WHO WE ARE
The National Alliance on Mental Illness (NAMI) is the nation’s largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

What started as a small group of families gathered around a kitchen table in 1979 has blossomed into the nation’s leading voice on mental health. Today, we are an alliance of more than 600 local Affiliates and 49 State Organizations that work in your communities to raise awareness and provide support and education.

OUR VISION
NAMI envisions a world in which all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

OUR MISSION
NAMI provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.

OUR VALUES
HOPE
We believe in the possibility of recovery, wellness and the potential in all of us.

INCLUSION
We embrace diverse backgrounds, cultures and perspectives.

EMPOWERMENT
We promote confidence, self-efficacy and service to our mission.

COMPASSION
We practice respect, kindness and empathy.

FAIRNESS
We fight for equity and justice.
As the world has begun to establish a new normal post pandemic, NAMI has led the way in reimagining crisis response, challenging workplace norms and developing resources that are accessible to ALL people.

Change is never easy, but there is no group more passionate, determined and caring than the NAMI community.

One thing that makes our Alliance so special is how we bring our lived experiences to the table. We know firsthand what it’s like to navigate the mental health system in search of support for ourselves and our loved ones. We provide empathy and practical advice that comes from personal understanding and peer support.

Through creativity and collaboration, we’ve continued to meet growing demands for mental health support by developing new, innovative resources in 2022 that amplify our collective wisdom and help us meet people where they are.

In this report, you’ll see how, together, we:

■ Published NAMI’s first book, “You Are Not Alone: The NAMI Guide to Navigating Mental Health,” which quickly became a national bestseller.

■ Launched NAMI’s first podcast, “Hope Starts with Us,” which landed in the top 25% of podcasts upon launch.

■ Built momentum around the national activation of the 988 Suicide and Crisis Lifeline through our #ReimagineCrisis campaign, which was awarded for its successful advocacy and awareness efforts.

■ Expanded our reach to underserved communities through our first Pathways to Hope Conference, our work with historically Black colleges and universities, the new online NAMI Ending the Silence program, texting options for the NAMI HelpLine and so much more.

Because of you, we are building a world in which all people affected by mental health conditions can truly thrive. Thank you for being a part of this movement with us — and for helping us accomplish all we have done, all we are doing and all that is still to come.

Daniel H. Gillison, Jr.
NAMI Chief Executive Officer
“YOU ARE NOT ALONE: THE NAMI GUIDE TO MENTAL HEALTH” hit hometown and online bookstores in September, quickly capturing a spot on USA Today’s Best-Selling Books List.

Written by NAMI Chief Medical Officer Dr. Ken Duckworth, the book blends research-based insights with clear, actionable advice and wisdom. Readers and reviewers praised Dr. Ken’s decision to center the book on personal stories gathered from more than 130 people living with mental illness or caring for someone who does.

“HOPE STARTS WITH US,” NAMI’s first-ever podcast, launched in July with healing perspectives from special guests representing virtually all aspects of mental health. NAMI CEO Daniel Gillison, Jr. and other hosts dove into topics such as back-to-school anxiety, generational trauma and the experience of losing a loved one to suicide. In its first week, the show ranked in the top 25% of all active podcasts and reached 5,700+ downloads by year end.

“I value the bravery with which these people share their personal experiences to help destigmatize mental health for others. Let’s talk about it all.”

— Lori Gottlieb, leading therapist and author

73 cities and towns hosted NAMI’s live book tour

24 million viewers attended virtual book tour events featured via WebMD, CBS Mornings, the National Institute of Mental Health Innovation Series and more

“Hope Starts With Us” episodes air every other Wednesday and are available on most major directories and apps. Learn more at nami.org/podcast.
As one of our earliest efforts to fight stigma and support people with mental illness, the NAMI HelpLine embodies our mission to make sure no one struggles alone.

From a single phone line in a small Washington, D.C. office to a nationwide network of NAMI volunteers responding through mobile, internet and voice channels, the NAMI HelpLine has dramatically expanded its reach. Volunteers, many with lived mental health experience, blend personal wisdom with facts and resources in NAMI’s HelpLine Knowledge Center to enable people – including families, friends, caregivers, mental health professionals and the public – to find the answers they need.

