

YOU ARE **NOT** ALONE

2020 ANNUAL REPORT

NAMICon 2020

A Virtual Event - July 13-14 Together Toward Tomorrow

Hope

Our Vision

NAMI envisions a world where 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.



As I began my role as NAMI's new CEO in January 2020, I was looking forward to the challenge and opportunity of leading this great organization, but I had no idea what was headed our way.

Within weeks, the COVID-19 pandemic hit our nation hard. Fear, isolation, stress and uncertainty threatened the mental health of millions. Never before had the need for NAMI's resources been more urgent — or the pressures we faced more overwhelming.

Throughout this report, you'll read about NAMI's powerful response to these challenges. With the support of our strategic partners and volunteers, our combined efforts at the NAMI national, state and local levels delivered what millions of people across the country needed most:

TIMELY MENTAL HEALTH INFORMATION they could trust.

REASSURANCE that they were not alone.

Advocacy that won **SUBSTANTIAL FEDERAL FUNDS** for better care.

SUPPORT FOR THE RESEARCH that fuels our ongoing search for better treatments.

Leadership that demanded we look discrimination and inequity in the eye — and **UNITE TO END IT.**

A PERSONAL MESSAGE FROM NAMI CEO DANIEL H. GILLISON, JR.

"When millions needed us most, NAMI was ready to serve."

The NAMI team rose to the challenge. I am especially proud of the role NAMI played in starting a weekly conversation with the senior leaders of 13 leading mental health, substance use and advocacy groups. This "CEO Huddle" focused on ways to address the crisis, yet it didn't end there. Within months, we had adopted a unified vision for transforming mental health and substance use care, one backed by clear agreement on the necessary steps and how we will take them together. Learn more about the coalition and its plans for progress on page 22.

On behalf of everyone at NAMI, please accept my deepest thanks for your support. You are a crucial source of strength for our work to improve the lives of everyone affected by mental illness.

MENTAL HEALTH AND THE COVID-19 PANDEMIC

In a year of turmoil and uncertainty, NAMI provided more resources, more education, more support and more leadership.

As COVID-19 spread across the nation, waves of fear, loss and trauma followed. With an unwavering focus on people affected by mental illness, we banded together to serve millions more who reached out to NAMI for the first time.

OUR NAMI HELPLINE experienced record call volumes with minimal service disruptions. Staff swiftly transitioned our call center to remote operations while our volunteers supported more people and families than ever before. View the results on page 17.

COVID-19 RESOURCE GUIDES in English and Spanish shared crucial information about the virus and its impact on physical and mental health. Released in April, the guides were among the first comprehensive public resources published by any U.S. health nonprofit. See the guides here.

CRISIS OUTREACH by our NAMI State Organizations and Affiliates helped local communities address the pressures of the pandemic. They worked to keep local warmlines open and move classes, events and support groups online. Learn more on page 12.

VIRTUAL GATHERINGS widened our reach as we increased the frequency of our popular NAMI Ask the Expert webinars from quarterly to monthly and added Virtual Town Hall meetings for NAMI staff and leaders. Topics covered mental health disparities, new sources of stress in the workplace, the intersection of race and mental health, the needs of LGBTQI youth and much more. See pages 10–12. LANDMARK PARTNERSHIPS formed as NAMI joined a powerhouse coalition of 13 leading organizations, including the Well Being Trust and The Kennedy Forum, to work toward a unified vision that will advance mental health and substance use care in our country. See page 22.

OUR BOLD, UNITED VOICE kept mental health front-and-center as federal aid packages took shape. NAMI's vast advocacy network sent more than 100,000 emails to Congress calling for more resources to address mental health needs in every community. Learn more on page 6.

A GROUNDBREAKING INITIATIVE addressed the mental health risks faced by frontline professionals. Developed in partnership with #FirstRespondersFirst, NAMI Frontline Wellness offers a full suite of no-cost resources for health care and public safety professionals giving their all during the pandemic. Read the full story on page 9.

MAJOR NATIONAL EVENTS moved online as NAMI hosted its national convention, NAMICon 2020, in July, welcoming 12,500+ virtual participants. In November, hundreds came to our virtual Inspiring Hope Through Research event honoring Dr. David C. Henderson for his landmark findings on treatment-resistant schizophrenia. Details on page 19.

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DIVERSITY, EQUITY AND INCLUSION

The drive to end mental health disparities begins with NAMI's unwavering commitment to social justice.

NAMI is committed to breaking down the systemic barriers that keep millions from receiving the care, understanding and support they deserve. In 2020, this fight reached new levels as we spoke out against all forms of discrimination and affirmed our resolve to make justice, diversity, equity and inclusion an integral part of everything we do.

