

IMAGINE

2020 ANNUAL
REPORT

A MESSAGE FROM THE EXECUTIVE DIRECTOR



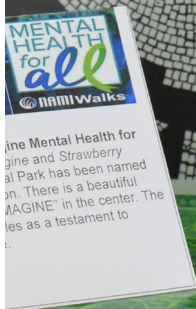
Dear Friends,

What a year 2020 was! On March 11, our NAMI Mercer community gathered for our annual WALK Kick-off event with a theme of IMAGINE Mental Health for All. Little did we know it would be our last in-person gathering of the year and the beginning to days, weeks, and months of relying on our IMAGINATION to craft a whole new way of thinking, learning, and relating with one another.

In 2018 NAMI Mercer's leadership team embraced an "adaptive strategies" approach to achieving our vision for the future. The true value of this methodology became abundantly clear in 2020 as we relied on flexibility, creativity, and the capacity to move quickly to get things done. Additionally, we were fortunate to have technologies in place that facilitated a smooth transition to remote work and online platforms. Most impressive of all, however, is the resiliency our community demonstrated. Life changed and NAMI Mercer evolved!

We can look back on this year of unprecedented challenges with pride in all we were able to accomplish. We can be grateful for unexpected blessings, including an increased global awareness of the importance of mental health. The COVID-19 pandemic confirmed that our mission is critical to the wellbeing of people everywhere. With a continued commitment to innovation and the generous support of our friends and donors, we look forward to being a source of strength and a beacon of hope for generations to come. Thank you!

Janet Haag | Executive Director



LEADERSHIP

Strong, healthy leadership is crucial, especially in times of crisis and change. Our leaders inspire empathy and take action to support those with mental health challenges, making our communities healthier, better places to live.

NAMI MERCER BOARD OF DIRECTORS 2020

EXECUTIVE COMMITTEE

DIRECTORS

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Jared B. Oberweis, JD



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Treasurer



Jason Redd, JD



Wendi Weber, MS, MBA, PhD



MANAGEMENT TEAM

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Executive Director



Julia Dare, BS
Development Director



Danita Saunders-Davis, BS
Operations Director



Janice Schroeder
Graphic Designer



DIGITAL ENGAGEMENT FOR MENTAL WELLBEING

INNOVATING IN RESPONSE TO COVID-19

Our lives were turned upside down when the COVID-19 pandemic hit. Health concerns, economic uncertainties, shelter-in-place orders, mask-wearing, and social distancing shattered our sense of normalcy and shuttered many of our usual gathering places. However, our NAMI Mercer community is resilient! As one member noted, those in our community have had some practice.

We broadened our thinking and took action to adapt to the changing circumstances. We expanded our digital networking capacity, transitioning support groups and educational programs to online platforms, even launching new programs to address emerging needs. We increased our presence on social media. Staff, volunteers, and interns worked remotely. We secured emergency funding. We hosted successful virtual events: NAMI Walks Your Way, Harvest of Hope, and Night IN With NAMI. When we couldn't honor our patrons with a gathering – we sent the reception to them in a bag! When we couldn't host a holiday party for our Just Friends members, we sent them a bear hug and gift cards to celebrate the season. There was no problem for which we were not prepared to try an innovative solution.

Website



10,976
website visitors

8058

new
visitors

2918

returning
visitors

30 average daily visitors

Social Media



135 new page likes



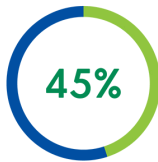
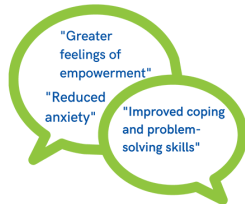
268 people reached daily

CONNECTING, CARING, AND COPING

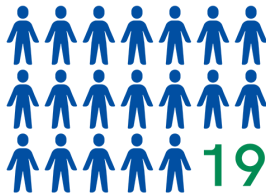
Connecting with other people and feeling supported helps us embrace our shared humanity. We learn new ways to cope with stress and we become better equipped as helpers and healers. In lieu of in-person gatherings, NAMI Mercer pivoted to online platforms to keep people in touch with one another, build resiliency, and find hope.

Family-to-Family and Family & Friends

Participants learned...



9 out of 20 registrants completed the Family to Family hybrid class once it was moved online.



Number of participants who completed a Family-to-Family or Family and Friends class.



