Support • Education • Advocacy

NAMI Virginia

National Alliance on Mental Illness

Annual Report

2014
Virginia’s Voice on Mental Illness

2014 Board of Directors

Executive Committee
Robert Cluck—President
   June 2013–March 2014
Barbara Collins—President
Kristin Yavorsky, MSW—First Vice President
Carolyn Wood—Second Vice President
Linda Gurley, RN—Secretary
Paul Wegkamp, CPA—Treasurer
Connie Nutter—Member At-Large
Becky Graser—Member At-Large

Sue Eller
Cristy Gallagher
Cynthia Meyer, MMSW
Peter Nicewicz, J.D.
William Park, LCSW
Robert Reed, Esq.
James S. Reinhard, M.D.
James Winfield, Jr.
Mary Zirkle

Term ended June 2014
Kim Hartzler
Sandra Mottesheard
Craig Wittman

Staff
Executive Director
Mira Signer, MSW

Director of Finance
Deborah Michael, Accountant

Administrative Assistant
Danny Aldred

Director of Development
Megan Hodges

Director of Events and Special Projects
Farleigh Fitzgerald

Director of Programs
Sarah Steadman, MSW

Program Assistant
Mary Beth Walsh

Director of Children and Youth Policy and Programs
Stephany Melton Hardison, MSW

Virginia Family Network Youth Coordinator
Amanda Long, MSW

Virginia Family Network Program Assistant
Melissa Hammack

NAMI Virginia needs your help to advance its mission: to promote recovery and improve the quality of life of Virginians with serious mental illness through support, education, and advocacy.

Call our HelpLine at 1-888-486-8264 or visit us online at www.namivirginia.org for more ideas on how you can support this important work.

Membership
Your membership helps support our efforts to provide support, education, and advocacy. As a member, you become a part of NAMI at the national, state, and local levels. Please join NAMI today and help us continue to bring help and hope to all who have been touched by mental illness.

Volunteer
Without volunteers, NAMI Virginia could not be Virginia’s voice on mental illness. Volunteers provide individual and family peer education and support; they advocate on our behalf; and they represent NAMI at health fairs and community events. Our volunteers serve on boards and help plan our conferences and special events. They also provide much needed assistance around the NAMI Virginia office.

Donate
NAMI’s success is a direct result of contributions from our generous donors. From a memorial honoring a loved one to an annual donation or a donation to the annual NAMIWalk, NAMI Virginia makes it easy for you to give to a good cause. Send your check to our office—or donate online at www.namivirginia.org

Be part of Virginia’s voice for change — join NAMI today!
From the President and Executive Director

NAMI Virginia 2014 Assessment Results
In alignment with our 2013-2015 Strategic Plan, NAMI Virginia began its work with The Spark Mill in 2013 to review development operations. The goals of the assessment were to evaluate NAMI Virginia’s culture of philanthropy, provide information and a plan to strengthen long-term funding abilities, provide information and a plan to clarify relationships with local affiliates and the national organization, and to strengthen the board’s ability to support fundraising and development. Observations and recommendations for achieving these goals were released by The Spark Mill in 2014.

Observation 1: Culture of Philanthropy
A key element in support of the four key areas of observation was fostering a culture of philanthropy within NAMI Virginia. The Spark Mill recommended that NAMI Virginia formalize a development office for the purposes of adopting relevant policies, establishing long-term funding, creating a development plan, increasing the board’s engagement in fundraising activities, and hiring a Director of Development. The current staff, while capable of development work, did not have the capacity to implement a development office. Therefore, in July 2014, NAMI Virginia made a long-term investment in its future by hiring a Director of Development to oversee the formalization of the development office. The Director of Development will not only support NAMI Virginia’s culture of philanthropy, but will also help build organizational capacity to implement The Spark Mill’s other recommendations listed below.

Observation 2: Affiliate Relationships
NAMI Virginia recognizes the vital work that NAMI affiliates do each and every day. Working in the local community, affiliates are many times the first point of entry into NAMI for an individual or family seeking support and information. NAMI Virginia values the relationship we have with our affiliates and in an effort to strengthen that relationship, the 2014 recommendations by The Spark Mill included the state and affiliates working together to develop a plan for statewide and local funding opportunities, continuing to coordinate and create clearer lines of communication, and re-evaluating the membership fee structure in an effort to provide affiliates with more funding. Upon the hiring of a Director of Development in July 2014, these recommendations were included in the development plan for 2015.

Observation 3: NAMIWalks Virginia
NAMIWalks Virginia is a powerful medium to communicate the impact of mental illness in Virginia and to provide both NAMI Virginia and NAMI affiliates in Virginia with an opportunity to raise funds for our vital work and shared mission. In order to strengthen and continue to grow NAMIWalks Virginia, The Spark Mill recommended that staff focus on analyzing trends and increasing corporate support, further engaging constituents in and creating an online growth strategy, and providing more tools and support for team captains and affiliate leaders. These recommendations were included in the development plan for 2015.