SEEING RACISM AS A MENTAL HEALTH CRISIS

In the wake of George Floyd's death, NAMI issued a statement on the searing mental health impact of racially motivated violence.

NAMI's National Board of Directors <u>adopted</u> <u>a resolution</u> condemning all acts of prejudice, stating that all people deserve equitable health outcomes and full inclusion.

In an editorial for STAT, a health care publication, CEO Dan Gillison affirmed NAMI's fight to end discrimination that puts people with mental illness behind bars, emphasizing justice for people of color.

NAMI also publicly condemned the tragic deaths of <u>Daniel Prude</u> in Rochester, N.Y., and <u>Walter Wallace, Jr.</u> in Philadelphia, leading the call for alternatives to law enforcement first response that will save lives during a mental health crisis.

May 29, 2020

NAMI's Statement on Recent Racist Incidents and Mental Health Resources for African Americans

"The effect of racism and racial trauma on mental health is real and cannot be ignored...As the nation's largest grassroots mental health organization, it is our responsibility to serve all."

Sept. 4, 2020

Statement on the Killing of Daniel Prude

"...the hard fact remains that, just last year, nearly 1 in 4 people killed by law enforcement had a mental health condition. Layer on to this the dangers for a person of color, especially a Black individual encountering police, and you have a recipe for disaster."

Oct. 30, 2020

Statement on the Tragic Killing of Walter Wallace, Jr.

"Our hearts are with the family and loved ones of Walter Wallace, Jr. and all those who have suffered or died because of the lack of measured and humane responses to mental health crises...As a society, we must demand better for the treatment of people with mental illness."

DEI IS IN OUR DNA

48724

NAMI embedded our commitment to achieving equal opportunity in employment, participation and advancement into "<u>Who We Are</u>," a philosophy that drives all levels of our organization. By investing in and cultivating an inclusive environment that embraces, encourages and supports the diversity of our employees, leadership and staff, we better reflect — and respect — the communities that we are committed to serve.

WIDER ACCESS TO OUR WEBSITE CONTENT

A new accessibility tool helped make NAMI's website more user-friendly and inclusive.

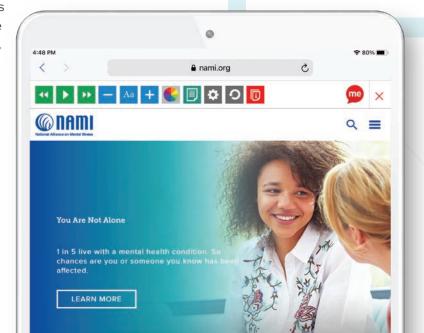
RESPONDING TO COVID-19: EVOKING NEW, MORE INCLUSIVE CONVERSATIONS ON MENTAL HEALTH

Respect

iversity

By turning our quarterly NAMI Ask the Expert webinars into monthly events, NAMI found new opportunities to engage people who have long been overlooked by the mental health system. Webinar hosts held discussions about the unfair burden that COVID-19 placed on underserved communities, the need for greater cultural competence in mental health care and much more. We developed new content for our identity and culture pages on NAMI.org, addressing the intersection between culture, identity and mental health, identifying the current barriers to effective care and showing where people can turn to for help. Facts, perspectives and resources are offered for people who identify as Black/African American, Hispanic/ Latinx, LGBTQI, Asian American/ Pacific Islander or Indigenous, as well as people living with disabilities.

The tool enables users to enlarge screen displays, view a text-only template or hear content read aloud.



NAMI.org is now easier to use, thanks to features that help people with impaired vision or other challenges that might make on-screen reading difficult.

ADVOCACY

NAMI fought for and won urgently needed mental health resources.

Working together, NAMI staff and tens of thousands of advocates faced the mental health crisis that many called "the epidemic within the pandemic," calling for bold action to address the nation's needs while continuing to fight for long-term objectives.



988 CRISIS NUMBER BECOMES LAW

After a full year in which NAMI mobilized tens of thousands of advocates and led national coalition efforts, our top legislative priority for 2020 was achieved when the National Suicide Hotline Designation Act was signed into law. This legislation establishes a nationwide, three-digit number (988) to help people experiencing a mental health crisis. The new hotline is expected to be available nationwide by July 2022.

Victory for Veterans' Mental Health Congress passes CMDR John Scott Hannon Act

LANDMARK WIN FOR VETERANS

NAMI was instrumental in helping pass the Commander John Scott Hannon Veterans Mental Health Care Improvement Act, which supports evidence-based suicide prevention programs, expanded telehealth, wider access to alternative therapies and more. Commander Hannon was a NAMI Montana advocate who shared his experiences with PTSD, traumatic brain injury and bipolar disorder to illuminate the struggles many veterans face.