TEXT CAPABILITIES were added in August, putting the NAMI HelpLine within reach of everyone with a smartphone. The move will benefit people who may never have contacted NAMI before, especially teens and young adults, who overwhelmingly favor text as a way to find personal support. After text support rolled out, the NAMI HelpLine served a record 7,000 people in a single month via all channels – a new benchmark.

NAMI HelpLine puts hope and resources in people’s hands

When Destiny, 17, was referred to the NAMI HelpLine, she was in a difficult place. The NAMI volunteer who responded to her text asked about her situation while fellow volunteers searched for mental health resources near her. Sensing an urgent need, NAMI HelpLine managers contacted emergency responders, who arrived in time to get Destiny the care she needed.

NAMI HelpLine at a glance

Monday – Friday
10 a.m. — 10 p.m. Eastern Time

CALL: 1-800-950-6264
(1-800-950-NAMI)

TEXT: “HelpLine” to 62640

EMAIL: helpline@nami.org

CHAT: NAMI.org/help

311,000

help-seekers served via the NAMI HelpLine and Knowledge Center

81%
said they would recommend the NAMI HelpLine to others

Source: NAMI HelpLine effectiveness survey, launched in 2022.
My first reaction was tears. Knowing there are truly people out there who know and understand and have experienced the same thing was enlightening, encouraging and inspiring.

— Participant in a Sharing Hope session

**Community conversations meet people where they are**

NAMI seeks to advance the mental wellness of all people living in the U.S. We know the tools people need will depend on age, background, location, language, family ties and much more. Throughout 2022, we improved and expanded our offerings for communities across the country, including many whose needs have long been overlooked.

**SHARING HOPE**, NAMI’s outreach program for people of Black and African ancestry, grew from 13 locations in 2021 to more than 56 communities.

**COMPARTIENDO ESPERANZA**, our national program devoted to people of Latino heritage, also reached new audiences. Both programs create a safe space to talk about mental health symptoms and treatment, explore ways to find effective care and advocate for more community resources.

**CROSS-CULTURAL INITIATIVES** gained momentum as NAMI worked with historically Black colleges and universities (HBCUs) and youth-focused groups such as the Boys and Girls Club of America to offer urgently needed mental health education and support for young people.

**CONVERSATIONS IN COMMUNITIES** (COCO) gave people and families a new way to explore shared mental health concerns. At one COCO gathering hosted by NAMI Southern Nevada, a Latina mother expressed fears for her children, who had lost two friends by suicide. Worried that her work schedule would keep her from offering all the support her kids needed, she found help and understanding from fellow parents and neighbors.

**PATHWAYS TO HOPE CONFERENCE**

This nationwide conference, organized by NAMI FaithNet, welcomed nearly 3,000 people of different faith traditions, who explored a blend of local and national programming. Emphasizing the role that houses of worship can play in supporting people who struggle with mental health, attendees talked about ways to reduce stigma, build grassroots support and tap local resources that will benefit members and the larger community.

This conference is unique for two reasons. First, it is truly grassroots, as represented by NAMI state and local affiliates, who bring a variety of stakeholders together to create change at the community level. Secondly, it is one of the few conferences that highlight the role of faith and spirituality in supporting individuals living with a mental health challenge.

NAMI appreciates the innovative work of NAMI Greater San Antonio in creating this conference and offering NAMI and all of you the chance to continue to build its impact in communities.
Mental health resources for youth, shaped by young voices

NAMI joined others in urging leaders to take immediate action to address the nationwide youth mental health crisis. To meet this need, we are creating age-appropriate resources and building a robust network that unites parents, teachers, coaches, caregivers, lawmakers, community leaders and others to create hope for young people and advocating for policies that improve resources for youth mental health.

**NAMI NEXT GEN**, a new 10-member young adult advisory group, represents the voices of young people across the country. The group’s role is to ensure that young people feel seen, welcomed and supported whenever they visit NAMI websites, education programs, events and resources.