Observation 4: Board Development
NAMI Virginia’s Board of Directors clearly has a passion for NAMI’s mission and the vital work done at the state and local level across Virginia. To further develop the board’s capacity to impact the culture of philanthropy, The Spark Mill recommended that the board continue their focus on engaging current board members, recruiting board members with a focus on specific skill sets, ensuring ongoing board education, and strengthening the current board committee structure. These recommendations were implemented in 2014 and continue to be a focus area.

By focusing on the observations and recommendations listed above, the staff and Board of Directors know that together we can continue to strengthen the impact of NAMI Virginia and reach more individuals and families in need of our vital NAMI programs and advocacy. NAMI Virginia’s mission is carried out each and every day at the state and local level by countless volunteers. For your tireless efforts we sincerely thank our members, volunteers, and affiliates. Together, we are providing hope and helping more Virginians impacted by mental illness every day.

Barbara Collins
President

Mira Signer
Executive Director
Our Year in Review

In 2014 NAMI Virginia, our affiliates, volunteers and donors were able to celebrate many successes. Successes which led to our ability to reduce the stigma of mental illness and provide more support and education programs throughout the Commonwealth of Virginia. We hope you are as excited as we are to share in our achievements together and celebrate the work of NAMI in Virginia.

Virginiians receive awards at NAMI National Convention in Washington, D.C.

National Leadership awards are given annually to program leaders who exemplify leadership qualities in a particular program. NAMI Virginia was proud to see three award winners from Virginia. Congratulations!

Elyse Hunt (center) of NAMI Hampton/Newport News received the NAMI Peer-to-Peer Leadership Award.

Ellie Hoptman Moran or NAMI Northern Virginia received the NAMI Inspiration Award.

Amanda Swindle (left) of NAMI Virginia Beach received the NAMI Young Leader Award.

NAMI Virginia received the Outstanding State of the Year Award in 2014 for the implementation of our mission.

At the NAMI National Convention, NAMI Virginia was the proud recipient of the Outstanding State of the Year Award in 2014 for the implementation of our mission. The mission of NAMI Virginia is to promote recovery and improve the quality of life of Virginians with serious mental illness through support, education, and advocacy. NAMI Virginia, our affiliates, and volunteers worked hard in 2014 to live up to that mission, by serving 17,874 Virginians through 1,711 signature program related events (courses, presentations, support groups, trainings and other miscellaneous outreach programs). Together, we reached 5,334 more individuals in 2014 than we did in 2013. NAMI Virginia would like to extend a warm thank you to our affiliates, program volunteers, programs coordinators, donors, and supporters for your dedication and support of NAMI in the state of Virginia. Together, we are changing lives.
NAMI Virginia continued our partnership with NIMH through the NIMH Outreach Partnership Program. The Program partners with national and state organizations to help bridge the gap between research and clinical practice by disseminating the latest scientific findings, informing the public about mental disorders, alcoholism, and drug addiction, and reducing the stigma and discrimination associated with these illnesses. The Program strives to increase public awareness about the importance of basic and clinical research in improving treatments for, and ultimately curing and preventing, mental illnesses and addiction disorders through advancing knowledge about the brain and behavior. NAMI Virginia utilizes support and education programs, community events, and speaking engagements to disseminate NIMH science-based information to the general public.

Our Year in Review Continued...

NAMI Say It Out Loud: Youth MOVE Virginia Youth and Young Adults in the Spotlight

Youth leaders and Youth MOVE Virginia Advisory Board members Arianna Gray, Suzanna Woods, and Hayden Myer (featured left to right) participated in the making of a new film by NAMI called “Say It Out Loud”. In partnership with the OK2Talk Campaign, NAMI plans to use the video as a tool to promote conversations about mental health among youth and young adults. The video is just one of many ways that NAMI Virginia has made efforts to engage young people. After the official release, NAMI plans to disseminate toolkits to various organizations across the country. In addition to the film, toolkits include a short educational presentation for an adult facilitator, a discussion guide, and fact sheets. Using the hashtag #sayitoutloud, we hope to shed light on the issue of mental health awareness by starting conversations with youth both in person and on social media.

In addition to serving on the Youth MOVE Virginia Advisory Board, all three have proven to be leaders in their own right. Arianna Gray is an original member of HopeVoice (the Richmond based youth peer support group) and has since become an integral part of the youth movement in Virginia. She was also able to join us for two national conferences in the summer of 2014. Suzanna Woods did her internship with NAMI Virginia as part of her senior year requirements and spoke at a regional state budget hearing. Hayden Myer, a 2014 VCU graduate, interned with NAMI Virginia and remains an active leader and participant in our youth programs. We are very proud of all three of these individuals and look forward to seeing what the future has in store for them.

NAMI Affiliates Annual Leadership Retreat

It was so energizing to spend an entire day with our affiliate leaders focusing on skill development, strong programs, and board development and engagement. The event provided opportunities for training, networking, and coming together as a state to celebrate the great work being done in Virginia by NAMI affiliates and volunteers.

New Programs Rolled Out in the State of Virginia

This year marked the launch of three new programs for NAMI Virginia. NAMI Virginia was proud to be a pilot state for NAMI HomeFront, a family education program similar to NAMI Family-to-Family, but designed to meet the needs of active and veteran military families. Learn more on page 7. Also new this year were two programs designed to fight stigma and engage students, teachers, and faculty in mental health awareness and education, Ending the Silence & Parents and Teachers as Allies. Learn more on pages 9 and 10.