2 new teachers were trained to lead the Family & Friends Seminar

Intensive Family Support Services



Through our partnership with Intensive Family Support Services under Oaks Integrated Care, over 90 Family Support Group Meetings were held.

14



Average participants per group session

Parent Support Network

15 local meetings

166 meetings across the country

Participants...



learned better role modeling for their children

worked through difficult feelings

felt a sense of belonging



BALANCED FAMILIES

Connection Recovery Support Group



4x a month



peer-led

4

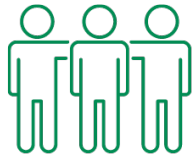


Average participants per group session

1



New coordinator added



150 total participation

Just Friends Social Support Group



4x a month



peer-led



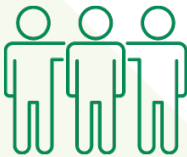
12

In-person social activities



33

Virtual gatherings



382 total participation

Hearing Voices Support Group

4



Average participants per group session



2

Sessions held

New Programs Launched

Fridays at Five

Held in April, May, June
For ages 18-35

Wellness & mindfulness education

12

Total participation

Chats with Carol

Weekly psychoeducational group to help people cope with the COVID-19 pandemic

30

Sessions held

183

Total participation



NAMI
Educational



HEALTHY
INDIVIDUALS

CULTIVATING COMMUNITY WELLBEING

Community wellbeing is essential to promoting healthy families and individuals. Social support, engagement in community activities, as well as appreciation for diversity are as important to quality of life as environmental and economic security. NAMI Mercer found new ways to connect people and nurture greater resilience.



Helpline



Fielded by
5 
volunteers using VoIP
phone technology

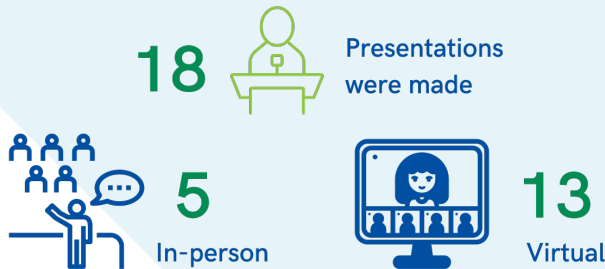
Providing...



Ending the Silence (ETS)



In Our Own Voice



BUILDING RESILIENCE

Community Education

21 Events hosted/presented

850+ People reached

Topics:

Panther Hollow
Coping Strategies during COVID-19
Mental Health in the Workplace
Raising Mental Health Awareness:
A Personal Journey

