



nami | Mercer

National Alliance on Mental Illness

Serving Mercer County, New Jersey

NAMI Mercer is a nonprofit organization that works to improve the lives of individuals and families who are affected by mental illness by providing education, advocacy and mutual support.

2013
Annual Report

2013 ACCOMPLISHMENTS

ADVOCACY

- ✓ Advocacy Committee focused on five strategic areas: jails/criminal justice; Trenton Psychiatric Hospital monitoring; transfers and transitions in the mental health system; youth and children's mental health and legislative relationships.
- ✓ Hosted two Public Education events during the year on current advocacy topics: the Affordable Care Act and Medicaid and Trenton Psychiatric Hospital.
- ✓ Participated in the Mercer County Systems Review Committee, the Mental Health Professional Advisory Committee, the NAMI NJ Family Support Workgroup, the NAMI NJ Public Policy Committee, the NJ Hospital Monitoring Committee and collaborated with other community organizations.



The Advocacy Committee plays an important role in increasing local awareness for mental health care and access to services in Mercer County. One initiative is monitoring and recommending improvements for local mental health services, such as Trenton Psychiatric Hospital, area short-term care facilities, county jails, and community programs. It is truly humbling to realize the enormous challenges consumers and families face in navigating the mental health care system. This realization makes the ongoing work of our advocacy even more critical.

Zia Rahman, Advocacy Committee Member and Trenton Psychiatric Hospital Family Monitor

OUTREACH

- ✓ Made 55 *In Our Own Voice* anti-stigma presentations to more than 1,000 people.
- ✓ Raised awareness at 30 community fairs, festivals, and wellness events.
- ✓ Partnered with the Children's Home Society to give six *Sharing Hope* mental health presentations in Spanish and English.
- ✓ Collaborated with more than 80 congregations and five libraries during Mental Illness Awareness Week (MIAW), October 6-12, 2013, with these groups offering prayers for persons affected by mental illness and distributing NAMI information.
- ✓ Teamed with the Princeton Public Library on two *Princeton Reads* program events featuring *Silver Linings Playbook*.

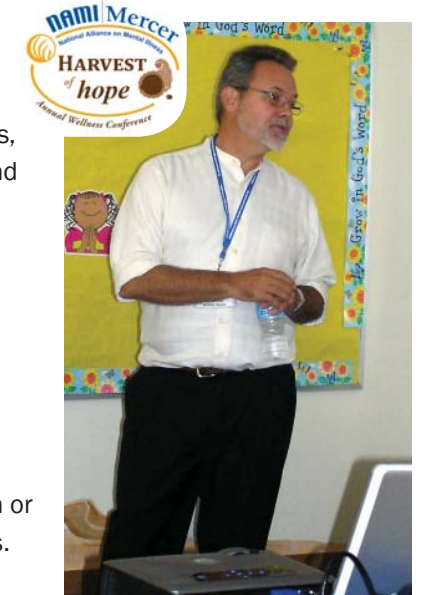


Mental illness is a beast that knows no boundaries. It affects those of all cultures, faiths, genders and socio-economic status. It is crucial that we reach all of our Mercer County communities, both urban and suburban, with the necessary education, tools and resources individuals and families need to care for themselves and their loved ones. NAMI Mercer strives to meet the needs of consumers and caregivers alike.

Kimme Carlos, Program and Services Committee Chairperson

EDUCATION

- ✓ Sponsored our 6th annual Harvest of Hope wellness conference ("Getting Better Together") on Oct. 5 with record attendance of 187 participants.
- ✓ Initiated a NAMI National school-based program, Parents and Teachers as Allies, with 12 presenters trained. Offered two pilot presentations for Lawrence and Hamilton district school counselors and educators.
- ✓ Offered a monthly Public Education event on a mental health topic, with an average of 25 people attending each event.
- ✓ Offered four Family-to-Family classes with a total of 72 graduates from the 12-week classes that were offered at the Recovery Advocates offices in Hamilton and at the NAMI Mercer Center.
- ✓ Provided two classes of NAMI Basics, a 6-week class for parents of children or adolescents with behavioral or emotional challenges, for total of 17 parents.