National Institute of Mental Health (NIMH) Outreach Partnership Program
Adult and Family Outreach 2014

NAMI Virginia’s HelpLine

NAMI Virginia’s HelpLine provides support, information, and referrals to individuals and family members coping with serious mental illness. Typical calls include requests for information on specific illnesses, information about services, and how to access services. Sometimes, just a listening ear and a voice of support is needed. In 2014, NAMI Virginia’s Helpline responded to over 3,064 phone calls and email requests.

Support Groups

Support groups are a key aspect of NAMI’s grassroots organization. Support groups fill a need that complements NAMI’s signature education programs and provides community members with an anonymous and confidential space to share and receive support. In a way, the support groups are the gateway into the NAMI programs. Groups are facilitated by trained volunteers who practice an evidenced based model provided by NAMI. NAMI support groups serve the unique needs of the individual living with a mental health diagnosis (NAMI Connections) and their friends and families (NAMI Family Support Group). Groups are peer-led providing an environment in which everyone shares a unique bond; all can personally relate to shared, lived experiences. Support groups are free.

The following 17 affiliates offered 64 different support groups. All offer at least one Family Support Group or Connection Support Group. Many offer both, with multiple meetings for each.

NAMI Blue Ridge  NAMI Mid-Tidewater  NAMI Prince William
NAMI Central Virginia  NAMI Norfolk  NAMI Rappahannock
NAMI Chesapeake  NAMI Northern Shenandoah Valley  NAMI We Care Augusta
NAMI Danville  NAMI Northern Virginia  NAMI Williamsburg
NAMI Hampton/Newport News  NAMI Piedmont  NAMI Virginia Beach
NAMI Harrisonburg/Rockingham  NAMI Portsmouth-Suffolk

Of Note:
Family Support Groups and Connection Support Groups increased from 69 to 75 groups.
NAMI Virginia partnered with all three Virginia Veteran Administration Hospitals to bring in NAMI Connections Groups to serve the needs of the veteran population.

NAMI Family Support Groups

NAMI Family Support Groups are free 90-minute weekly support groups run by the family members of persons who live with mental illness for other friends and family members of persons living with a mental illness. These groups provide a place that offers respect, understanding, encouragement, and hope.


NAMI Virginia and affiliates provided support to 4,016 individuals through 396 Family Support Group meetings.

NAMI Connection Support Groups

NAMI Connection Support Groups are free 90-minute weekly support groups led by trained individuals who are at a point of managing their illness and are able to give back. These are recovery support groups for all adults living with mental illness regardless of their diagnosis, offering an environment of respect, understanding, encouragement, and hope.

NAMI Virginia offered three Connection Support Group facilitator trainings in 2014, graduating 20 new facilitators.

NAMI Virginia and affiliates provided support to 4,406 individuals through 614 Connection Support Group meetings.
Educational courses are a key facet of NAMI Virginia’s mission. We view education as the pathway to empowerment and wellness. NAMI Virginia’s educational programs provide reliable information, valuable insight, coping strategies, communication skills, a supportive network, and most important—hope. The programs draw on the lived experiences of individuals and family members who have personal experience with mental illness who share their own wisdom while also providing fact-based content. Program leaders are trained volunteers. All of our signature education programs are free to participants.

The following 13 affiliates hosted an educational course this year, totaling 45 courses for 532 individuals.

NAMI Central Virginia
NAMI Hampton/Newport News
NAMI Mid-Tidewater
NAMI New River Valley
NAMI Norfolk
NAMI Northern Shenandoah Valley
NAMI Northern Virginia
NAMI Piedmont
NAMI Portsmouth-Suffolk
NAMI Roanoke
NAMI Rappahannock
NAMI Williamsburg
NAMI Virginia Beach

**Family-to-Family**

This psycho-educational program is a free 12-week course for family members and caregivers of adults living with severe and persistent mental illness. The course is taught by two trained family members.

NAMI Virginia offered three Family-to-Family trainings in 2014, graduating 23 new teachers.

NAMI Virginia and affiliates provided education to 392 individuals through 26 Family-to-Family classes.

Of Note: The Family-to-Family program increased by five more classes in 2014 compared to 2013.

**Homefront**

This is a free six-week course for family members, caregivers and friends of military service members and veterans living with mental illness. The course is taught by trained family members or caregivers of military service members and veterans living with mental illness.

NAMI Virginia and affiliates provided education to nine individuals through one Homefront class. NAMI Virginia is proud to have been a state to pilot this program in 2014.

**Peer-to-Peer**

This unique, practical learning program is a free 10-week course for people with serious mental illness who are interested in establishing and maintaining their wellness and recovery. The course is taught by a team of two trained mentors and a support person who have personal experience living well with mental illness.

NAMI Virginia offered one training in 2014, graduating 10 new teachers.

NAMI Virginia and affiliates provided recovery education to 131 individuals through 18 Peer-to-Peer classes.

