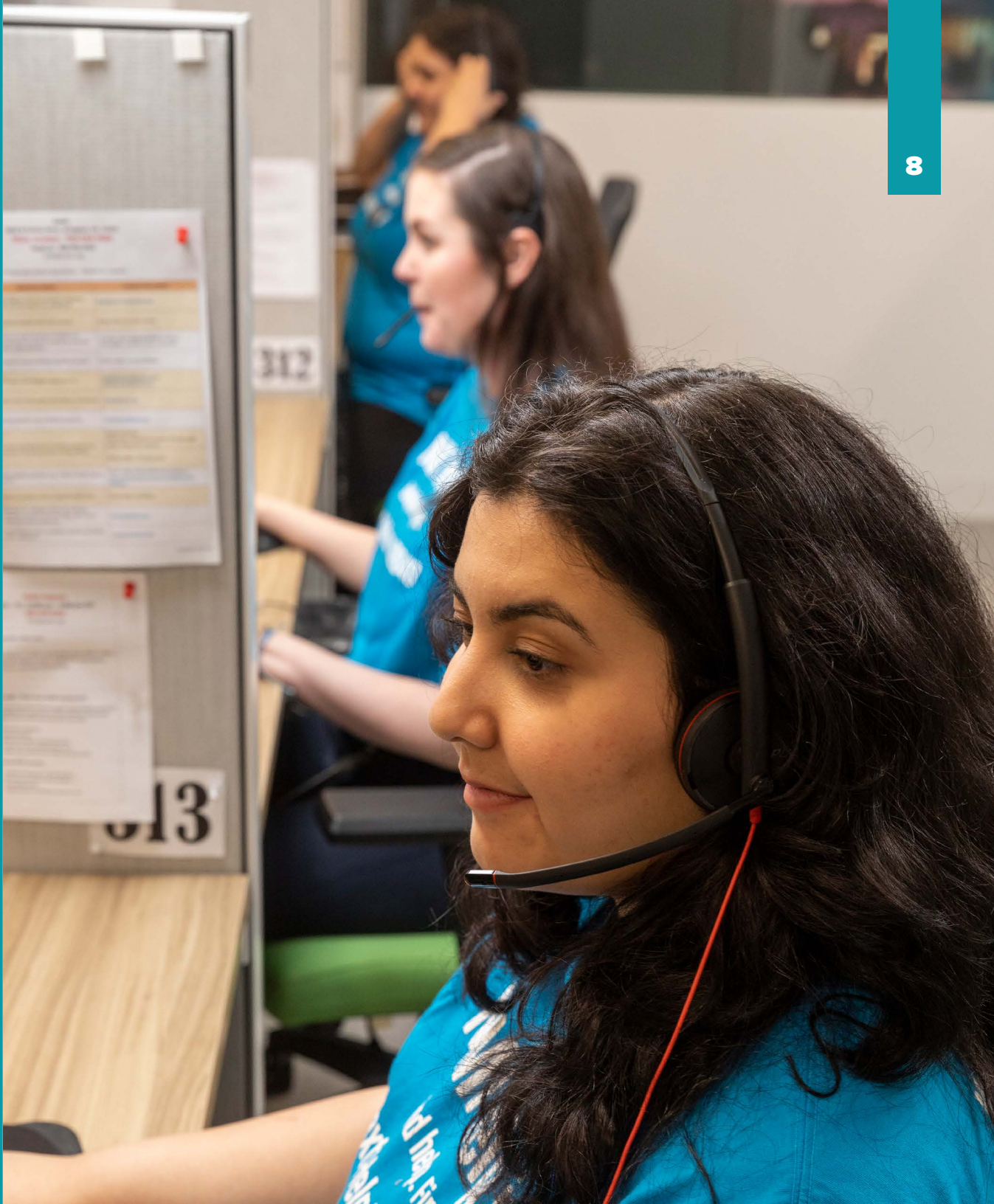
Most Accessed Articles

- 1. How can I help my loved one during a manic episode? — **44,307 views**
- 2. How can I help my loved one during a psychotic episode? — **38,584 views**
- 3. My loved one is being mistreated in jail/not receiving medication. What can I do to help? — **20,705 views**

“The NAMI HelpLine is passionate about meeting the needs of people who reach out to NAMI. Working to achieve accreditation allowed us to follow a road map that guarantees we meet the highest standards and give the mental health community access to a service they can trust and deserve.”

— Dawn P. Brown, NAMI HelpLine National Director

737K+ people were supported by the NAMI helpLine in 2024



Building Better Lives: ADVOCATING FOR CHANGE

NAMI continues to lead the conversation for policy changes that build better lives for all people impacted by mental illness. We take a nonpartisan approach to advocate on a wide range of policy issues, including protecting and expanding access to health care coverage, advancing research, diverting people from justice system involvement, improving crisis response, and promoting early intervention.

