

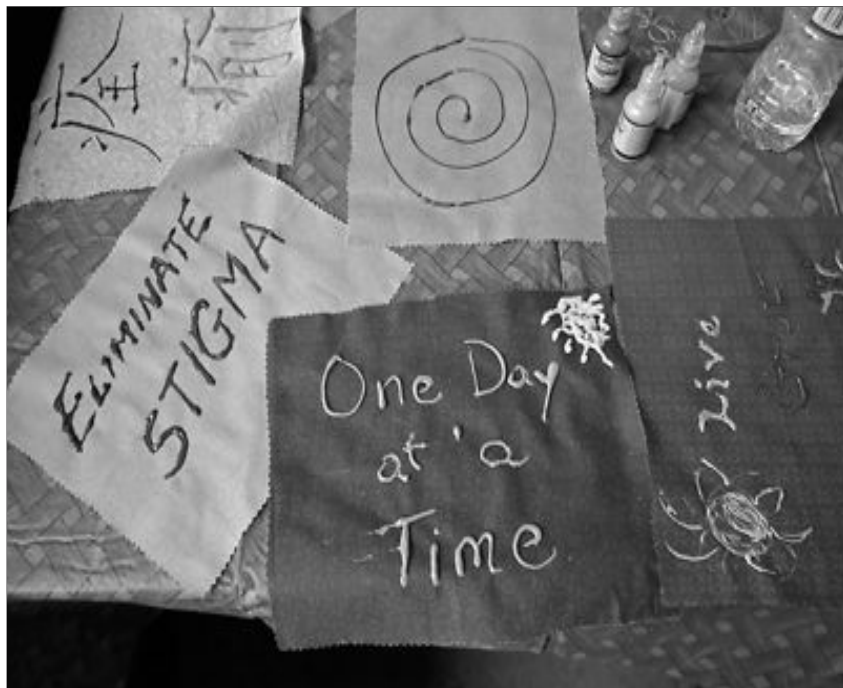
ANNUAL  
REPORT  
2011



**nami** | **Mercer**

National Alliance on Mental Illness

Serving Mercer County, New Jersey



**NAMI Mercer NJ, Inc.**

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*NAMI Mercer NJ is an affiliate of NAMI, the National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. Our mission is to improve the lives of individuals and families by providing education, advocacy and mutual support.*

*Founded in 1984 by a small circle of caring family members who needed information and support, NAMI Mercer now touches the lives of over 4,000 people each year. Led by a talented Board of Directors, a small, energetic staff and a hard-working cadre of over 200 volunteers, the organization works every day to carry our message of recovery and hope to people who are facing the challenges of mental illness.*

\* \* \*

## OUR VISION

NAMI Mercer envisions and works toward a future in which:

- \* Families and individuals with mental illness will realize their full potential in a respectful and understanding society.
- \* There will be no stigma attached to mental illness.
- \* There will be no difference in treatment and insurance coverage between mental and physical illness.
- \* All people with mental illness and their families will have complete access to the most effective support and services.
- \* An empathetic environment will allow people with mental illness to be full participants in the community.
- \* Every person with mental illness will be able to live and work as independently as possible, and will enjoy an enhanced quality of life.
- \* Mercer County will provide a model for an effectively functioning mental health system to serve consumers and families.



June 2012

**DEAR NAMI MERCER MEMBERS, FRIENDS AND SUPPORTERS,**

NAMI Mercer has completed its 27th year of educating, advocating and supporting individuals and families who are affected by mental illness in the greater Mercer County community. This annual report provides an overview of the accomplishments for 2011.

During the year the organization touched the lives of over 4,000 people through its programs of education, support, outreach and advocacy.

Some of the year's highlights follow.

- ❑ In February 2011, NAMI Mercer sponsored its first Membership Month to emphasize the importance of annual membership and to encourage all to renew their membership or join during this month each year. The total number of member households is 387.
- ❑ The NAMI Walk on May 21, 2011 was our largest to date, gathering over 1,200 people at Rider University and raising nearly \$140,000 for the programs of NAMI Mercer and nine other NAMI affiliates in New Jersey.
- ❑ NAMI Mercer reorganized the staff structure by adding two new positions, a part time Director of Development and full time Director of Programs, to comprise a staff with three and a half positions.
- ❑ We held our third annual Harvest of Hope wellness conference in October with Carol Kivler as our keynote speaker and over 150 people attending. This event provides valuable education and support to a diverse gathering of people living with mental illness, family members and mental health professionals.
- ❑ NAMI Mercer's Advocacy Committee had a very active year in 2011. Meeting monthly, the group of 15 talented and energetic people has formed task groups for five work areas for local, Mercer County, advocacy.