Panther Hollow

written & performed by David Lee White



60+ Attendees

Coping Strategies during COVID-19

2 Webinars

28 Attendees each time

Harvest of Hope at Home

Annual Wellness Conference



Keynote speaker: Mariel Hemingway



9 Talented workshop presenters



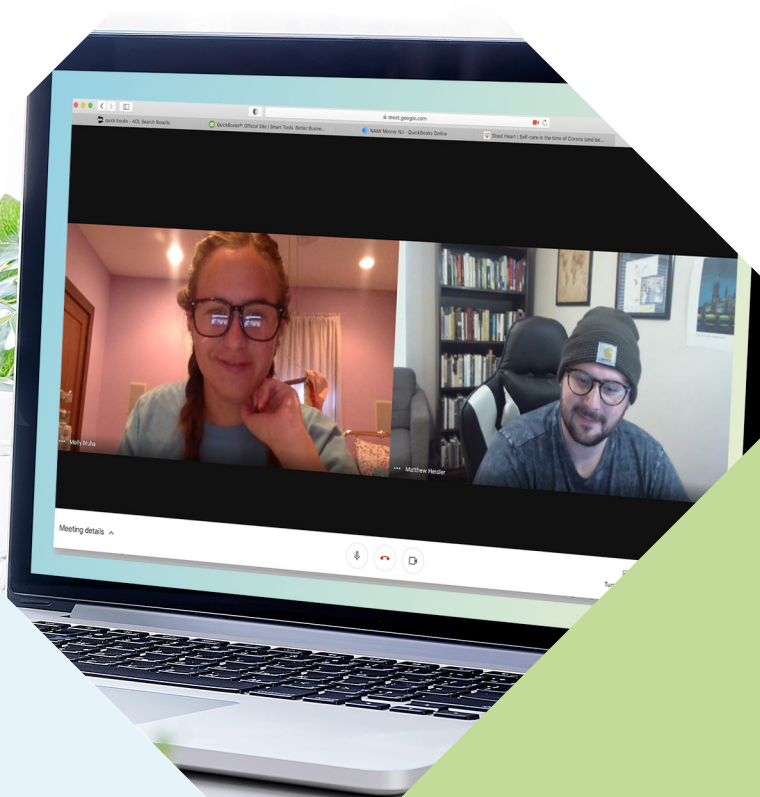
First ever
virtual wellness
conference



5 days of
workshops &
presentations

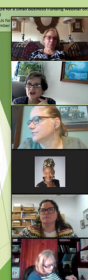
200+

Attendees



Mental Illness: Stress → Depression

- Very Real
- Often Misunderstood
- Potentially Dangerous
- Manageable / Treatable



FINANCIALS

Every investment in our mission is an investment in our community's mental wellbeing.

Although 2020 was a challenging year, NAMI Mercer increased its net assets from \$418,836 to \$491,663. Amid a pandemic, the annual walk raised over \$110,000 and the virtual gala, "Night IN with NAMI" raised over \$50,000! Additionally, NAMI Mercer benefited from the federal Paycheck Protection Program (PPP) and experienced cost savings pivoting from in-person to virtual events, programming, and office work.

NAMI Mercer experienced another increase in its Fund for the Future account held with Princeton Area Community Foundation due to investment gains and additional donations made to honor or memorialize individuals with a leaf on the NAMI Mercer Giving Tree. As of December 31, 2020, the Fund for the Future account held \$219,937.

Jerilyn Angotti, Treasurer

2020 Audited Financial Statement

Revenue

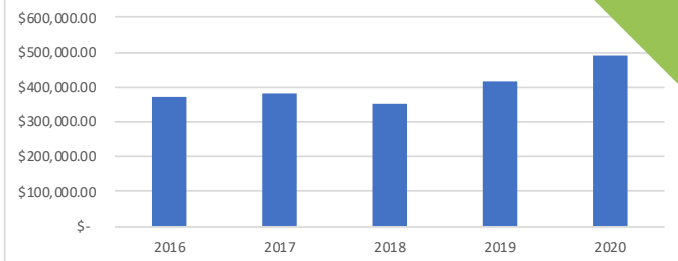
Government	84,210	18%
Congregations	5,500	1%
Corporations	34,165	7%
Foundations	77,250	17%
Individuals	50,547	11%
Membership Dues	7,318	2%
Walk Income	114,446	25%
NOWN	54,570	12%
Investment Income	32,417	7%
Total Revenue	460,423	100%

Expenses:

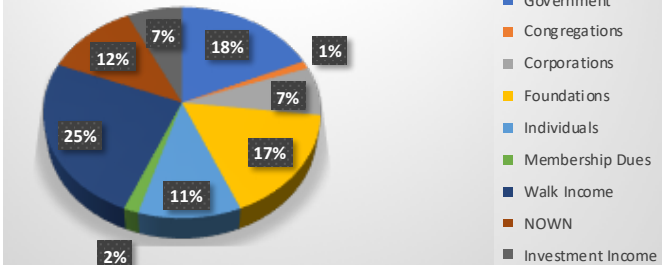
Programs & Services	271,158	70%
Fundraising	66,990	17%
Management & General	49,448	13%
Total Expenses	387,596	100%

Increase in Net Assets	\$72,827
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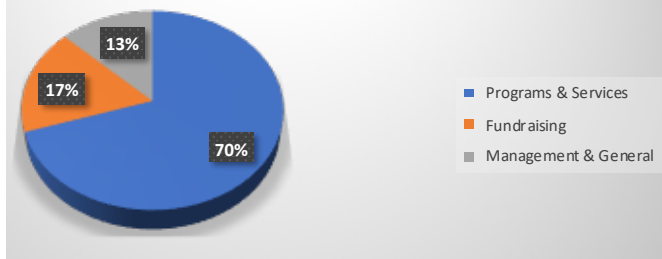
5 Year History of Net Assets



Revenue by Source



Expense Allocations





NAMI Walks MERCER COUNTY, NJ **YOUR WAY**

NAMI Walks Your Way Mercer County was further proof of how innovative and resilient our community is. Despite the many challenges posed by the pandemic, people demonstrated their unwavering support for our mission by participating in creative, new ways and raising more than \$110,000.



