



nami | Dane County

National Alliance on Mental Illness

2019 ANNUAL REPORT

namidanecounty.org

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.

2019 IMPACT

Provided in-person, no-cost support groups for over

400

hours to individuals and families



Responded with referrals and direct support for over

65

hours through the NAMI Dane County support line

NAMIWalks Dane County saw over

850

people in attendance, raising awareness and reducing stigma



Trained more than

64

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

Reached over

2,500

people through community outreach and presentations



LETTER FROM THE EXECUTIVE DIRECTOR



Anna Moffit

Thanks to the support of our volunteers, donors, members and community partners, NAMI Dane County accomplished an exceptionally successful 2019! One of our organization's proudest successes in 2019 was that we provided 2,568 individuals and families impacted by mental illness with much-needed information and support through support groups, education classes and community presentations in schools, faith communities and local businesses.

Another major accomplishment of 2019 was that we were able to train 50 first responders in Crisis Intervention Team (CIT) and Crisis Intervention Partner (CIP) programs to navigate de-escalating mental health crises and connecting people to mental health care. Thanks to our partnership with the County, in 2020 we will be able to expand crisis intervention training county-wide for all frontline personnel (such as law enforcement and first responders) who often come into contact with individuals in mental health crises. The amendment extends the existing training contract with NAMI Dane County to \$89,000.

In 2019, NAMI Dane County continued its strong involvement and partnership with the Dane County behavioral health community. I represented NAMI Dane County on the Behavioral Health Subcommittee and the Universal Access Work Group, and will continue to do so in 2020. The Behavioral Health Subcommittee focuses on the intersection of behavioral health conditions and the criminal justice system in Dane County. The Universal Access Work Group works to create a road map for better access to care delivery across systems.

In 2020 we look forward to the opening of the Behavioral Health Resource Center – a professional resource center to help connect Dane County residents to available care and treatment, which will go a long way toward clearing up current confusion about how to access mental health care in Dane County. We are also excited to see the impact of the C.J. Tubbs Fund for Hope and Healing, which will provide an additional 1.5 million dollars in one time funding to enhance Dane County community-based mental health and addiction services.

With the impact of COVID-19 on our community, NAMI Dane County understands the importance and heightened need to support individuals impacted by mental illness. We are continuing to support our community in new ways as there is an increased need for mental health support during this time. By utilizing technology, we have been able to continue to support individuals living with mental illness and their families.

Thanks to the generous support of donors, members and community partners in 2019, we are able to continue to expand our important work of raising awareness about mental illness, providing resources to participants and reducing the stigma surrounding mental illness through our educational and support programs. We look forward to continuing to make an impact in the lives of individuals and families impacted by mental illness in 2020 and many years to come!

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

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 2019, more than 2,500 people participated in our free education and support programs.

14

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



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.



316

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



491

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

2568

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

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, decriminalization of mental illness, community support services, and access to quality, affordable mental health care. In 2019 NAMI Dane County achieved several advocacy wins in the county budget:

1

Crisis Intervention Training (CIT)

– to expand training county-wide for all frontline personnel (such as law enforcement and first responders) who often come into contact with individuals in mental health crisis. This training teaches first responders to de-escalate mental health crises and connect people to mental health care. The amendment extends the existing training contract with NAMI Dane County to \$89,000.

2

Behavioral Health Resource Center

– a professional resource center to help connect Dane County residents to available care and treatment. This will go a long way toward clearing up current confusion about how to access mental health care in Dane County.

3

Universal Access Work Group

– a group of private and public health care providers to create a road map for better access to care delivery across systems. The Work Group will meet monthly over the next 12 months. This will help people no matter what type of health coverage they have.

4

Behavioral Health Subcommittee

– to focus on the intersection of behavioral health conditions and the criminal justice system in Dane County. The subcommittee works to improve individual- and system-level services at each point of the criminal justice system; and to support individuals returning to the community to reduce recidivism and improve public outcomes.