Of Note: NAMI Virginia offers a young adult focused Peer-to-Peer in one affiliate.

**Smarts**

This is an educational course designed to support individuals in building and strengthening their advocacy skills. Provided in three part modules the course enables individuals to feel informed, confident, and ready to make a difference.

NAMI Virginia and affiliates provided advocacy training to 96 individuals through six NAMI Smarts offerings.
Adult and Family Outreach 2014 Continued...

**In Our Own Voice**

This is a premiere anti-stigma program that changes attitudes, assumptions, and stereotypes by describing the reality of living with mental illness. People with mental health conditions share their powerful personal stories in this free, 90-minute presentation. *In Our Own Voice* is a practical tool to educate and increase awareness about the true nature of mental illness.

NAMI Virginia and affiliates offered three trainings in 2014, graduating 30 new presenters.

NAMI Virginia and affiliates provided 626 presentations in 2014 to a total of 8,533 audience members.

**Hearts & Minds**

A four part workshop designed to help address physical as well as mental health. Topics include self-advocacy with physicians, smoking succession, healthy eating, exercise and heart health.

NAMI affiliates in Virginia provided education to nine individuals through one *Hearts & Minds* workshop.

**Sharing Hope**

This is a free, hour long public education program featuring personal stories of recovery and hope geared at assisting African American faith communities to learn and to investigate ways to support their congregation as it relates to mental health, an important element of overall health.

NAMI affiliates in Virginia provided education to 28 individuals through one *Sharing Hope* program.

**FaithNet**

This is an information resource initiative to educate and guide NAMI members, friends, clergy, and congregations of all faith traditions who wish to create faith communities that are welcoming and supportive of persons and families living with serious mental illness.

NAMI affiliates in Virginia provided education to 62 individuals through four *FaithNet* programs.

Of note: Although *Hearts & Minds*, *Sharing Hope*, and *FaithNet* are not new programs to NAMI, our affiliates have started to expand their capacity to include them in their overall program outreach.

**See What Program Participants Have to Say**

“My ‘aha moment’ was when we talked about stigma. How much we stigmatize a person with mental illness and help the person with cancer. I had to realize that I was also putting stigma on my husband and other people with mental illness.”

“We all have a chance for success!”

“From taking this class I have a better understanding of mental illnesses and I will continue to advocate for my loved one.”

“I learned that we all have a story to tell, and we all have been through many trials and tribulations. I am not the only one and there are people who have been through much worse than I have, and they made it through, and so will I.”

“It helped me to understand that I can’t change this. I can only ensure that our family understands that we are each other’s support system.”

“I have hopes and dreams of going back to school and working and this presentation showed it’s possible.”

“I now see my mom as such a brave person and I feel proud of her.”
Children and Youth Outreach 2014

Support Groups

Support groups are a vital part of our overall goal to ensure that parents who have children and youth with mental health needs have access to support, training, and resources from other parents who have traveled similar journeys. These groups can serve as a lifeline for parents. They are facilitated by trained parents who have children and youth with mental health needs and want to use their experiences to help other parents. Each facilitator is trained in and graduates from the NAMI Support Group Facilitators Training. At the end of the day, parents want to talk with other parents who can understand and offer practical ideas and solutions, and these groups allow for a safe and welcoming environment to do so.

The following affiliates offer support groups for parents who have children and youth with mental health needs.
NAMI Central Virginia (two groups)
NAMI Northern Virginia (four groups)
NAMI Virginia Beach (one group)

Education and Outreach Programs

Like our support groups, we view these programs as incredibly important, as they provide hope, strengthen resiliency, and reduce stigma and isolation. They provide reliable information and connections, valuable insight, coping strategies, advocacy and leadership skills, and natural supports. The programs are facilitated by trained parents, youth, and young adults who draw on their experiences and knowledge in order to support other parents and youth on their journeys. All of our programs are free to participants and are supported by grants from the Department of Behavioral Health and Developmental Services (DBHDS) and the Substance Abuse Mental Health Services Administration (SAMHSA).

The following affiliates hosted an educational course or were involved with parent outreach and training activities.

NAMI Central Virginia
NAMI Hampton/Newport News
NAMI Portsmouth-Suffolk
NAMI Northern Shenandoah Valley
NAMI Northern Virginia
NAMI Prince William County
NAMI Roanoke
NAMI Virginia Beach

NAMI Basics is a free six-week educational course for parents and other primary caregivers of children and adolescents who are living with mental illness. The course is taught by two trained family members.

NAMI Virginia and affiliates offered 14 Basics classes in 2014, providing education to 106 parents.

NAMI Ending the Silence is a 50-minute presentation designed to give students an opportunity to learn about mental illness through an informative PowerPoint and short videos. The presentation educates students about the signs and symptoms of mental illness and gives them ideas about how to help themselves, family members, or friends who may be in need of support. The program also includes personal testimony from a youth or young adult with lived experience about their journey to recovery.

NAMI Virginia offered one teacher training with four teachers graduating. In 2014, three affiliates offered the program.