500+
Participants

320 New
participants



156 reached their fundraising goal



246 received a donation



44 linked their fundraiser to Facebook

1,192
donations



69
teams



23 reached their fundraising goal



First ever
virtual Walk



\$110,000+ raised
for NAMI Mercer's
programs &
resources





HEROES OF HOPE & HEALING



Pillar Awardee
Karen Marquis



VISIONARY Awardee
Maurice Benard



WOW Awardee
Giana Santoro

Night IN With NAMI

NAMI Mercer's first-ever virtual gala was a remarkable success. We gathered online to honor several inspiring heroes of hope and healing and we exceeded our fundraising goal. We are grateful to our many generous supporters.



248 participants logged on to our first-ever virtual gala, Night IN with NAMI: Heroes of Hope and Healing

\$58,000 raised

Pillar Award For making extraordinary, long-term contributions to NAMI Mercer's mission through volunteerism, leadership, advocacy, and charitable giving.

Visionary Award For displaying exemplary leadership in the mental health arena, promoting greater understanding and support for those affected by mental illness.

WOW Award For significantly influencing youth mental health by increasing awareness and reducing stigma.



Jason Redd interviewing Courtney Billington during Night IN With NAMI. Courtney announced a challenge grant from Janssen which was matched the night of the event, transforming \$10,000 into \$20,000.



6,000+
volunteer hours logged



20 new volunteers
onboarded



18
students
mentored

AMPLIFYING OUR VOICE

Through your presence and participation
we accomplish all that we do.
Together, we are shaping our
world for the better.
Thank YOU!

DEDICATED VOLUNTEERS

Abanoub Abdelmalek
Rachel Adkinson
Lauren Agoratus
Andrew Agress
William Agress
Michael Amter
Vaishnavi Anand
Jerilyn Angotti
Trevia Antonakos
Michelle Bresnahan
Amanda Buchner
Jennifer Burroughs
Tatiana Burskirk
Kimme Carlos
Alison Casserly
Robin Colarusso
Jennifer Corbo
Caryn Cullen
Ann Curry-Novak
Aubrey Daniels
Lucretia Davis
Dennis Devanny
Federico Diaz
George DiFerdinando
Yvonne Dockery
Dave Doran
Barbara Eget
Joe Elias
Pearl Elias
Kris Eschman
Jaime Farkas
Maria Fischer
Laurie Goldman
Hammad Gondal
Vincent Graziano

Charlene Green
Deidre Grier
Elisabeth Hagen
Leslie Handler
Mary Hayes
Robert Hedden
Mindy Hoffman
Nancy Husko
Stephanee Kammer
Ayesha Karim
Carol Kivler
Jason LaViscount
Will Leavey
Thomas Leonard
Evelyn Macfarlane
Scott Macfarlane
Julie Maddocks
Jeremy Mann
Simranjot Mann
Melissa Marchetti
John Marsland
Karen Marquis
Kathy McLaughlin
Jean Meier
Pranav Menon
Solange Merdinian
Sue Methot
Madeline Monheit
Tarrin Morgan
Louise Morse
Ann Murphy
Krithika Neela
Sharon Nemeth
Stephanie Neumann
Jeff Newman
Jared Oberweis

Anne Marie Pasculli
Michael Patanella
Sandra Phan
Dianne Pingitore
Emma Preslar
Myesha Price
Aditi Priolkar
Tom Pyle
Anusha Qaisar
Erika Reading
Suzanne Ream
Jason Redd
Carol Rickard
Rosa Rodriguez
Max Rosenheck
Isabella Sabagol
Evanjaline Sahaya
Gianna Santoro
Karen Schoenitz
Janice Schroeder
Dan Schubert
Susan Sedia
Bette Sorrento
Monica Thackalapatti
Ellen Trimboli
Nick Tumillo
Jackie Turkel
Amanda Vayda
Amar Vyas
Kim Walker
Wendi Weber
David Lee White
Bonnie Williams
Elise Wilmot
William Wolfe
Mary Wright

ENTHUSIASTIC INTERNS

Danajah Daniels
Emily Dozot
Andrew Gordon
Alex Gruber
Matthew Heisler
Grace Holzman
David Horne
Andrea Johnson
Tarnpreet Kaur
Katherine Kazantsev
Siobhan Leach
Hayley Lipson
Heidy Montes
Molly Muha
Grace Nowicki
Riya Patel
Elina Roychowdhury
Palak Shah
Brian Taylor
Tatiana Van-Buskirk

ACADEMIC PARTNERS



INCREASING OUR IMPACT

Your exceptional generosity makes everything we do at NAMI Mercer possible. YOU are helping families and individuals challenged by mental illness improve the quality of their lives. You are making our communities whole. You are rewriting the future from one of disadvantage to one of opportunity.