NAMI Mercer continues to work each day to improve the lives of individuals and families who are affected by mental illness. We thank our members, participants in our programs, donors and partners throughout Mercer County.

Sincerely,

*Sally Osmer*

Sally T. Osmer  
*Executive Director*

*Bill Hayes*

William P. Hayes, MD  
*President*



## NAMI MERCER PROGRAMS, 2011

### EDUCATION

Family to Family and De Familia a Familia  
 NAMI Basics  
 Public Education Meetings  
 Harvest of Hope Wellness Conference  
 WRAP (Wellness Recovery Action Plan)

### SUPPORT

Helpline  
 NAMI Connection  
 IFSS Collaboration for Family Groups  
 Social Groups (Just Friends, Becoming Friends, Just Kids)

### OUTREACH

In Our Own Voice Program  
 Community Outreach  
 School & College Outreach  
 Congregational Outreach  
 Multicultural Outreach

### ADVOCACY

Crisis Intervention Training for Law Enforcement  
 Jail Task Force  
 Legislative Relationships  
 Trenton Psychiatric Hospital Family Monitors  
 Systems Transitions and Transfers

## NAMI MERCER 2011

### BY THE NUMBERS

<i>Active social groups sponsored by NAMI Mercer</i>	3
<i>Members of Just Friends social group</i>	80
<i>Total active members in Just Friends (ages 30 &amp; up), Becoming Friends (18-30) and Just Kids (under 18)</i>	146
<i>People who contacted our Helpline</i>	641
<i>Hours spent responding to Helpline calls and providing referrals and support</i>	1,750
<i>Participants in the two Family to Family classes</i>	45
<i>People who wrote their own WRAPs (Wellness Recovery Action Plans) in our classes.</i>	24
<i>People who attended the 3rd annual Harvest of Hope wellness conference, Oct. 1.</i>	150
<i>Drums used in the closing Drum Circle at Harvest of Hope</i>	89
<i>New teachers trained to teach De Familia a Familia (Spanish Family to Family)</i>	2
<i>Households that are members of NAMI Mercer</i>	387
<i>Individuals in these households</i>	720
<i>Walkers in the NAMI Mercer Walk on May 21, 2011</i>	1,200
<i>Dollars raised by walkers and sponsors</i>	137,530
<i>Community Outreach presentations</i>	30
<i>In Our Own Voice presentations</i>	47
<i>Attendees at IOOV presentations</i>	1,119
<i>Presentations at area congregations</i>	8
<i>Attendees at these presentations</i>	800
<i>Presentations in high schools and colleges on mental illness and recovery</i>	15
<i>Family Monitors for Trenton Psychiatric Hospital</i>	5
<i>Members of NAMI Mercer's Board of Directors</i>	16
<i>Active volunteers in NAMI Mercer</i>	209
<i>Hours served by these gifted, caring volunteers</i>	7,372

## THE PATRON SOCIETY: A NEW LEVEL OF COMMITMENT

In 2011, NAMI Mercer NJ created a new level of commitment for our benefactors. The Patron Society was born as a giving circle founded to ensure long-term stability for our organization, and reliable funding for our free programs. Patron Society membership is open to all individuals who make a single contribution to NAMI Mercer in the amount of \$500 or more during the stated period of enrollment.



The Patron Society was formed in 2011 and

has brought \$21,500 in contributions to NAMI Mercer NJ's programs. The inaugural Patron Society has 26 families with 44 individual members.

On June 2, 2012, the Patron Society will gather for a reception at the home of Maddy and Alan Monheit in Lawrenceville, New Jersey. This creates an opportunity for giving circle members to come together to discuss the progress of NAMI Mercer NJ, hear from organization leaders, and enjoy each other's company in a shared effort to support our mission.

# ANNUAL FINANCIAL REPORT, 2011

Financially, 2011 was a year of expansion and stability for NAMI Mercer. The special events, NAMI Mercer Walk and the Night Out With NAMI, continue to be our largest sources of income.

The NAMI Mercer Walk 2011 was an extremely successful event, generating income of \$137,530 and participation of over 1,200 walkers and 2,000 donors. The 2011 income from corporation, foundation and congregation grants increased by over \$10,000 compared to the prior year.