NAMI Virginia and affiliates provided four Ending the Silence presentations in 2014, with 765 students attending.
NAMI Parents and Teachers as Allies is a two-hour in-service program helping school professionals identify the early warning signs of early-onset mental illnesses in children and adolescents in schools. The program focuses on the specific, age-related symptoms of mental illnesses in youth, how best to intervene, and shares the lived experiences of individuals and families. This program is designed for teachers, administrators, school health professionals, parents and others in the school community. The program is designed to target schools in urban, suburban, rural, and culturally diverse communities. The toolkit has been developed to be culturally sensitive.

NAMI Virginia offered two teacher trainings with 16 teachers graduating. In 2014, three affiliates signed up to offer the program, with presentations planned for 2015.

NAMI on Campus clubs are student-run and led organizations that provide mental health support, education, and advocacy in a university or college setting with the goal of improving the lives of students who are directly or indirectly affected by mental illness. They work to improve acceptance and services on campus by eliminating the stigma students with mental illness face. These clubs hold educational events that include personal stories being shared with students and faculty, movie viewings with panel discussions, and regular meetings for any interested students to attend where they talk about ways to fight stigma.

Current NAMI on Campus clubs in VA include:
Lord Fairfax Community College
Christopher Newport College
College of William and Mary (In the process of receiving club status.)

In June 2011, through the generous support of the Virginia Department of Behavioral Health and Developmental Services (DBHDS), NAMI Virginia launched a new program called the Virginia Family Network (VFN). The goal of the VFN is to establish and strengthen our statewide network of families committed to providing opportunities that support, educate, and empower families with children and youth with mental health needs. The VFN is also dedicated to promoting family-driven and youth-guided policy, and is the voice of families and youth throughout the child-serving systems. Working in partnership with parent leaders, NAMI affiliates, and other community organizations, the VFN’s goal is to have at least one support group designed for parents of children and youth with mental health needs in every region of Virginia and year round training opportunities for parents and youth, all of which are available and within reach of our affiliates.

NAMI Virginia’s vision for the VFN is that it becomes a statewide resource to our affiliates and other organizations, as the VFN continues to grow their efforts to reach youth and families. We are grateful for the affiliates that have embraced the program goals thus far.

In 2014, the VFN had a number of exciting milestones. They include:
- Hosting the second annual statewide Family and Youth Leadership Summit attended by 160 parents, youth, young adults, and professionals. The Summit consisted of a keynote speaker, workshops, and a separate set of workshops geared specifically toward youth and young adults.
- Developing a train-the-trainer’s version of our parent leadership training, which graduated 25 parent leaders.
- Facilitating an active listserv for parent leaders and growing our monthly e-newsletter list to over 1,000 users.

The Virginia Family Network is only as strong as the families, affiliates, and communities behind it, and as a result, we are always actively recruiting and reaching out to families, affiliate leaders, and others in the community to help us in our efforts. If you are interested in getting involved or for more information, contact us at 804-285-8264 or visit www.namivirginia.org/programs/virginia-family-network.
The grassroots network of youth and young adult leaders in Virginia (formerly known as the Virginia Youth Leadership Network) has been accepted as a Youth MOVE state chapter! Youth M.O.V.E. (Motivating Others through Voices of Experience) is a national youth-led organization devoted to improving services and systems that support positive growth and development by uniting the voices of individuals who have lived experience in various systems including mental health, juvenile justice, education, and child welfare. With state and local chapters all over the country, Youth MOVE is a testament to the strength and power of the youth voice. The name change and new chapter status does not change what the VA Youth Leadership Network was already doing; it simply means we are associated with a nationally recognized youth-driven organization and can now reach a broader population. We are excited about this news, as it means more of an opportunity for our youth and young adults to make a difference through sharing their lived experience.

While working in partnership with youth and young adult leaders, NAMI affiliates, and other community organizations, the goal is to have at least one youth group in every region with an array of trainings being offered throughout the year, all of which are available and within reach of our affiliates. The vision is to be a resource to our affiliates and other organizations, as they grow their efforts to reach youth and young adults. We are grateful for the affiliates that have embraced the program goals thus far.

Some highlights from 2014 include:
- Developing a youth-centered workshop series at the second annual VFN Family and Youth Leadership Summit, where 25 youth and young adults participated.
- Starting a second youth-peer support group in Fairfax, with a third support group in development for 2015.
- Hosting the first annual Youth Advisory Board retreat. The Youth Advisory Board is an active group of 14 youth and young adults from throughout Virginia, who care about using their experiences to support other youth and young adults with lived experience.

See What Program Participants Have to Say

“Youth advocacy is extremely important to me because the onset for mental illness is at its highest between ages 18-29. Educating youth about mental health and spreading awareness helps young people get familiar with the topic, which helps youth begin recognizing signs within themselves or within friends regarding a possible mental health issue. These early detecting signs are crucial to helping people with mental illness properly handle their diagnosis. My experience on the Youth Advisory Board thus far has been amazing. It was been great getting to know different individuals with such intriguing and insightful stories. The trainings I have attended have been crucial in helping me understand my personal journey with mental health, and learning how to tailor my story to various contexts. The trainings also provide opportunities to broaden my horizon and engage with diverse individuals.