WIDER ACCESS TO INPATIENT CARE

NAMI encouraged state waiver proposals to allow for Medicaid payment of inpatient care at certain facilities known as "institutions for mental disease" (IMDs). In 2020, four more states successfully submitted IMD waivers to expand access to inpatient care.

FEDERAL FUNDING FOR CRISIS SERVICES

Addressing one of NAMI's top priorities, lawmakers approved a first-ever increase in the federal community mental health block grant that sets aside specific funding for crisis services. States will now have seed money to develop and expand crisis response services, such as mobile crisis teams.

IMPROVING CARE FOR JUSTICE-INVOLVED PEOPLE WITH MENTAL ILLNESS

NAMI successfully advocated for bipartisan legislation that authorizes new Department of Justice grants to improve crisis stabilization services, provide better access to mental health care in jails and prisons, and offer continuity of care for former inmates as they return to the community.

RESPONDING TO COVID-19: BILLIONS IN EXPANDED FUNDING FOR MENTAL HEALTH

NAMI fought for COVID-19 relief provisions that came before Congress, securing more resources to meet the surge in demand for mental health care, suicide prevention, housing assistance, telehealth and more. Our advocacy efforts resulted in \$4.25 billion in expanded funding for the Substance Abuse and Mental Health Services Administration (SAMHSA), including an additional \$1.65 billion for the mental health block grant - more than double the annual block grant budget for 2021.

NEW REPORTS HIGHLIGHT ISSUES AND OPPORTUNITIES

NAMI released <u>in-depth</u> <u>reports</u> outlining ways to strengthen mental health care, keep people with mental illness out of the justice system, and the need to preserve the Affordable Care Act. A review of state-level wins in mental health legislation highlighted both progress and future opportunities.



#VOTE4MENTALHEALTH

Advocates prove that every #Vote4MentalHealth matters.

NAMI relaunched its #Vote4MentalHealth campaign, which included a new website filled with tools and resources for advocates seeking to exercise their right to vote. With tips for engaging candidates and resources for finding key election dates by state, the site also invited people to take the #Vote4MentalHealth pledge. NAMI received thousands of pledges as advocates shared what #Vote4MentalHealth meant to them and encouraged others to join the movement.

NAMI recognized a group of #Vote4MentalHealth All-Stars — NAMI State Organizations and Affiliates across the country who went above and beyond to get out the vote, highlighting the power of the ballot box in working toward meaningful change.

"We wanted to get the power of voting into the hands of as many people as possible," said Nikki Dawson of NAMI Keystone Pennsylvania. "Using our local helpline to field voter assistance requests, we were able to help people register, find a polling location or dropbox, or understand their mail-in voting options."

Thanks to our campaign, many of our NAMI organizations were able to provide a muchneeded service during the election season helping thousands of mental health advocates exercise their right to vote.



"We wanted to get the power of voting into the hands of as many people as possible."

Nikki Dawson, NAMI Keystone Pennsylvania

NAMI CALIFORNIA NAMI CLACKAMAS NAMI CONNECTICUT NAMI DANE COUNTY NAMI GREATER INDIANAPOLIS NAMI HANCOCK COUNTY NAMI ILLINOIS NAMI JACKSONVILLE FLORIDA NAMI KENTUCKY NAMI KEYSTONE PENNSYLVANIA NAMI LOUISIANA NAMI MARYLAND NAMI MINNESOTA NAMI MISSISSIPPI NAMI NEW HAMPSHIRE NAMI OREGON NAMI PASCO COUNTY NAMI TENNESSEE

NAMI TEXAS

NAMI TULARE COUNTY NAMI WEST CENTRAL INDIANA NAMI WESTCHESTER NAMI WESTSIDE LOS ANGELES NAMI WISCONSIN NAMI WOOD RIVER VALLEY

Visit Vote4MentalHealth.org

NAMI FRONTLINE WELLNESS

We took bold, decisive action to support the mental health of frontline professionals across the country.

On World Mental Health Day in October, NAMI launched a powerful new initiative to meet the mental health needs of public safety and health care professionals. Starting with a dedicated website filled with free, confidential support available 24/7, NAMI Frontline Wellness quickly expanded with resources for NAMI State Organizations and Affiliates to use in outreach and support for their local community frontline professionals.

For the launch, volunteers from NAMI New York City Metro and NAMI Greater Los Angeles County joined Starbucks and Operation Gratitude to deliver 1,000 care packages to health care and public safety facilities in both cities. Packages provided helpful mental health and self-care resources as well as products generously donated by our partners.

NAMI Frontline Wellness addresses the pressures that can lead to mental health conditions such as depression, post-traumatic stress disorder, substance use and even suicide among frontline professionals.