**BACK-TO-SCHOOL** time can trigger mental health concerns, and this fall NAMI stood ready with a new online suite of free tools. In just two months, visitors logged 35,000 page views as they explored resources for educators, parents, caregivers and young people.

**A NEW MENTAL HEALTH COLLEGE GUIDE** microsite, created in partnership with The Jed Foundation, went live in August. In just five months, 25,000 unique visitors found practical advice on stress management, navigating relationships, self-advocacy and how to find mental health resources on campus.

**NAMI ENDING THE SILENCE 2.0**, an online version of our signature mental health program for middle-school and high-school students, launched in May. By year end, more than 3,000 students, educators and parents had come together in 73 locations to talk about the warning signs of mental health issues and what to do when young people need help.

**GIRL SCOUTS OF THE USA** (GSUSA) partnered with NAMI to support Girl Scouts’ overall mental well-being and to provide more resources to Girl Scout families and volunteers. NAMI served as the subject matter expert on the development of Girl Scouts’ mental wellness patch programs for Girl Scouts in grades 4–12, which will help girls better understand mental wellness and provide them with skills to strengthen their resilience. NAMI also served as the subject matter expert for Girl Scouts’ online volunteer training course about mental health and how to support Girl Scouts’ well-being. In addition, GSUSA and NAMI are working together to strengthen local relationships between Girl Scout Councils and NAMI State Organizations and Affiliates. The Mental Wellness Patch Programs was launched at the 2023 Girl Scout Convention July 20-22 at the Walt Disney World® Resort.

**MEET LITTLE MONSTER**, NAMI’s free coloring and activity book, gives adults a positive way to start mental health conversations with children. Available in five languages, this new resource was downloaded more than 23,000 times in 2022.

1 in 4 teens have been diagnosed with a mental health condition*

50% youth aged 6-17 who have a mental health condition do not receive treatment**

95% of teens trust their parents and guardians as sources of mental health information, but need help starting the conversation*

Sources: **“Teen Mental Health from Teens Themselves,” poll conducted by Ipsos for NAMI, 2022. **“Mental Health Care Matters” NAMI fact sheet.
Education and support groups reveal the power of a community that cares

Throughout 2022, NAMI found new ways to enrich and expand our community-based education and peer support programs, drawing on the wisdom and lived experience of people who are devoted to helping others learn, grow and thrive.

NAMI PEER SUPPORT GROUPS reached out to welcome new audiences thanks to a successful awareness campaign paired with effective training that widened the field of facilitators ready to lead new groups. NAMI Connection groups served tens of thousands living with a mental health condition while NAMI Family Support Groups focused on the unique needs of parents, spouses, and others offering ongoing care for someone they love.

NAMI HOMEFRONT is a free course devoted to the mental health needs of military Veterans and their friends, families and caregivers. Through a partnership with the Department of Veterans Affairs, NAMI offered live courses in five cities with large military populations in 2022. More than 2,000 registered users tapped into NAMI Homefront’s online resources, with 73% asking to receive more resources via email.

NAMI PARTNERED WITH KOHL’S CARES to launch Together We Care. Together We Share, a campaign to find and train new group facilitators while welcoming more people to free NAMI support groups, especially in underserved areas.

NAMI HEARTS+MINDS, a new education program launched in May, reminds all of us that mental health is physical health. This all-new curriculum helps people manage their overall wellness with a blend of online resources, in-person sessions and peer wellness support. Five NAMI State Organizations and Affiliates introduced the free course in their areas, with a full rollout set for 2023.

Listening to a panel of presenters, I realized I had helped all three become NAMI Connection facilitators. Our train-the-trainer approach builds great leaders and creates a real community of support.

— Laurie, a NAMI-certified National Trainer

NAMI’s free education courses also include:

**NAMI Basics**, a foundational course for parents, guardians and others caring for people with mental health symptoms.

**NAMI Family-to-Family**, a learning space for spouses, partners, friends and family of adults with mental health challenges.