As both a parent and a retired teacher, I am delighted to be part of the Parents and Teachers as Allies team. The questions asked by our audiences reveal a pressing need for information about early onset of mental illness. It is so gratifying to be able to play a small role in reducing stigma in the schools.

Louise Beste, Parents and Teachers as Allies Presenter

SUPPORT

- ✓ Provided a weekday Helpline staffed by caring and trained volunteers who addressed the needs of over 740 callers.
- ✓ Offered two classes of WRAP® (Wellness Recovery Action Plan) for 20 people who are living with a mental illness diagnosis.
- ✓ Sponsored 142 social events for three active social group programs—Just Friends, Becoming Friends, and Just Kids---that continue to grow and provide social support for more than 140 adults and children.
- ✓ Held NAMI Connection, a peer-led recovery support group for mental health consumers, twice monthly with an average of 10 people per meeting.
- ✓ Collaborated with Greater Trenton Behavioral HealthCare to provide Intensive Family Support Services (IFSS), offering individual and group counseling to family members.



I called the Helpline the day after my daughter was hospitalized. When I called I felt so alone and did not really know what I should do. In that one call, I got a lot of information, but mostly I got to talk to someone who knew what it's like to have a family member with a mental illness. She was willing to answer my questions and point me in the right direction. Thank you, NAMI!

Anonymous Helpline Caller

VOLUNTEERISM

- ✓ Provided monthly volunteer orientation sessions for new volunteers who seek meaningful roles in building our organization and enhancing their own recovery from mental illness.
- ✓ Engaged more than 260 volunteers who teach classes, facilitate support groups, answer Helpline calls, provide administrative office support, plan events, serve on committees and much more!
- ✓ During 2013, volunteers served 8,335 hours to carry out the mission of NAMI Mercer. The value of donated hours is \$215,960.



SUSTAINABILITY

- ✓ Conducted an annual membership drive resulting in 438 households joining NAMI Mercer.
- ✓ Brought in \$86,000 in foundation grants and \$37,500 in corporate grants, our best grant year thus far.
- ✓ Held two large fundraising events: the NAMI Walk in May with income of around \$115,000 and Night Out with NAMI in November with income of \$65,000.
- ✓ Raised a total of \$396,790 to improve the lives of individuals and families who are affected by mental illness.