A dedicated blog will serve as an ongoing channel for professionals seeking to share

personal stories, videos and messages of encouragement for their colleagues.

Even after the pandemic passes, NAMI will continue our efforts to provide crucial support for physicians, nurses, emergency dispatchers, police officers, firefighters and other professionals.

Heartfelt thanks to our partners

NAMI Frontline Wellness was developed with generous funding from our lead partner, **#FirstRespondersFirst**, and additional support from **Starbucks**, **KIND Snacks**, **Frontline Impact Project**, **Johnson & Johnson Foundation**, **Thrive Global**, **Harvard T.H. Chan School of Public Health** and the **CAA Foundation**. Ongoing partner support will expand the initiative's impact through grants to NAMI Affiliates nationwide.

Learn more at NAMI.org/FrontlineWellness

EDUCATION AND SUPPORT

When COVID-19 made virtual gatherings and education a must, we responded.

Moving rapidly to deliver online courses, support groups and national meetings, NAMI reached more individuals and families than ever before. Our evidence-based programs became stronger and more relevant as we refreshed content and improved access.

NAMICon 2020

A Virtual Event • July 13-14

Together Toward Tomorrow

WELCOMING 12,500+ ATTENDEES TO NAMICON 2020 ONLINE

We turned our annual convention into a virtual event that drew thousands from across the U.S. and the globe. Meeting online made it possible to share key mental health resources, research updates and programming with more individuals, families, friends, allies and advocates than ever before — at a time when people needed it most.

EMPOWERING LAW ENFORCEMENT WITH OUR STORIES

NAMI released new blended training sessions for NAMI Sharing Your Story with Law Enforcement, a program that teaches NAMI volunteers how to participate in crisis intervention training sessions that help police officers work safely and effectively with people living with mental illness. More than 7,600 volunteers enrolled in the blended sessions, which combine online training and coaching with in-person instruction, conducted safely in selected locations.

CORE PROGRAM UPDATED TO BETTER SERVE FAMILIES

In early 2020, we rolled out a new curriculum for NAMI Family-to-Family, our flagship education program for caregivers and families. Drawing on input from thousands of teachers, trainers and past participants, we updated course content and structure to reach underserved groups. The revised course features simpler, more inclusive language and fresh new audiovisual content with animated videos. Feedback from participants and program leaders continue to drive even further improvements that will be implemented in 2021.

TOP AWARDS FOR NAMI BASICS ON DEMAND

The Brandon Hall Group, a leader in health care management research and analysis, recognized the online version of NAMI's national education program with a Gold Award for best advance in competencies and skill development; a Silver Award for best advance in learning technology implementation; and Bronze Awards for best use of blended learning and social collaborative learning.

RESPONDING TO COVID-19: THE DRIVE TO REACH MORE PEOPLE ONLINE

As NAMI State Organizations and Affiliates rapidly mobilized to offer classes, presentations and support groups in virtual environments, our national team created standards and support to make the transition easier. We helped leaders and teams across the Alliance to address concerns such as privacy and confidentiality, which virtual platform to choose and how to smoothly host online sessions. A new video series offered stepby-step technical guidance for meeting leaders, helping them deliver the best possible experience for online attendees.



BUILDING OUR ALLIANCE

The challenges of 2020 made NAMI's Alliance even stronger.

Facing unprecedented demands for resources and expertise, NAMI, our NAMI State Organizations and Affiliates offered solutions and embraced new tools for planning, learning and leading.

RESOURCES FOR MANAGING THROUGH THE PANDEMIC

We doubled down on our efforts to support the operation of NAMI State Organizations and Affiliates. Local teams received tips to help them build virtual workplaces and secure funds through the federal Payroll Protection Plan Ioan program. They also received regular updates on NAMI HelpLine operations.

NONPROFIT LEADERSHIP LAB LAUNCHES

Leading nonprofit expert Joan Garry created a special edition of her educational and community-building lab exclusively for NAMI, helping state leaders across the country strengthen their fundraising skills, engage local board members and increase local membership.

NAMI STRENGTHEN OUR ALLIANCE

PBS "WELL BEINGS" CAMPAIGN LAUNCHES AT NAMICON 2020

We partnered with WETA, the flagship PBS station in the nation's capital, on this new major public media initiative that addresses the mental health needs of Americans. Our integrated efforts will include a 34-city tour involving regional and local NAMI Affiliates over the next two years, culminating in the Ken Burns documentary, "Hidden in Plain Sight: The Youth Mental Health Crisis."

POWERFUL WEBINARS FOR MEDIA PROFESSIONALS

Collaborating with NETA, the National Educational Telecommunications Association, NAMI hosted timely webinars for public media professionals. One episode featured leaders from NAMI Mid-Carolina, NAMI Georgia and NAMI New York City Metro who discussed the emotional impact of the pandemic and how all levels of the NAMI Alliance can serve as a resource for audiences across the country.