**NAMI Peer-to-Peer**, a place where adults living with a mental health diagnosis can learn, grow and offer mutual aid.

**NAMI Provider**, a training program bringing the wisdom and insights of people with mental illness directly to physicians, nurses, social workers, direct care workers, administrators, talk and occupational therapists, psychologists and others. With 100 new facilitators in training, NAMI Provider is slated to grow in 2023 and beyond.
THE YEAR-END FEDERAL LEGISLATIVE PACKAGE contained unprecedented funding for mental health, including over $500 million for the 988 Suicide and Crisis Lifeline and more than $1 billion for the Mental Health Block Grant, while also expanding the mental health workforce, extending telehealth options, addressing mental health parity, improving crisis response services, improving connections to care for justice-involved youth and much more.

THE BIPARTISAN SAFER COMMUNITIES ACT made major investments in our nation’s mental health system. NAMI spearheaded efforts to ensure the bill did not link gun violence with mental illness, leading a statement endorsed by 59 other organizations.

NAMI NATIONAL’s POLICY TEAM testified in Congress about the need to invest in mental health, drawing praise from House Appropriations Committee Chair Rosa DeLauro, who referred to NAMI as “the gold standard.”

NAMI LEADERS FROM ACROSS THE COUNTRY trekked to Capitol Hill to advocate for our policy priorities. In November, more than 35 NAMI Executive Directors conducted 77 meetings with congressional offices, 13 of which were with members of Congress themselves. Priorities included crisis services, workforce and mental health funding and an end-of-year package.

55,000+

letters sent to Congress by NAMI advocates

Record-breaking advocacy drives progress for millions

In 2022, thousands of people nationwide advocated with NAMI’s Government Relations and Policy and Advocacy team to press for laws and policies that will benefit millions of Americans.

250+

mentions of NAMI by members of Congress in 2022, more than any other mental health organization

NAMI STATE LEGISLATION REPORT: TRENDS IN MENTAL HEALTH POLICY looked at state activity to improve mental health care in 2020 and 2021, focusing on how states are helping people get help early, get the best possible care and get diverted from justice system involvement. The report highlighted ways that NAMI State Organizations led efforts in those areas.
“My sister has bipolar schizoaffective disorder. During an ice storm in Texas, her power went off, leaving her alone, disoriented and unable to reach me. Her neighbor called a mental health crisis team that miraculously came through the storm to assess her situation. Had they not been ready to help, she might have ended up on the street.”

– Mercedes, on the value of 988 and local crisis outreach

77% of U.S. adults are not content with the status of mental health treatment in this country.

988 SUICIDE AND CRISIS LIFELINE GOES LIVE

After years of advocacy and preparation, 988 became the new number to contact for mental health, substance use and suicide crises anywhere in the country. NAMI drove efforts to ensure that 988 is the first step in reimagining our national response to people in crisis through our #ReimagineCrisis efforts.

- 50 partners joined in NAMI’s #ReimagineCrisis coalition.
- NAMI led a full-page open letter in The Washington Post on the day that 988 became available nationwide.
- NAMI was recognized for its #ReimagineCrisis campaign, receiving the Communications Innovation Award from the Public Affairs Council.

Sources: “988 Crisis Response Research,” poll conducted by Ipsos for NAMI, 2022.
Building teamwork, innovation and engagement across the Alliance

NAMI’s community-level work flows through 650 NAMI Affiliates and 49 NAMI State Organizations across the country. More than 50% are volunteer-run, working with the active support of programs created by NAMI’s Alliance Relations, Development and Field Governance Team (ARDFG).

NAMI LAUNCHED ITS COMMUNITY OF PRACTICE in March, giving NAMI National Board Advisory Councils a new way to scale resources and share successful ideas across the Alliance.

NAMI ALLIANCE DAY 2022 offered leadership development sessions for more than 600 attendees, who gave the June gathering top ratings for effectiveness. More than 87% said they found fresh opportunities to strengthen the Alliance through ongoing learning and partnerships.