With an eye toward sustainability as an organization, we expanded our staff in the middle of 2011 by adding the positions of Development Director and Program Director. We are

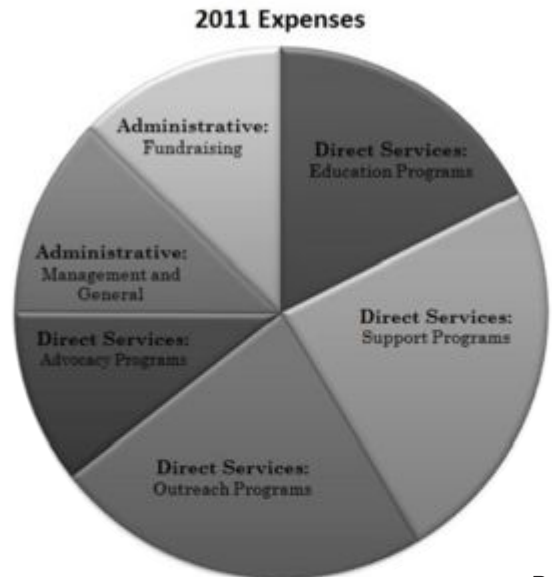
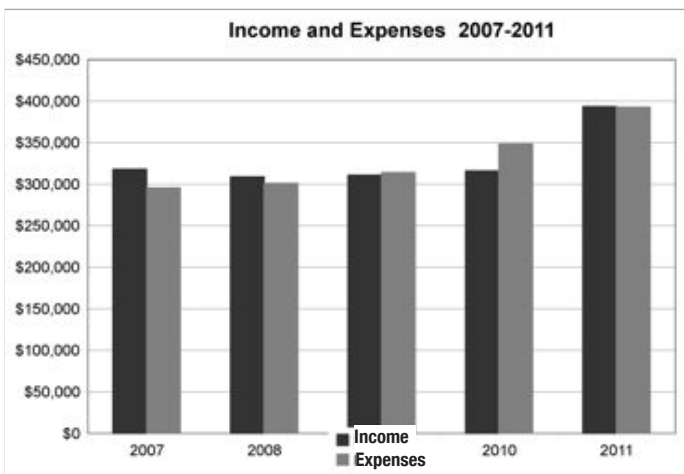
very pleased to have done this while maintaining our positive financial position and without using cash reserves.

Expenses for 2011 reflect growing participation levels in all programs. During 2011, NAMI Mercer touched the lives of over 4,000 people with our programs of education, support, outreach and advocacy.

*Please note: During 2011, 200 NAMI Mercer volunteers worked for a total of 7,372 hours. The value of these donated hours is \$162,265, which is not reflected in the statements of income and expense. Including this sizable donation, NAMI Mercer's net contribution to the community totals \$554,972 for 2011.*

Income	
Events Income (sponsors and participants)	\$216,665
Corporate, Congregation and Foundation Grants	100,905
Donations from Individuals	54,100
Government Grants	10,400
Membership Dues	10,086
Interest Income	1,338
<b>Total Income</b>	<b>\$393,494</b>

Expenses	
Direct Services	
Education Programs	\$69,099
Support Programs	93,689
Outreach and Awareness Programs	90,201
Advocacy Programs	41,895
<b>Total Direct Services</b>	<b>\$294,884</b>
Management and General	\$47,732
Fundraising	\$50,091
<b>Total Expenses</b>	<b>\$392,707</b>
<b>Net Income</b>	<b>\$787</b>