A STANDARDIZED PATH FOR FORMING NEW AFFILIATES

Following the reaffiliation of all NAMI Affiliates in 2018, we introduced a new process for organizers who want to form Affiliates in their communities. This aligns potential Affiliates with our Standards of Excellence, building NAMI's collective strength nationwide.

NAMI CREATES FIRST-EVER ONLINE BOARD TRAINING RESOURCE

More than 600 members of NAMI State Organization Boards across the country benefited from online tools, virtual talks, information on board roles and responsibilities, and more through NAMI's newly created Online Board Training resource.

RESPONDING TO COVID-19: VIRTUAL TOWN HALL MEETINGS KEPT OUR ALLIANCE CONNECTED

As COVID-19 made it even more difficult for everyone to feel connected, NAMI launched a series of monthly town hall meetings for all levels of the Alliance to share perspectives, resources and support. Meeting topics spanned best practices for offering NAMI programs and training sessions online, how to provide local support for people feeling overwhelmed by stress, and a vital series on race and mental health. The series will continue in 2021 as we strive to offer support throughout the pandemic.



NAMIWALKS YOUR WAY

Tens of thousands united to raise funds and show support for our mission.

When the pandemic made live events impossible, we launched NAMIWalks Your Way — a virtual platform empowering NAMI State Organizations and Affiliates to gather grassroots support in new ways.

Drawing on the momentum of NAMI's "Mental Health for All" campaign, organizers reached out to local partners and supporters who took part in 119 virtual events. Nearly 90% of all events took place on two United Days of Hope to maximize impact. Through strong collaboration and mutual support, organizers raised more than 80% of funds gathered in 2019's record-breaking year, a result that far exceeded our expectations.

For the first time, NAMIWalks was named one of the 30 largest U.S. peer-to-peer fundraising campaigns in 2020 by the Peer-to-Peer Professional Forum. NAMI was one of only two mental health organizations included in this prestigious group.

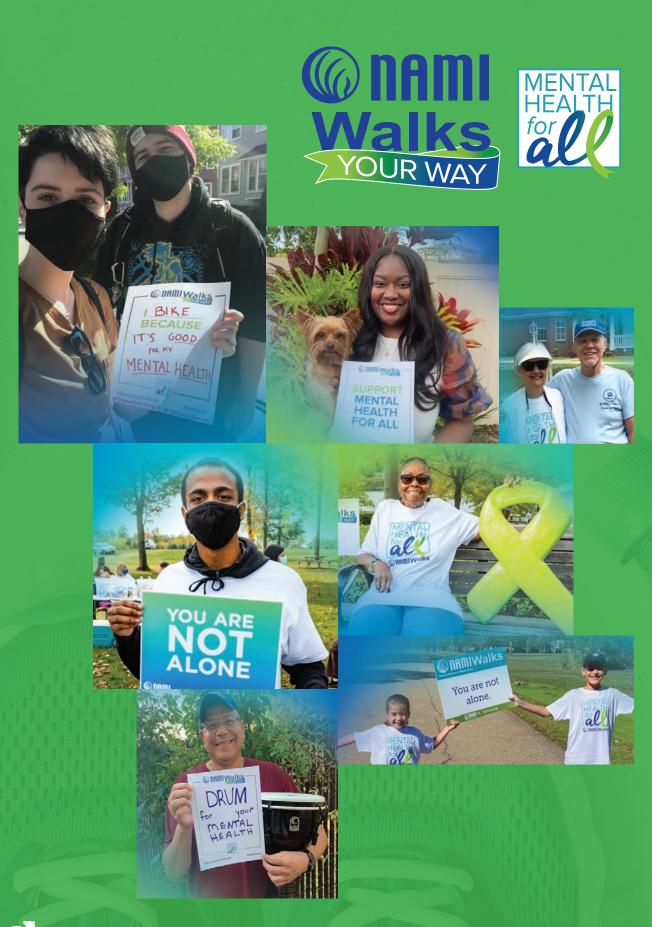
EVENTS	119
PARTICIPANTS	40,000+
TEAMS	nearly 6,000
FUNDS RAISED	\$10 M

"Virtual walks meant we could customize and tailor our fundraising to our own social group and team. We could log in anytime and see how everyone was doing with online and social media."

Joel Richard NAMI Peer-to-Peer Leader

"It's been a year since we lost Sierra, so we decided to come together for NAMIWalks Your Way. For us, mental health for all means that no one will be left behind."