My involvement in the Youth Advisory Board has re-sparked my passion for mental health advocacy. I have future goals of continuing to advocate for such an important topic, and continuing to educate youth about what mental health looks like.”

- Amanda Swindle

Amanda Swindle is a student at Christopher Newport University and former president of its NAMI On Campus. She is also a member of the Youth Advisory Board.
Development Activities 2014

NAMI Virginia Annual State Convention

The 2014 NAMI Virginia Annual Convention, “It's Time to Make a Difference- Transforming Mental Health...Inspiring Change,” took place on Sunday, June 8 at The Wyndham Virginia Crossings Hotel & Conference Center. It was wonderful to see so many passionate leaders from across Virginia come together. Some of the highlights were "The Commonwealth's Report on Mental Health“ featuring state agency officials including DBHDS Commissioner, Dr. Debra Ferguson, and the lunch plenary on the "The State of Psychiatric Genetics Research“ with Kenneth Kendler, M.D., Professor and Eminent Scholar Psychiatry from Virginia Commonwealth University. Workshops throughout the day featured top quality presenters providing information and tools to increase participants’ knowledge and skills in a wide range of topics. The Convention presented opportunities to connect with old friends, make new friends, and discover new resources.

Congratulations to our 2014 Award Recipients:

Outstanding Legislator Award: The Honorable Creigh Deeds
Read the press release here.

Outstanding Affiliate: NAMI Mid-Tidewater

Spirit of Recovery Award: Richard Appelt

Outstanding Family Member/Caregiver Award: Sandra Mottesheard

Joshua S. Collins Award of Excellence: Emily Anderson

NAMI Virginia Participates in The Amazing Raise, a 36 Hour Online Giving Campaign

The Amazing Raise is a 36 hour online giving campaign sponsored by The Community Foundation which serves Richmond and central Virginia. More than 619 organizations participated and over $1.74 million was raised in a 36 hour period. As a first time participant in The Amazing Raise, NAMI Virginia exceeded our fundraising goal of $4,000 and gained numerous new supporters which came in the form of new donors, Facebook followers, and mental health advocates.

During the 36 hour online giving campaign, organizations competed for monetary prizes. NAMI Virginia was one of a handful of organizations to win $1,500 through the 2nd Chance Early Bird Contest. NAMI Virginia staff were up bright and early to win this challenge, which required 25 donations of $25 or more each to be recorded online closest to 6:00 AM. As they say, the early bird gets the worm...or in this case, $1,500!

While not the winner of the Selfie for Good Challenge, NAMI Virginia had over 100 supporters send in selfies, sharing why they support NAMI Virginia.

NAMI Virginia plans to participate in The Amazing Raise again in September 2015.
Development Activities 2014 Continued...

NAMIWalks Virginia 2014

NAMIWalks Virginia 2014 was amazing. It was a beautiful day and we had approximately 2,000 people in attendance. It was heartwarming and inspiring to see so many dedicated advocates and supporters united for the cause of raising awareness about mental illness. There is an amazing bond between businesses, families, and individuals of all generations who join forces to support the NAMI mission. We are deeply grateful for the support and generosity the Walk has received. Many thanks to our sponsors, team captains, donors, walkers, and volunteers - we could not do this without you!

Statistics and Successes
- Together, with our affiliates, over $199,029 was raised in support of our mission and vision in Virginia.
- We impacted a larger audience and expanded our reach statewide.
- 94 walks teams were registered and celebrated in our joint success on walk day.
- We had a record 83 sponsors who supported the walk through monetary and in-kind donations.

NAMI Virginia would like to express a heartfelt thank you to our 2014 Business Team Chair, Bill Phipps from Magellan of Virginia. Bill was instrumental in engaging new businesses in NAMIWalks Virginia through corporate sponsorship and walk teams. We are grateful for his support and leadership.

NAMI Virginia would also like to thank and congratulate our top fundraising individuals and teams! Way to go!

**Top Fundraising Individuals**
- Kim Ashby – NAMI Virginia Beach
- Richard Appelt – NAMI Piedmont
- Courtney Boone – NAMI Virginia Beach

**Top Fundraising Teams**
- NAMI Virginia Beach
- Magellan of Virginia Walk Team
- NAMI Hampton/Newport News Visionaries
Advocacy Highlights 2014

NAMI Virginia is proud to be an ardent and active leader for awareness, education, and change throughout Virginia. In 2014, advocates from across the state met with their legislators at the General Assembly Building, making a case for a stronger mental health system in Virginia. Armed with statistics and research to back up our priorities and using the power of our personal stories, NAMI Virginia’s members and affiliates advocated for:

- Additional PACT (Programs of Assertive Community Treatment) teams
- Children’s mental health crisis services
- Greater funding for discharge assistance planning, therapeutic assessment “drop off” centers, and inpatient capacity at state hospitals
- Expansion of permanent supportive housing

Strategic collaborations are important to our advocacy work. During the 2014 session, we were proud to partner with organizations such as Voices for Virginia’s Children and the Campaign for Children’s Mental Health to coordinate Mental Health Advocacy Day – an event that brought together mental health advocates from across the Commonwealth to lobby their legislators.