NAMI's ANNUAL EXECUTIVE DIRECTORS' LEADERSHIP EXCHANGE welcomed 100 participants, a record number, for an in-person session filled with innovative ideas.

NEW FIELD ASSESSMENTS studied NAMI’s organizational health and operating model and established a baseline of cultural and linguistic competency. Data from these unique assessments will support targeted, sustainable decisions to help expand NAMI’s impact across the country.

NAMI UNIVERSITY, a course for new NAMI leaders launched in August, drawing 500+ enrollees who praised the course’s ability to help them get up to speed quickly and effectively. Discussions of a NAMI University, a resource center including toolkits, templates and proven practices began in 2022 and continue to develop.

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NAMICON 2022: TOGETHER FOR MENTAL HEALTH

HOSTED VIRTUALLY for the safety and well-being of the NAMI community

6,691 Attendees

Year-Over-Year
234% Growth in Youth Attendees

5 Unique Tracks

30 Workshops

7 Plenary and Special Events

9 Alliance Day Sessions

“I would go to meetings.... And we would ask questions. And [our leader] would talk about the principles of NAMI. The principles of dignity. The principle of stepping out of the way. Letting people have their experiences and their life and getting help where they really need it.”

– Mayim Bialik
NAMIWalks reach new levels of excellence

Successful community events are a tangible benchmark of grassroots support for all nonprofit organizations. In 2022, NAMI showed just how deep this support goes with NAMIWalks hosted in 121 communities from coast to coast.

NAMI-NYC RAISED A RECORD $1 MILLION at its NAMIWalks event in May, drawing on the dedication of 5,500 participants and a host of generous sponsors.

SEVEN NEW NAMIWATCHES raised funds and awareness in Evansville, Indiana; Four Rivers, Mississippi; Missoula, Montana; Far North Idaho and three Florida locations — Gainesville, Hillsborough and Pasco.

THE PEER-TO-PEER PROFESSIONAL FORUM (P2P), a leading network for producers of peer-to-peer fundraising events, named NAMIWalks its Organization of the Year 2022. NAMI also ranked among P2P’s Top 30 Fundraising Events for the second consecutive year.

SUCCESS CAME IN ALL SIZES, with NAMIWalks setting and exceeding fundraising goals as modest as $5,000 and as ambitious as $1 million. Events took place in large cities; in desert, mountain and oceanside communities; on riverfronts, rural trails, suburban parks and more.

NAMI EXTENDS ITS GRATITUDE for the thousands of local sponsors who made NAMIWalks possible in 2022 — and those who will help us continue to achieve our goal of “Mental Health for All” in the years ahead.

“The most amazing thing about NAMIWalks is not the money raised, or the number of teams or even the number of participants. It is the number of connections, partnerships, conversations and collaborations that happen along the way.”

- Sandra Sorensen, Executive Director for NAMI Finger Lakes in New York.

121 Events Countrywide

234% Increase in Registered Participants

$14.65 Million Raised (Up 11% Year-Over-Year)
Research to improve treatment, foster understanding and inspire hope

NAMI’s commitment to mental health research dates to the earliest days of the Alliance. In 2022, we shared new insights from brain science, genetics and treatment options while advocating for current and future research that will yield healing answers for millions.

NAMI TOOK PART IN 60 RESEARCH ENGAGEMENTS, including 12 research advisory groups and steering committees. We actively partnered with the American Academy of Pediatrics, the Accelerating Medicines Partnership Schizophrenia Steering Committee and Work Groups, the National Alliance on Caregiving, the National Rural Adolescent and Child Health Environmental Influences on Child Health Outcomes Training Center and many other groups devoted to mental health research.

FIELD STUDIES AND SURVEYS DOCUMENTED THE VALUE of NAMI Basics and NAMI Peer-to-Peer education programs and the effectiveness of NAMI HelpLine operations. We also hosted focus groups where people shared personal stories of seeking mental health treatment, revealing the ups and downs of navigating our current care system.