## SPONSORS, SUPPORTERS AND MEMORIAL DONATIONS, 2011

<p><b>\$15,000-\$25,000</b>            Bristol-Myers Squibb Company            Princeton Area Community            Foundation, Inc            The Merancas Foundation</p>	<p>Princeton HealthCare System            Roma Bank            Rose &amp; Louis Linowitz            Charitable Foundation            Laurie A. Russell            Karen &amp; Ronald Schotland            Stark &amp; Stark            Edward Steinman            &amp; Kathryn Morris            The Frank Corbett Health Mktg            Scol. Foun.            United Way Designated            Contributions            Walmart            Bill &amp; Phyllis Wilmot            Zonta Club</p>	<p>Jules &amp; Angela DeGraff            East Mountain Hospital            Educational Testing Service            Kathy Enerlich            Hildred Geertz            Bruce &amp; Jayne Gershkowitz            John &amp; Linda Gilmore            Jerome &amp; Josee Graybill            Cassandra Hallberg            Margaret Harper            William &amp; Gloria Hayes            Tom Kreutz &amp; Elizabeth Cutler            Jerry Lindauer &amp; Barbara Gilin            Duncan &amp; Evelyn Macfarlane            Lola Madsen            Margaret Maggiore            Carol Mangual            Jeremy &amp; Tracy Mann            Francis &amp; Eileen McCarthy            Louise Mehrotra            Mercer County Community            College            Judith Mihal            David &amp; Katherine Miller            Scott &amp; Susan Mulhern            New Jersey Natural Gas            William &amp; Lorriane Palme            Paul &amp; Susan Pincofski            Princeton Nassau Pediatrics            Molly &amp; Tom Pyle            Herschel &amp; Andrea Rabitz            Carol Rickard            Robert Wood Johnson            Foundation            Neil Shainwald            &amp; Catherine Pike            Stacey Singer            Peter &amp; Alicia Stevenson            John Tatar            Susan Taylor            Brian &amp; Mary Ternoey            The Gubitosi Family            The Foundation of Bergen            Gordon &amp; Deborah Thomas            Robert Hartman &amp; Tarry Truitt            Patricia Valan            Robert &amp; Barbara Watson            Robert &amp; Barbara Wolfe            Gary Karlin &amp; Jane Zamost</p>	<p>Laura Benedetto            Elizabeth Berens            Martin Bick            Gwen Blecha            Chandler &amp; Alanna Bocklage            Joseph &amp; Sarah Bolster            Randi Borkan            Albina Bothwell            Alex Bothwell            Sarah Brennan            Simona Brickers            Jacqueline Briel            Scott &amp; Kimberly Britton            Jennifer Broach            Frederick &amp; Sharon Brubaker            Denise Brunker            David &amp; Mary Byrne            William &amp; Suzanne Camlin            Craig Mehler &amp; Joyce Campbell            Raymond &amp; Dorothy Campbell            Michael Canavan            Robert Canavan            Mary Caprio            Berit Carlson            Larry Cartwright            Marianne Cary            Alison Casserly            Charity House Foundation            Thomas &amp; Judith Chiacchio            Stan Chiu            Tony &amp; Ching Chiu            Alexander Chwick            Albert J. Clancy            Brian Clapp            Eric Clark            Jack Conley            Mark &amp; Carol Connelly            Bob Conti            Evelyn Coral            Ellen Cottone            John &amp; Irene Cottone            Roger &amp; Joan Cracco            Christopher &amp; Ann Crow            Christie Cuevas            Robin &amp; Valerie Cunningham            Larry Dannemiller            Michael De Ieso            Thomas &amp; Barbara Deangelis            Gabrielle &amp; Marina DeCotiis            Genevieve Deltieure            Josette Deltieure            Michele Deltieure            D.R. Dennis            Alida Diab            Judith Donovan            Lisa Dorigo            John Dorn            Anna Drago            Robert J. Dunne            Phil Duran            Marjorie Ecklund            Jeffrey &amp; Barbara Eget            John Ehret            James Elmore            Jane Ensminger            David &amp; Mary Ann Fairwell            Alan Farer</p>
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<p><b>\$2,500-\$4,999</b>            Anonymous Donations            Brian &amp; Linda McGrath            Shire            Sunovion</p>	<p><b>\$1,000-\$2,499</b>            Albeamrle Foundation            James &amp; Melissa Cacace            Catholic Charities of Trenton            Michael &amp; Jane Chwick            Comcast Financial Agency Corp.            Robert &amp; Pat Demers            Educational Testing Service            Matching Gift Program            Glenn Cantor &amp; Inge Eriks            Grainger Foundation            Greater Trenton Behavioral            Health Care            Team Magellan            Dr. &amp; Mrs. William P. Hayes            Andrew Hendry            &amp; Lisa Melnyk            Carol A. Kivler            Lasley Brahaney Architecture            Construction            Lawrence Township Community            Foundation            Alexandra MacCracken            Merck Partnership for Giving            Madeline &amp; Alan Monheit            NAMI Essex NJ Inc            NJ State Employee Giving            Campaign (United Way)            PNC BANK</p>	<p><b>\$250-\$499</b>            Alanna Bocklage            Martin Brophy            Jacalyn Chadwick            Caryl Chambers            Paul &amp; Linda Chew            John Costello            Couch Braunsdorf Insurance            Group            Covenant Presbyterian Church</p>	<p><b>\$100-\$249</b>            Tony &amp; Ching Chiu            Alexander Chwick            Albert J. Clancy            Brian Clapp            Eric Clark            Jack Conley            Mark &amp; Carol Connelly            Bob Conti            Evelyn Coral            Ellen Cottone            John &amp; Irene Cottone            Roger &amp; Joan Cracco            Christopher &amp; Ann Crow            Christie Cuevas            Robin &amp; Valerie Cunningham            Larry Dannemiller            Michael De Ieso            Thomas &amp; Barbara Deangelis            Gabrielle &amp; Marina DeCotiis            Genevieve Deltieure            Josette Deltieure            Michele Deltieure            D.R. Dennis            Alida Diab            Judith Donovan            Lisa Dorigo            John Dorn            Anna Drago            Robert J. Dunne            Phil Duran            Marjorie Ecklund            Jeffrey &amp; Barbara Eget            John Ehret            James Elmore            Jane Ensminger            David &amp; Mary Ann Fairwell            Alan Farer</p>

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