Patron Reception In-A-Bag

Delivered to the doorsteps of **44**



donors who
contributed

\$500+

to Night IN
With NAMI



Star Walkers
who raised

\$1000+



Walk Team
Captains whose
teams raised

\$2500+

\$25,000+

County of Mercer, New Jersey
Merancas Foundation

\$10,000 – \$24,999

Janssen Pharmaceuticals
The Curtis W. McGraw
Foundation
Otsuka America Pharmaceutical
Princeton Area Community
Foundation

\$5,000 – \$9,999

Anonymous Corporate Donor
The Allstate Foundation
Church & Dwight Employee
Giving Fund
The Fred C. Rummel Foundation
Johnson & Johnson Matching Gifts
The Lawrenceville School
NAMI National
Nordson Corporation
Foundation
Robert & Joan Dircks Foundation

\$2,500 – \$4,999

Krishna and Ja-Ling Agrawal
Albemarle Corporation
Matching Gifts
George DiFerdinando &
Elizabeth Marshall***
First Presbyterian Church
of Cranbury
Investors Bank
Lawrence Township Community
Foundation
Martin & Leslie Handler***
Lulu Huber***
Mike & Karen Marquis***
John & Carol Marsland***
Brian & Linda McGrath***
Cronin & Cathy McTigue
Alan & Madeline Monheit***
Sterling Pack***
Thomas & Molly Pyle***
Jason Redd***
Dan & Natalie Schuberth***
William & Phyllis Wilmot***

\$1,000 – \$2,499

David Atkinson**
Jerilyn Angotti**
AmeriHealth Caritas Services
LLC
Anonymous Donors
Bank of America Employee &
Matching Gifts
Bristol Myers Squibb - Employee
Giving Program
Walter & Jacklyn Baranowski**
Kay Brown**
Gabrielle Casieri**
Chicago Trading
Company
Matching Gifts
Michael &
Jane Chwick**
Jack & Katherine
Cohen***
Copperwood Apartments
Thomas & Dawn Dannenbrink**
Patricia Demers***
Robert & Lori Dolnick**
Frank & Lisa Dorigo**
Educational Testing Service



John & Janet Haag**
 Fritz & Mary Jane Hager***
 William & Mary Hayes**
 Bob & Barbara Hillier**
 Hinkle, Prior & Fischer, P.C.
 Kenneth & Kim Fosco**
 Kirk & Colleen Huckel**
 Nancy Irenas**
 Robert & Sharon Lipson
 Luye Pharma USA
 Thomas & Carol Nied**
 Robert Hindes & Amy O'Donnell**
 Pfizer Foundation Matching Gifts
 Marvin & Candace Preston**
 PRIDE Industries
 Stark & Stark
 Michael & Lucy Stewart**
 Studio Hillier Architecture
 Team 85 Fitness & Wellness
 The Wawa Foundation
 Unitarian Universalist
 Congregation of
 Princeton

WithumSmith+Brown, PC
 Elise Willmot**
 William & Betty Wolfe**
 Sandra Wolverton**
\$500 – \$999
 Harris Adams & Ruth Ann Mekitarian*
 Terry Adams*
 All Saints Episcopal Church*
 Manavendra & Meenakshi Bakhshi*
 Elizabeth Berens
 BeTheLi9hT Foundation*
 Courtney Billington
 Richard & Alison Casserly
 Catholic Charities, Diocese of Trenton
 Central Jersey Code Officials Association*
 Credit Union Of New Jersey Foundation, Inc.
 Karl & Juliette Dresdner*
 DUNMORE International Corporation
 Joe & Sharon Hayes
 High Focus Centers
 Jim & Denise Houghton*
 Robert & Danielle Ingeri
 Amy Marlene Grossman Memorial Fund from the Jewish Community Foundation of Greater Mercer
 Carol Kivler
 Michael & Betsy Kuhns
 Lear & Pannepacker, LLP
 Mercadien Group
 Richard & Ann Novak*
 NAMI New Jersey
 New Jersey Natural Gas
 NJM Insurance Group
 Oaks Integrated Care