Liza Eiriz, Captain NAMIWalks "Live Like Sierra" Team



Learn more at NAMIWalks.org

NAMI HELPLINE

With every call and every message answered, we eased fears and offered hope.

As COVID-19 quarantines were mandated across the country, NAMI HelpLine staff members worked quickly to transition the organization's in-person call center to safe, remote operations, all while continuing to experience recordbreaking call volume. From March to June, calls to the NAMI HelpLine increased 50–70% each day compared to the same time period in 2019.

NAMI was also able to increase the capacity of the phone system to double the number of volunteers handling the influx of calls, as well as geographically expand our volunteer workforce beyond the local Washington, D.C., area.

NAMI HelpLine efforts expanded with the publication of our <u>COVID-19 Resource and</u> Information Guide in April. The guide clarified the virus's potential impact on people already living with mental health conditions and others facing symptoms for the first time. Alongside resources for care, support and recovery, the guide also offered specific tips for maintaining medication regimens and caring for loved ones in jail or prison. A Spanish-language version, <u>COVID-19</u> <u>Información y Recursos</u>, brought key support to Hispanic communities.

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Learn

NAMI.org/Help

IN 2020, VIEWS TO THE NAMI HELPLINE RESOURCE PAGE ON NAMI.ORG INCREASED BY **106%**

We are grateful for all of our NAMI HelpLine volunteers who provided care, information, resources and support to a record number of people who were in need.

2020 SNAPSHOT NAMI HelpLine



93% INCREASE OVER 2019

233,297 HELPLINE KNOWLEDGE CENTER VISITORS



5,512 EMAIL REPLIES **1,000** SOCIAL MEDIA responses

311 LETTERS ANSWERED

TOP 10 CONDITIONS & CONCERNS ADDRESSED

1	ANXIETY	MOR
2	DEPRESSION	THAN
3	SCHIZOPHRENIA / SCHIZOAFFECTIVE	OF PEO
4	BIPOLAR	AND TR
5	DUAL DIAGNOSIS	INFORM
6	PTSD	
7	SUICIDE	
8	BORDERLINE PERSONALITY DISORDER	
9	OCD	00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
10	ADHD	

HOW WE HELPED

MORE THAN 50% OF PEOPLE RECEIVED ENCOURAGEMENT AND TREATMENT INFORMATION

30%

SUPPORT/ ENCOURAGEMENT/ REASSURANCE

27% TREATMENT INFORMATION

82% OF NAMI HELPLINE CALLERS WERE REFERRED TO LOCAL NAMIS

WHO WE HELPED 25,305 INDIVIDUALS WITH MENTAL ILLNESS 16,988 FAMILY MEMBERS & CAREGIVERS 2,182 FRIENDS **1,396** MENTAL HEALTH PROFESSIONALS **1,000** PEOPLE ASKING ABOUT COVID-19

RESEARCH

We reached major milestones in our longstanding commitment to advance mental health research.

From its founding more than 40 years ago, NAMI has advocated for scientific studies that reveal new insights and strategies for treating mental illness. In 2020, we garnered substantial new funds for research and nurtured strong partnerships with scientific leaders across the country.

\$100 MILLION PARTNERSHIP FOR SCHIZOPHRENIA RESEARCH

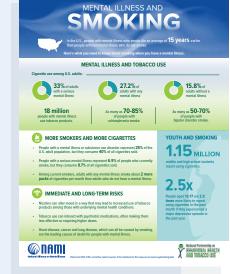
Years of NAMI advocacy culminated in the creation of an Accelerating Medicines Partnership, an initiative led and funded by the Foundation for the National Institutes of Health. The first effort of its kind focused on mental illness, this five-year partnership will integrate the efforts of government, the pharmaceutical industry, academic researchers and nonprofit organizations. Researchers will seek to identify biomarkers for schizophrenia and early-episode psychosis, findings that can transform diagnosis and treatment.

PODCASTS SHED LIGHT ON SERIOUS MENTAL ILLNESS

In partnership with the American Psychiatric Association's SMI Adviser, a SAMHSAfunded clinical support system for serious mental illness, NAMI developed a six-episode series led by NAMI Chief Medical Officer Ken Duckworth, M.D. Focused on the lived experience of people with major depression, bipolar disorder and schizophrenia, this series is part of the <u>American Psychiatric</u> Association's "Medical Mind" podcast.

NEW SUITE OF RESOURCES ON SMOKING AND MENTAL HEALTH

Through a grant from the Smoking Cessation Leadership Center, NAMI created a series of informational videos and fact sheets that explain how tobacco use harms our physical and mental health - particularly



detailing the effects of smoking on people who live with mental health conditions as well as offer strategies for quitting.

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NAMI Researcher of the Year, David C. Henderson, M.D.