In 2024, nearly 60,000 advocacy actions were taken by NAMI advocates, reaching every senator and 433 of 435 members of the House of Representatives. NAMI was the most mentioned mental health organization by members of Congress in 2024, accounting for 33% of all mentions of mental health organizations.

The efforts of NAMI advocates helped strengthen mental health parity protections and enforcement. Advocates came out in force to tell the federal government to close loopholes so that the vision of the mental health parity law becomes reality. In September, federal changes were finalized that will strengthen protections for people seeking mental health care by increasing accountability and enforcement mechanisms. These landmark changes will help ensure that private health insurance covers mental health and substance use disorder treatment the same way—or at parity with—medical and surgical treatment.

60,000

advocacy actions were
taken by NAMI advocates



Building Better Lives: ADVOCATING FOR CHANGE

July 2024 marked the second anniversary of the **988 Suicide & Crisis Lifeline**. NAMI continued to push for greater awareness of 988

988

 | **SUICIDE & CRISIS
LIFELINE**

and crisis response resources, releasing new polling in July that found most Americans remain unfamiliar with 988. However, people who are familiar with 988 show stronger trust in and likelihood of using it, highlighting the need for increased public awareness and education. The poll also found strong support for policies and funding to strengthen 988 call centers and related crisis services.

ABC News' coverage of the anniversary included a quote from NAMI's Chief Advocacy Officer, Hannah Wesolowski. To continue driving awareness, NAMI participated in the first-ever **#988Day** with SAMHSA on Sept. 8, joined the White House's **Day of Action** on 988, and held a **Reimagine Crisis Partner Summit and Congressional Briefing**, featuring Senate staff, SAMHSA leadership, and lived experience perspectives.

As a result of NAMI's multi-year campaign of advocacy and education, in October the **Federal Communications Commission** finalized rules requiring all calls to 988 to be routed to the nearest call center. This change will help people better access local, lifesaving crisis support while protecting privacy, furthering the goal of connecting every person in crisis to the care they need. More than 55% of the comments on the proposed georouting rules were from NAMI advocates.

On Dec. 4, **93 NAMI executive directors** from across the nation and several members of NAMI's Board of Directors visited Capitol Hill to advocate for key mental health policy priorities. Thanks to more than 130 meetings, NAMI secured new cosponsors for priority legislation and recruited members to the Senate and House mental health caucuses.



Building Better Lives: STRENGTHENING NAMI's PROGRAMS

One of the main ways NAMI creates better lives is through education—helping people build skills, strengthen connections, and find hope.

In 2024, NAMI delivered:

- 36,000 programs across 49 states
- 117,000 support group attendees
- 34 program support webinars
- 1,500 program coordinators and leaders trained

NAMI Support Groups

NAMI Support Groups provide vital skills and resources for managing mental health challenges:

- 92% of participants reported learning information and resources to manage crises.
- 88% said they gained tools to make the best treatment decisions.

In 2024, NAMI trained 60 new support group leaders from diverse communities, including 12 members of the Mandan, Hidatsa, and Arikara Nation in North Dakota.

“Having a supportive community who understands me encourages me to keep going and never give up hope.”

— NAMI Support Group Participant

Education Through Faith Communities

FaithNet, NAMI's interfaith network, equips clergy and congregations to create compassionate, inclusive environments. In 2024:

- More than 4,000 attendees joined **Pathways to Hope**, NAMI's annual conference on faith and mental health.
- NAMI's Board of Directors formed a **FaithNet Advisory Council** to strengthen this work.



Building Better Lives:

STRENGTHENING NAMI's PROGRAMS

Reaching Diverse Communities

Mental health impacts everyone, and NAMI ensures its programs meet unique community needs through:

- **Sharing Hope** for Black/African ancestry communities
- **Compartiendo Esperanza** for Hispanic/Latino communities
- **Chai and Chat** for South Asian communities
- **Maniwala** for Filipino communities

NAMI Basics

For parents and caregivers of youth experiencing mental health symptoms, **NAMI Basics OnDemand** offers flexible, online education. In 2024, an evaluative study found:

- 74 Net Promoter Score
- 81% likely to recommend the program
- 72% likely to use it again

Two themes stood out: *you are not alone* and *mental illness is no one's fault*. Updates to the program's look and technology now make it even more accessible.

“This is the first time someone from my age group has given me tips on how to talk to my parents about mental health,” and “I loved how the clinician explained setting boundaries with my South Asian family.”

— NAMI Chai & Chat Participant



Building Better Lives:

AMPLIFYING AWARENESS

In 2024, NAMI published its first annual workplace mental health research survey, reaching more than 2,000 employees from large companies. The survey found that 74% of employees believe it is appropriate to talk about mental health at work, but stigma continues to hold many back. The findings were covered in major outlets, including CNN and TIME.

To address these challenges, NAMI expanded its workplace resources. NAMI hosted StigmaFree presentations for more than 10,000 employees and launched a new workplace mental health section on our website, featuring 30 new resources.