PayPal Giving Fund
 Ally Petric
 Thomas Petrozziello
 Larry & Kathleen Pinder*
 Penn Medicine Princeton House Behavioral Health
 Herschel & Andrea Rabitz*
 Rue Insurance
 Roger Schwab*
 Jing Sun
 Mary Sullivan
 The Sylvia Taylor Healy Fund from the Princeton Area Community Foundation
 Ashley Webb
 Fred & Elizabeth Weber*
 Wendi Weber*
\$250 – \$499
 Steven & Lauren Agoratus
 Marcelo Bartholo
 John Bjornen
 Dave Skrodzki & Coleen Burrus
 Jacki Chadwick
 Lynne Coviello
 John & Wendy Emelo
 Ralph Faluotico
 Andrew Farnum
 Pedro Fenjves
 Louis Fernous
 Steve Frakt & Marlaire Lockheed
 Bruce & Jayne Gershkowitz
 Karen Giotis
 Anne Marie Green
 Jim & Annette Haag
 Hampton Behavioral Health Center
 Craig & Karen Hill
 Terry & Ann Marie Horner

Peter & Krysia Jaffe
 Robert Wood Johnson Foundation
 Brian Laurenti
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 John Monahan
 Mosquito Joe of Robbinsville
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 Jared Oberweis
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 Rita Pepperman
 Neil Shainwald & Catherine Pike
 Laura Porter Ascari
 David & Margaret Redman
 Debra Rundle
 Lori Rodriguez
 Michele Rubino
 Michelle Santoro
 Mindy Stern
 Stratix Systems
 Thomas & Theresa Tucker
 The Spann Family Charitable Fund
 Eric Unger
Every effort was made to ensure the accuracy of this report. Please email dsaunders@namimercer.org to notify us of any errors or omissions.

*** Benefactor (Gave or solicited \$2,500 or more across all events)
 ** Star Supporter/Walker (Gave a single gift of \$1,000 or more or solicited \$1,000 + for NAMIWalks
 * Patron (Gave a single gift of \$500 or more to Night Out with NAMI)



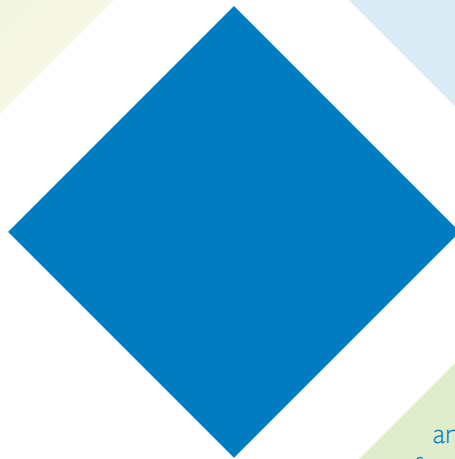
Together, WE CAN DO SO MUCH MORE

VISIT US. Stop by the NAMI Mercer Office to say hello and see what we are up to.

VOLUNTEER OR INTERN. Share your talents and skills to make a positive difference in the lives of those affected by mental illness.

DONATE. Help advance our mission and support our programs and services.

PARTNER WITH US. Join us as a co-presenter of a program or event or become a corporate sponsor.



NAMI Mercer
listens, leads, educates,
and advocates, empowering
families and individuals affected
by mental illness to build lives of quality
and respect, free of stigma and discrimination.

For more ways to get involved,
email jhaag@namimercer.org or call **609.799.8994**

A mosaic of a smiling face, composed of many small, light-colored tiles. The word "IMAGINE" is written in large, bold, dark blue capital letters across the forehead of the face.

IMAGINE

Join us in normalizing
conversations about mental health,
building communities of support, and
creating a future full of hope for ALL our
families, friends, and neighbors.

To learn more about the mental health movement, to share your personal
story, or to make a gift in support of our mission, reach out to us today!



National Alliance on Mental Illness

nAMI | Mercer

Serving the New Jersey Capital Area



1235 Whitehorse Mercerville Rd., Building C, Suite 303 • Hamilton, NJ 08619

609.799.8994 • namimercer.org