FIRST LONG-TERM STUDY OF BIPOLAR DISORDER

NAMI partnered with investigators at the University of Michigan and Massachusetts General Hospital to help prepare the launch of the Global Bipolar Cohort Collaboration. This international, multidisciplinary research group is preparing to conduct the first-ever longitudinal study of bipolar disorder, following a cohort of people over the course of their lifetimes.

NAMI RESEARCH PROJECTS 2020

Every year, NAMI conducts its own research studies to measure the impact of various mental health approaches and the value of our education and support programs. In 2020, more than 25% of these studies involved original research.



hrough Research

GOING VIRTUAL DURING COVID-19: CELEBRATING NAMI'S RESEARCHER OF THE YEAR

Every year, NAMI recognizes one leading investigator at our Inspiring Hope Through Research event in Washington, D.C. Our first-ever virtual event honored David C. Henderson, M.D., psychiatrist-in-chief at Boston Medical Center and professor and chair of psychiatry at Boston University School of Medicine. For 25 years, Dr. Henderson has worked tirelessly to find new insights and approaches for treating treatment-resistant schizophrenia, working internationally to advance field studies, mental health policy development and strategic planning, and much more.

The NAMI Scientific Research Award is generously supported by the Peter Corbin Kohn Endowment.

In 2020, NAMI successfully advocated for a \$65.3 MILLION INCREASE IN RESEARCH FUNDING

for the National Institute of Mental Health, dollars that will spur scientific progress in 2021 and beyond.

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AWARENESS AND COMMUNITY

In a time of isolation, uncertainty and tragedy, NAMI widened its outreach to serve millions more people in need.

NAMI met the nation's need for reliable information and practical solutions. We issued guidance, public statements and resources throughout the year, responding to record levels of interest from individuals, families and the media.

MEDIA ARTICLES NATIONWIDE 30,700

510%

INCREASE IN NAMI HELPLINE ARTICLE MENTIONS

DR. KEN APPEARS ON CNN,

As the pandemic captured global

attention, NAMI Chief Medical Officer Ken Duckworth, M.D., appeared on

the BBC's London evening newscast, offering suggestions for coping with social isolation. In April, CNN's "Cuomo

Prime Time" show featured Dr. Ken as

part of a two-hour special on COVID-19.

He appeared on a later show to explore

mental health and substance use risks

created by mandated lockdowns.

BBC WORLD NEWS

ARTICLES ON COVID-19

VISITORS TO NAMI.ORG FROM 1K+ ARTICLE LINKS



14,000

WIDER COVERAGE ON MORE NEWS OUTLETS

NAMI reached new audiences through stories in Agence France-Presse, Bloomberg Businessweek, the Center for Public Integrity, CNN's "Vive la Salud," National Geographic, Newsweek, Telemundo: PULSO NEWS, Today. com, Univision Radio's "Buenos Dias America," Vogue and The Wall Street Journal.

REFRESH OF OUR NATIONAL WEBSITE

We introduced a new look and feel for <u>NAMI.org</u>, making information easier to find. The site helps users on their journey for support and delivers mental health facts and figures, current policy statements, and updated content on our identity and culture pages.



THE ADVOCATE GOES DIGITAL

NAMI's flagship magazine debuted digitally in a responsive format viewable through mobile devices or web browsers with access to an archive of past issues.

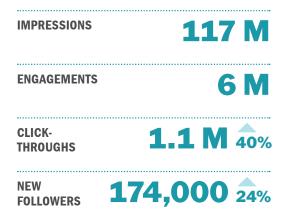


"STRENGTH OVER SILENCE" VIDEOS FEATURE NEW VOICES

New installments in our ongoing series highlighted the mental health stories of Yulanda Ming Blackson, a NAMI In Our Own Voice presenter from Maryland; Rosemary Ketchum, the first-ever politically-elected trans woman in West Virginia; and Pooja Mehta, a rising leader in the Asian American/Pacific Islander mental health community.

SOCIAL MEDIA ENGAGEMENT SOARS

NAMI gained followers on all platforms, with a 10% surge in engagement over 2019.



RESPONDING TO COVID-19: "YOU ARE NOT ALONE" FOSTERS CONNECTION AND HOPE

NAMI's refreshed "You Are Not Alone" campaign reflected the isolation often felt by people living with mental illness — a theme that resonated powerfully in 2020. Throughout the year, we emphasized the healing value of connecting in safe ways, prioritizing mental health and acknowledging that it's okay to feel not okay. The campaign led to a 300% increase in visits to NAMI.org during May's Mental Health Awareness Month.

NAMI BLOG PROMOTES CULTURAL COMPETENCE

A primary purpose of the NAMI Blog is to use cultural humility - our commitment to address systemic societal inequities — to raise awareness about the importance of culturally competent care and support in the mental health system. The platform offers a safe space for people in underserved communities to share their stories and raise their voices to advocate for effective and equitable mental health care.