AWARENESS

Throughout the year, but particularly during Minority Mental Health Month in July, and NAMIWalks, NAMI Dane County launched campaigns and hosted events to raise public awareness of mental illness and inspire action. 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 27,433 - a 12% increase from last year.



NAMI is able to reach over 3,000 followers on social media such as Facebook and Twitter.



Hosted NAMIWalks Dane County, which raised over \$190,000 to promote awareness and reduce stigma.



NAMI Dane County launched a "Why I Walk" social media campaign highlighting NAMIWalks participants. The campaign consisted of short videos of community members who shared why it's important to walk with NAMI Dane County to work toward eliminating the stigma surrounding mental illness.

"I walk for NAMI Dane County because many members of my family, including myself, have lived with mental illness. I feel very strongly about educating people so the stigma of mental illness can become acceptance, inclusion and compassion."



EVENTS

Thanks to community support in both fundraising and volunteering, NAMI Dane County hosted and attended numerous events throughout the year, including:

Youth Mental Health Community Forum

“I See You” Video Release Event

NAMIWalks Kick-Off Luncheon

McPike Park Sessions

Avicii Dance Party

Veterans Mental Health Summit

Intersection of Mental Illness and the Juvenile Justice System Community Forum

NAMIWalks 2019

80% Coalition Press Conference & Rally

World Dairy Expo

Gates & Brovi Fundraiser



“My eyes have been opened to mental illness and how to cope and better understand everything with it. NAMI Dane County saved my life!”

-2019 Program Participant



CORPORATE & FOUNDATION SUPPORTERS

- | | | | |
|---------------------------------------|--|-----------------------------------|--|
| 5 Nines LLC | Findorff | Mental Health Solutions | Strategic Behavioral Health |
| Alliant Energy Center Foundation | Frank Beverage Group | MGE | SVA Certified Public Accountants |
| American Family Insurance | Genoa Healthcare | Midvale Community Lutheran Church | Sweeney Construction |
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| American Printing Company | Green's Pleasant Springs Orchard | Mindset Inc. | Teamsters Local Union #695 |
| Amtelco | Group Health Cooperation | Mount Olive Church | Tellurian |
| Anesis Therapy Center | Hank 1550 AM & 97.7 FM Country Legends | Murphy Desmond, S.C. | Ten Pin Alley |
| Bagels Forever | Hawks Quindel | Music For Good | The Flock |
| BD Clean LLC | High Noon Saloon | National Guardian Life | The Perfect Answer Inc. |
| Becker Law Office | Hot Soup III LLC | NBC 15 | The Prairie Café & Bakery |
| Brennan's Cellars | HyVee | NeuGen LLC | The Psychology Center |
| BWBR Foundation | Ideal Builders | Otsuka | Transform Point of Sale |
| Catholic Charities of Madison | J.H. Findorff & Son, Inc. | Park Capital Management | United Way of Dane County |
| Charles Schwab Foundation | Janssen Pharmaceutical | Pick N Save | Urban Land Interests LLC |
| Daniel Stout Photography | Journey Mental Health Center | Psychiatric Services | UW Department of Psychiatry |
| Delaware Life Insurance | Kollath & Associates CPA | QBE | UW Health, Unity Point Health - Meriter and Quartz |
| Dentistry for Madison - Dr. Jay Hazen | Krupp Construction | Regent Mental Health Group | Vanguard Charitable |
| Drive Auto | Lifetime Family Dentistry | Renaissance Charitable Foundation | West Bend Mutual Insurance |
| Econoprint-Powderkeg Interactive | Madison Central Park Sessions | Rogers Behavioral Health | Westwood Professional Services |
| Eplegaarden | Madison Community Foundation | Sheldon Plumbing | Wise Planning |
| | Madison Gospel 5K Foundation | Soar Case Management | WORT |
| | Madison Professional Police Officers Association | SSM Health | |
| | | Starbucks | |
| | | Stoughton Hospital | |



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Brett Wilfrid

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

(Gifts dated Jan. 1 to Dec. 31, 2019)

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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STAFF