2014 Legislative Successes

Thanks to the strength of its grassroots advocates, NAMI Virginia advocated for and helped pass the following:

- $3,600,000 in new funding to expand or establish new therapeutic assessment “drop off” centers to assist with Crisis Intervention Team and jail diversion efforts.
- $750,000 in new discharge assistance planning funds to assist people on the ready-for-discharge list who are facing extraordinary barriers. These funds will provide services in the community such as housing, medication, and other needed services to enable the person to transition to the community.
- $1,500,000 in new funding to expand children’s mental health crisis services. Funding will provide crisis response services for children requiring mental health services.
- $1.9 million in new funding for the development of two new PACT teams (Programs of Assertive Community Treatment).
- $2.2 million to expand peer support recovery programs.
- $7.5 million to expand outpatient mental health services for youth ages 17-24.
- Legislation and funding to establish a real-time online psychiatric bed database to assist emergency service clinicians with locating beds as quickly as possible.
- Legislation and funding to ensure that state hospitals serve as the safety net for people in psychiatric crisis unable to be served elsewhere, and that state hospitals have the capacity to do so with the addition of 30 beds to three state hospitals.
- Legislation and funding to lengthen the emergency custody order and temporary detention order time periods.
“I support NAMI VA because of their advocacy, education and support for individuals, family members, providers and the general public. I believe that if we keep the conversation going and continue to promote health care parity through awareness, we can erase the stigma attached to mental illness.”
- Kay Springfield

“Over the years NAMI has helped me demonstrate that with treatment recovery is possible. NAMI has also helped to eliminate stigma by educating people about mental illness.”
- Richard Appelt

“NAMI has been one of the driving forces to help end the stigma that we face as a community. I’m very thankful for the opportunity to use my story of recovery to help educate the community. NAMI helps to give a stage for myself and others to continually give hope and empowerment. I’m so grateful for all NAMI does and all they will continue to do. GO NAMIIIIII!”
- Calendria Jones

“I was a terrified and desperate mom seeking support and education on mental illness. NAMI Virginia’s education, support and the NAMI nation of caring individuals are the reasons my loved one and myself have a life like everyone else!”
- Carolyn Wood
NAMI Virginia Financials

Revenue and Expenses Statement
2013 compared to 2012

<table>
<thead>
<tr>
<th>Support and Revenue</th>
<th>2013 Audited</th>
<th>2012 Audited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Contributions and special events</td>
<td>$199,806</td>
<td>$182,426</td>
</tr>
<tr>
<td>Grants and contracts (Restricted)</td>
<td>300,019</td>
<td>307,189</td>
</tr>
<tr>
<td>Membership dues</td>
<td>15,544</td>
<td>16,616</td>
</tr>
<tr>
<td>Interest</td>
<td>1,313</td>
<td>1,285</td>
</tr>
<tr>
<td>Other Income</td>
<td>2,511</td>
<td>3,135</td>
</tr>
<tr>
<td>Convention</td>
<td>3,882</td>
<td>10,544</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$523,075</strong></td>
<td><strong>$521,195</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$428,091</td>
<td>$335,221</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>37,760</td>
<td>44,646</td>
</tr>
<tr>
<td>Special Events</td>
<td>36,725</td>
<td>23,563</td>
</tr>
<tr>
<td>Other Fundraising</td>
<td>22,179</td>
<td>71,192</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$524,755</strong></td>
<td><strong>$474,622</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change in Net Assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>-$1,680</td>
<td>$46,573</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets, beginning of year</th>
<th>$251,692</th>
<th>$205,119</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, end of year</td>
<td>$250,012</td>
<td>$251,692</td>
</tr>
</tbody>
</table>

Our 2014 Audited Financial Statements and 2014 contributors will be included in next year’s annual report. As of the time of publication of this year’s annual report, our 2014 audit was still being conducted and we do not yet have that information available. Please note that our 2014 Audited Financial Statements will be made available on GuideStar and GiveRichmond as soon as possible upon completion.
Expenses

2013 Expense Break Out

Income

Expenses Year over Year

Support and Revenue Year over Year
2013 Donors

Please note that while this is the 2014 Annual Report, the financials and list of generous donors are for 2013 as NAMI Virginia only reports audited financials. Our 2014 audit will not take place until after the 2014 Annual Report is released therefore 2014 financials and donors shall be listed in the 2015 Annual Report. We thank you for your understanding as we work to provide you with the most accurate audited financial information. Donors included in this report do not include donors to NAMI Virginia events such as NAMIWalks Virginia.

NAMI Virginia sincerely thanks all of our generous donors for your commitment to the mission of NAMI.

$25,000 and Up
Betty Ann and Lee Griffin Charitable Fund

$10,000-$25,000
Stanley Family Foundation

$5,000-$9,999
Community Idea Stations
Constance and Linwood Lacy Foundation
Betsy Greer
J & J Healthcare Systems
Richmond.com

$2,000-$4,999
Jewish Community Center
Franklin Harris
Community Health Charities of VA

$1,000-$1,999
Jim and Amy Satterfield
The Hodges Partnership
Phu Vo Photography

$500-$999
Laurie White
Charlottesville Area Community Foundation
Heather Gale
Genworth Foundation
Katherine Harkey
Susan Maiello
James Reinhard, M.D.