We are proud that the NAMI Blog was once again recognized by Healthline magazine as a leading depression blog.

PAGE VIEWS IN **OUR BLOG ARCHIVE** 4.5 M 13%

WEBSITE VIEWS IN JANUARY (TOP MONTH) 278,000 14%

NAMI PARTNERSHIPS

The generosity and creativity of our strategic partners made our progress possible.

With the conversation on mental health reaching new dimensions, NAMI worked with new and existing partners to deliver the support, tools and insights that people urgently needed.



GROUNDBREAKING COALITION CREATES UNIFIED VISION

NAMI joined with the senior leaders of 13 partner organizations to create a shared vision for transforming mental health in the U.S. Leaders agreed to focus their collective efforts on early intervention, better access to care and the creation of clear paths to recovery. This landmark coalition, dubbed the "CEO Huddle," is committed to working with state and local governments to improve mental health care infrastructure, increase resources and remove barriers to care.

STARBUCKS SUPPORTS EMPLOYEES, FRONTLINE HEROES

NAMI partner Starbucks announced that all of its U.S. employees and eligible family members can receive up to 20 therapy sessions each year. Free coffee for frontline professionals in December, along with a generous donation supporting NAMI Frontline Wellness, gave these heroes a much-needed boost.

PARTNERS AND AMBASSADORS ELEVATE CONVERSATIONS

During Bebe Moore Campbell National Minority Mental Health Awareness Month, NAMI released the "Black Mental Health Matters" guide, which was promoted on Instagram's official account with more than 360 million followers. The guide offers facts and perspectives on the impact of culture and race on mental health. Throughout the month, NAMI Ambassadors from diverse backgrounds sparked discussions on race, racism and mental health through social media. More than 1.1 million people visited NAMI.org, where they found blogs and personal stories representing diverse perspectives on mental health.



DIY FUNDRAISER GARNERS \$460,000

Lee Steinfeld, known to his YouTube followers as Leonheart, raised thousands for NAMI in a DIY fundraiser

opening rare Pokémon cards. This was his second year as our top DIY fundraiser. In 2019, he gathered more than \$68,000 as he opened and shared the collectible cards via his YouTube channel.



NAMI Ambassador Selena Gomez and CEO Dan Gillison interview each other on Instagram. RESPONDING TO COVID-19: NETFLIX HELPS NAMI REACH MORE YOUNG PEOPLE

As part of Netflix's "Wanna Talk About It?" series on Instagram Live, NAMI's Chief Medical Officer Ken Duckworth, M.D., and actor Noah Centineo reached teens and young adults with an open discussion on self-care. The series shared mental health facts and tips, including ways to stay safe without feeling isolated and how to maintain healthy routines and limit news intake to manage anxiety.

ACCOLADES FROM THE CHILD MIND INSTITUTE

NAMI received the Institute's Change Maker 2020 Outstanding Organization Award, recognizing our work to create meaningful change for children struggling with mental health.

GOOGLE GUIDES THOUSANDS TO ANXIETY SCREENING TOOL

We teamed up with Google to direct people searching for anxiety information to a screening tool that helps measure anxiety symptoms, enabling them to determine if they need professional help. Following the assessment, users were offered links to helpful information on NAMI.org.

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FINANCIAL RESULTS

2020 REVENUE

89% CONTRIBUTIONS

39%

PROGRAMS & MEMBERSHIP

CONTRIBUTIONS	\$25.00 M
INVESTMENTS	\$1.22 M
IN-KIND DONATIONS	\$0.68 M
GOVERNMENT GRANTS	\$0.64 M
NAMIWALKS	\$0.32 M
DUES	\$0.28 M
OTHER	\$0.15 M

4% INVESTMENTS	
2% IN-KIND	
2% GOVERNMENT	
1% NAMIWALKS	_
1% DUES	
1% OTHER	

2020 EXPENSES

PROGRAMS & MEMBERSHIP	\$7.80 M
MARKETING & Communication	\$3.30 M
INFORMATION, SUPPORT & EDUCATION	\$2.70 M
ADVOCACY	\$2.40 M
DEVELOPMENT	\$2.20 M
ADMINISTRATION	\$1.31 M
RESEARCH & QUALITY ASSURANCE	\$0.12 M

17% MARKETING & COMMUNICATION 14% INFORMATION, SUPPORT & EDUCATION 11% ADVOCACY 11% DEVELOPMENT 7% ADMINISTRATION 1%

RESEARCH & QUALITY ASSURANCE

TOTAL NET ASSETS: **\$25,736,268**

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