NAMI also provides tools to raise awareness and support employees. For Suicide Prevention Month in September, NAMI partnered with the American Foundation for Suicide Prevention to launch a toolkit that raises awareness, reduces stigma, and promotes the 988 Suicide & Crisis Lifeline. The toolkit offered practical guidance on recognizing warning signs and supporting those in crisis, and in 2024, it was downloaded more than 9,800 times.

In 2024, NAMI released its second book, “You Are Not Alone for Parents and Caregivers,” by Dr. Christine Crawford, NAMI’s associate medical director. During Mental Illness Awareness Week, Dr. Crawford and her book were featured on the “TODAY Show,” where she shared insights on recognizing when a child may need mental health support and offered families practical ways to access care. This national spotlight helped NAMI reach tens of millions of households across the country, providing families with trusted guidance.

NAMI continues to be a place where people can turn for help and support. In 2024, the website had more than 10 million unique visitors, and our social media videos were viewed nearly 15 million times. With a 27% increase in posts and a 185% increase in impressions, more people were able to access our resources and connect on their mental health journeys.

74%

of employees believe it is appropriate to talk about mental health at work.



FINANCIALS

2024 Total Revenue: \$38.9 M

Contributions.....	\$31.6 M
In-Kind Donations.....	\$1.5 M
Investments.....	\$4.6 M
Government.....	\$.2 M
Events.....	\$.4 M
Dues.....	\$.2 M
Other.....	\$.4 M
Total Revenue	\$38.9 M

2024 Total Expenses: \$40.9 M

Programs & Membership	\$20.4 M
Research, Support & Ed.....	\$6.3 M
Development.....	\$6.6 M
Advocacy.....	\$3.1 M
Marcom	\$3.8 M
Administration	\$.7 M
Total Expense.....	\$40.9 M

2024 Total End of Year Assets: \$62.8 M



2024 Board of Directors Executive Commitee



Cathryn Nacario,
First Vice-President



Joseph Gatto, J.D.
First Vice-President



Pooja Mehta
Second Vice President



Jeff Fladen, MSW
Treasurer



Amy Brinkley
Secretary



Joyce A. Campbell, J.D.
Imediate Past President



Shirley J. Holloway, Ph.D.
President Emerita

Directors



Mary Kay Battaglia



Devika Bhushan



Glenda Wrenn Gordon



Victoria Harris



Laklieshia Izzard



Sheldon A. Jacobs



Ray Charles Lay



Babu Mathew



Jeremiah Rainville



Barbara Ricci



Sukhi Sahni



Dhanu Sannesy



Ruth-Ann Huvane
At-Large Director



Darien Wright
At-Large Director



Imaan Siddiqi
NextGen Director



Davy Yue
NextGen Director

NAMI Ambassadors



Tayshia Adams



Willa Amai



Utkarsh Ambudkar



Alex Alpert



Pepper Auerbach



Maria Bamford



Elise Banks



Andrea Barber



Maurice Benard



Mayim Bialik



Ananya Birla



Rachel Bloom



Sterling K Brown



Haley & Hanna
Cavinder



Carly Chaikin



Diana Chao



Soul Cole



Kelsey Darragh



Kimberly Dawn



Corinne Foxx



Devin Funchess



Brad Gage



Sherman Gillums, Jr.



Clark Gregg



Taraji P. Henson



Marin Hinkle



Jamie Gray Hyder



Chris Hubbard



Brooke Johnson



Naomi Judd
In Loving Memory



Rita Kamishiro



David Kendrick



Drew & Lea Lachey



Mayan Lopez



Glenn Lutz



Jeannie Mai



Kat Martinez



Aija Mayrock



Dawn McCoy



Imani McGee-Stafford



Brittany McGowan



AJ Mendez



Percy
"Master P" Miller



Dani Nicolet



Nadya Okamoto



Tega Orhorhoro



Rob Robertson



Mauro Ranallo



Snake Sabo



Frank Shamrock



Jay Shetty



April Simpkins



Marcus Smith



Morgan Stewart



Jay Stolar



Sutton Stracke



Kendall Toole



Alessandra Torresani



Tritonal



Vincent Valentine



Kota Wade



Wil Wheaton



DeWanda Wise

Building Better

LIVES

NAMI is committed to building better lives for everyone impacted by mental illness. Whether through support groups, education programs, advocacy, resources tailored for diverse communities, or the dedicated work of local Affiliates, NAMI strives to create spaces of hope, connection, and belonging.

Your support makes this vision real. It touches countless lives, including one help-seeker who shared:

“Whoever that person was on the other end of the line, thank you. I wish I had called years ago. It’s crazy how many resources you guys just gave me that aren’t easily accessible to the general public. I hope in the future, these resources (including you guys) are easier to find.”

— NAMI Help Seeker

Together, we bring comfort, guidance, and hope. Thank you for being an essential part of NAMI’s mission