Holly Rhodes
Fuzz and Peggie James Charitable Fund
That's Entertainment
Lilly Weber
Carolyn Wood

$250-$499
Acorn Signs
Combined Federal Campaign - Roanoke
Diamond Springs
Fruit 66
J Early Golf Carts
Michael Kelley
Mosaic
Pearl's Cupcake Shoppe
Radio Communications of Virginia
Shelah Scott
Rebecca Smith
United Way of Roanoke Valley, Inc.

$100-$249
Bank of America
Mary Ann Bergeron
Todd Bishop
Dorothy Booth
Ronald Branscome
Marc and Kristin Elim
Thomas Flaherty
Sidney Friedland
Daniel George

Ron Honberg
Judith Hopkinson
Allison Koschak
Jeffrey Levin
Martin Lichtenstein
Martin's
Deborah Michael
George Neal
P.E.O. Chapter E. Virginia
Emma Saxe
Robert Seiler
The Chappy Corporation
Virginia Virkler
Thomas Weaver
The Community Foundation
Naomi Verdugo
United Way of Stanislaus County

Friends
Anonymous
Barbara Bartnik
Edward Beals
Gini Bloseir-Wolf
Emily Boone
Booker Bullock
Lillian Burney-Mason
William Butterbaugh
Jane Callaway
City Ice
2013 Donors Continued...

Friends Continued
Dr. and Mrs. Boyd Clements
Robert Cluck
Barbara Collins
Yvette Conte
Marilyn Copeland
Pauline Crisp
Thomasine Cubine
Stacy Dahl
Jacqueline DeShazor
David Dickson
Joyce Dorosin
Walter Duka
Duke Energy Foundation
Sandra Eichorn
Mary Evans
Dalia Farah
David Forrest
Donald Gantzer
Linda Gurley
Stacy Hedrick
Jerine Hill
David Hindman
Judy Hines
Linda Hite
Home Depot
Steven Hornstein
Jane Hundley
Linda Korm
Emanual Kramer
Lone Star Steakhouse
Joy Loving
Susan Lynch
Barry Martin
Wayne Mason

Cathleen Mc Graw
Terence McPhillips
Deborah Michael
Robert Miller
Paul Morris
Christine O'Keefe
John Orrock
Sara Peters
John Pollard
Taryn Potts
Thomas Quinn
Deborah Quinn
Linda Roddeffer
Jane Roningen
Sharron Rose
Michael Shank
Grace Spart
Jeb Taylor
Samuel Treger
Truist
Tuckahoe-Richmond Chapter #1282
Patricia Victorson
Barbara Warren
Denise Wilder
Patricia Wood

In Memoriam
In memory of Eric Dewey
Lynne Einhaus
In memory of Henry Liebert III
Judith Bumgardner
Virginia Clay
Marie Coleman
Mary Conner
Elizabeth Ebel
Jane Fain
Stuart Gilchrist
William Goode
Marjorie Gunst
Gretchen Japhet
Vivian Johnson
Stanley Kanter
R. S. Kirchmier
Bettina Lumpkin
Olin Hyde Revocable Trust
Clyde Ratcliffe
Phily Shaheen
Charles Smith
Julia Taylor
Kathleen Thomas
G. H. Whitten
Harvey Williams
Mary Wimbish
Frank Wood

Honorarium
In honor of the Barkley Family
Lynne Laskin

In memory of Farrell Mouzavires
Pat Gorman
In memory of Eric Strawser
Christine Kosiba
About Us

The National Alliance on Mental Illness (NAMI) of Virginia was established in 1984 to provide support, education, and advocacy for individuals and families in Virginia affected by mental illness. We offer public education and science-based information; education and support programs for people affected by mental illness, and public awareness. We have a website and toll-free HelpLine to respond to calls from people throughout Virginia who are seeking information and resources related to mental illness. We engage in legislative and grassroots advocacy to produce systems change. NAMI Virginia is located in Richmond, Virginia, where we are appropriately situated in close proximity to the state legislature and state agencies.

Mission:
Our mission is to promote recovery and improve the quality of life of Virginians with serious mental illness through support, education, and advocacy.

Vision:
NAMI Virginia envisions a world free of stigma and discrimination where all people affected by mental illness get the help, hope, and support they need.

Affiliates in Virginia
NAMI Blue Ridge Family
NAMI Central Virginia
NAMI Chesapeake
NAMI Danville Area
NAMI Hampton/Newport News
NAMI Harrisonburg/Rockingham
NAMI Mid-Tidewater
NAMI New River Valley
NAMI Norfolk
NAMI Northern Shenandoah Valley
NAMI Northern Virginia
NAMI Piedmont
NAMI Portsmouth-Suffolk
NAMI Prince William
NAMI Rappahannock
NAMI Roanoke Valley
NAMI Tri-County Family Support
NAMI Virginia Beach
NAMI We Care Augusta
NAMI Williamsburg Area