2013 ANNUAL FINANCIAL REPORT

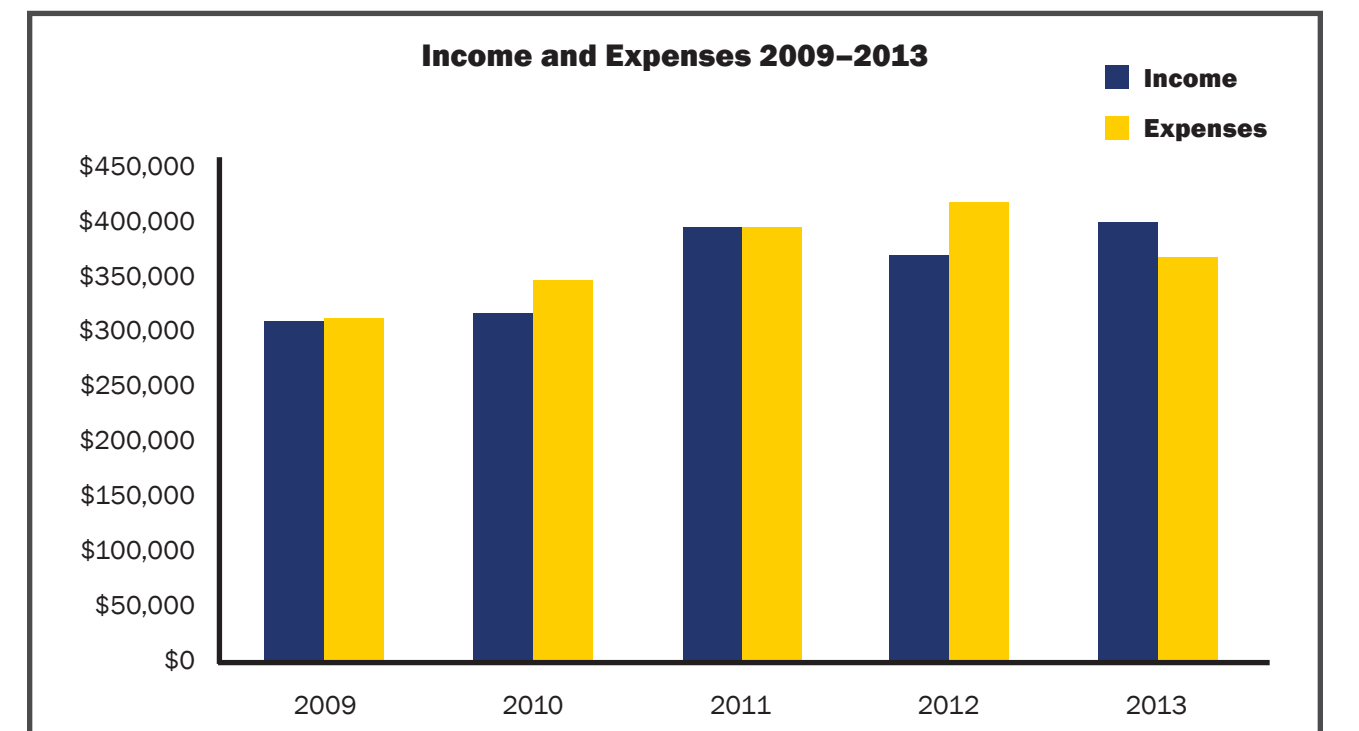
A Strong Year

The year 2013 was a strong year for NAMI Mercer financially. Income from foundations for our programs was higher than recent years at \$86,000, which includes grants from three new foundations. We were particularly pleased to have succeeded in obtaining funding for the new program *Parents and Teachers as Allies*, which will further our mission in area schools. The support from corporate sponsors and individuals for our two major fundraising events, the NAMI Walk and Night Out with NAMI, continued to be very strong, remaining the largest sources of income in our budget. Finally, we had a mid-year personnel change which reduced our expenditures during the transition. Thus, NAMI Mercer entered our 30th year (2014) in a strong financial position as we plan to increase our impact in Mercer County.

Laurie Russell
Treasurer

| INCOME | | EXPENSES | |
|---|------------------|--|------------------|
| Events Income: Sponsors & Individuals | \$177,643 | Program Services: Education, Support, Outreach, Advocacy | \$257,183 |
| Grants: Corporate, Foundations, Government, Congregations | \$145,520 | Management and General | \$34,175 |
| Donations from Individuals | \$73,626 | Fundraising | \$77,502 |
| Total Income | \$396,789 | Total Expenses | \$368,860 |
| Value of 8,335 Volunteer Hours Donated to NAMI Mercer by 260 People** | \$211,125 | | |
| Total Income with Value of Donated Volunteer Hours | \$607,914 | Net Income/Expense | \$27,929 |

**Value established by Independent Sector, 2013



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A total of 1,266 people donated online a total of \$53,643.88 to the NAMI Mercer Walk.

In 2013, 694 people made donations of less than \$100 for a total of \$21,610.59.

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ESTABLISHED IN 1984, NAMI MERCER ENVISIONS AND WORKS TOWARD A FUTURE WHEN FAMILIES AND INDIVIDUALS WITH MENTAL ILLNESS WILL REALIZE THEIR FULL POTENTIAL IN A RESPECTFUL AND UNDERSTANDING SOCIETY.



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Vincent Van Gogh painted his famous *Irises* in 1889, when he was a patient at the Saint-Paul Asylum. Today, the iris has become NAMI's symbol of hope and courage for people who face mental illness.