Executive Director

Anna Moffit

Communications & Policy Coordinator

Lucy Preysz

Program & Outreach Coordinator

Jake King

Walk Manager

Heidi Hastings



Previous Executive Director

Lindsay Wallace

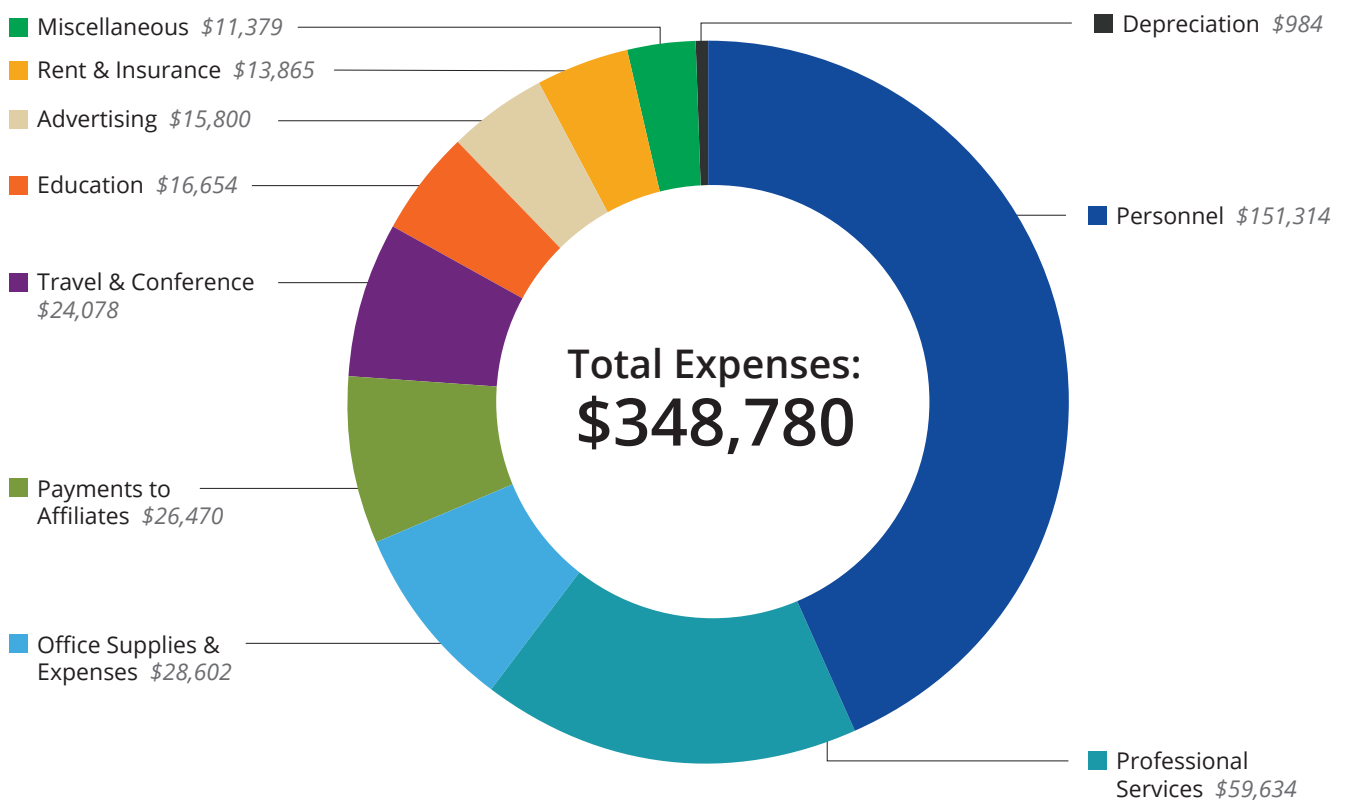
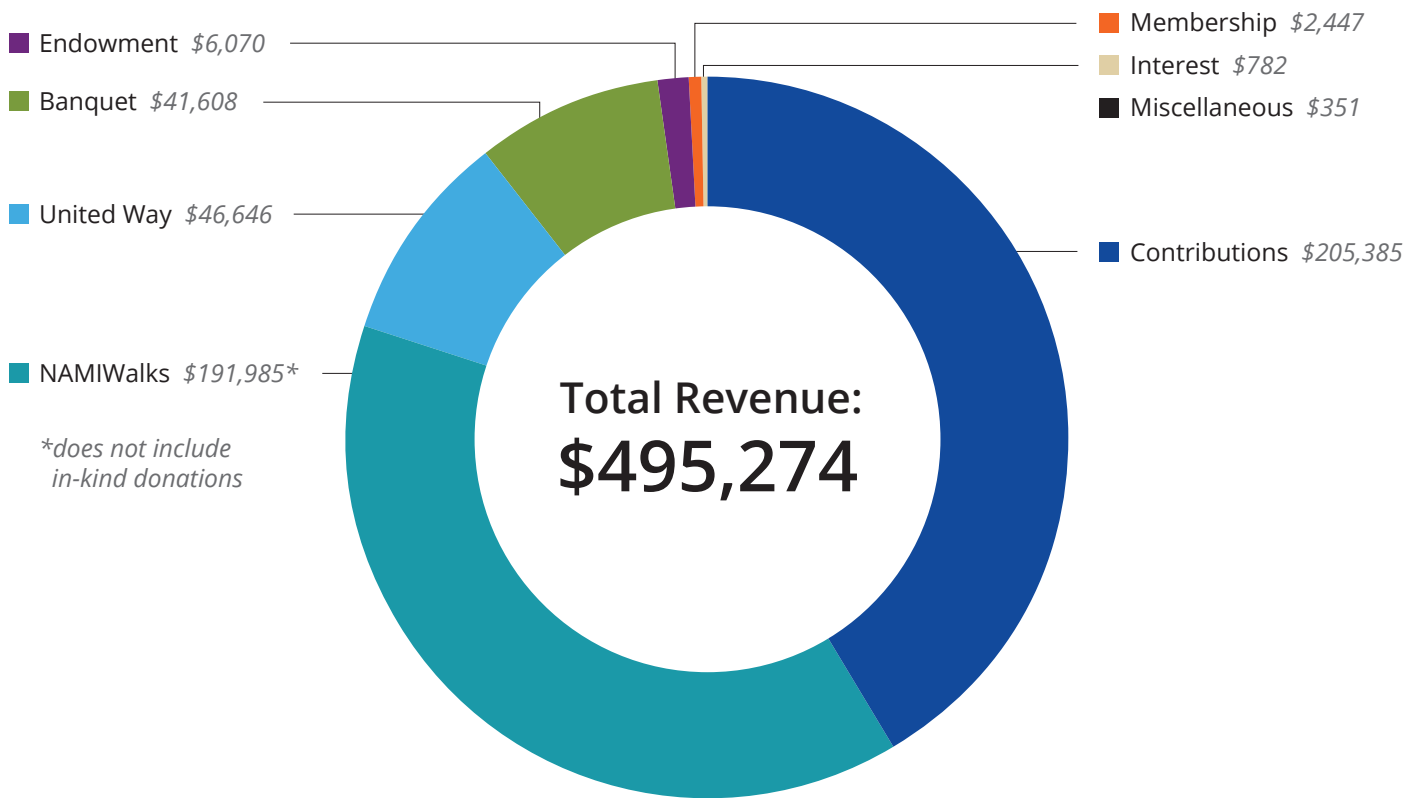
Previous Communications Coordinator

Anna White

Previous Program Coordinator

Kaitlyn Mellom

FINANCIAL OVERVIEW





National Alliance on Mental Illness

Dane County

2059 Atwood Ave.
Madison, WI 53704
608-249-7188
namidanecounty.org

WAYS OF GIVING

Your support means so much, now more than ever. 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.

Donate by mail, phone, or online

Tribute gifts: honorary and memorial giving

Workplace giving and matching gifts

Endowment giving

Planned giving

For more information, go to namidanecounty.org/giving

Find us on social media!



NAMI Dane County



@NamiDaneCounty