NAMI PARTNERED WITH DARTMOUTH COLLEGE to organize a discussion of non-biological causes of early death in people with serious mental illness.

THE 2022 NAMI SCIENTIFIC RESEARCH AWARD honored Christine Yu Moutier, MD, chief medical officer of the American Foundation for Suicide Prevention, for her tireless investigation of suicide’s impact in communities and the role that people, families, colleagues and community leaders can play in reducing suicide risks. Supported by the Peter Corbin Kohn Endowment, NAMI’s Scientific Research Award is celebrated at NAMI’s annual Inspiring Hope Through Research event.

$120.9 million increase in FY23 funding for the National Institutes of Mental Health, thanks in part to NAMI’s active support.

NAMI Research Team talks in 2022 touched on topics such as:

- Long-acting injectable medications for mental health symptoms
- Practical, effective ways to cope with mental illness
- Evidence-based NAMI programs that educate and inspire hope
- Why cancer patients often face mental health struggles

NAMI’s Research Team worked with PBS to create a free fact sheet mapping mental health struggles in rural America.
11.1

121% growth in social media impressions year-over-year

82%

more impressions during Suicide Prevention Awareness Month in September

25%

increase year-over-year in earned media mentions, with 46,394 total articles

The most trusted voice in mental health today

Every day, NAMI seeks to reach a larger share of the millions of people affected by mental illness in the United States. Through strategic and highly successful outreach, we elevate stories of hope, wisdom, progress, advocacy and courage that reflect NAMI’s commitment to the health of individuals, families and communities.

WITH MORE THAN 1 MILLION SOCIAL MEDIA FOLLOWERS in 2022, NAMI gained influence on popular platforms people turn to for news, connection and inspiration.

NAMI CAPTURED A 76% SHARE OF EARNED MEDIA ARTICLES NATIONWIDE, compared to other mental health advocacy organizations, reflecting our position as the leading source of information and insights on mental health.

NAMI CEO DANIEL GILLISON, JR., spoke at Politico’s first-ever health summit, “From Shadows to Solutions: The Future of U.S. Health Care.” He joined Dr. Anita Everett, director of SAMHSA’s Center for Mental Health Services; Amy Knight, president of the Children’s Hospital Association; and Andrew Kolodny, medical director of opioid policy research, Heller School for Social Policy and Management at Brandeis University for an in-depth discussion of the mental health crisis, which many have termed “a shadow pandemic.”

AN ASSOCIATED PRESS ARTICLE FEATURING NAMI, “Genes link bipolar, schizophrenia, once thought unrelated,” appeared in 328 media outlets with 802 million potential readers.

The Philadelphia Inquirer, the Washington Post, STAT and MedPage Today published opinion pieces authored by NAMI senior leaders, including CEO Daniel Gillison, Jr., Chief Medical Officer Dr. Ken Duckworth, Chief Advocacy Officer Hannah Wesolowski and Associate Medical Director Dr. Christine Crawford.

3,489% more impressions and

5,332% more engagements on YouTube
Board of Directors

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Micah Pearson
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Glenda Wrenn Gordon,
M.D., MSHP

Darien Wright
At-Large Director

Directors
2022 #Vote4MentalHealth All-Stars

NAMI relaunched its #Vote4MentalHealth campaign, part of our long-standing efforts to help voters and candidates understand the impact that voting has on mental health care. #Vote4MentalHealth provides resources for people to learn more about the intersection of key policy issues and mental health, find ways to engage candidates, directly register to vote and take the #Vote4MentalHealth pledge. NAMI received thousands of pledges as advocates shared what #Vote4MentalHealth meant to them and encouraged others to join the movement.

NAMI recognized a group of #Vote4MentalHealth All-Stars — NAMI State Organizations and Affiliates across the country who went above and beyond to get out the vote, highlighting the power of the ballot box in working toward meaningful change. Thanks to our campaign, many of our NAMI organizations were able to provide a much needed service during the election season — helping thousands of mental health advocates exercise their right to vote.

NAMI Blair County PA                         NAMI Montgomery County PA
NAMI Greater Indianapolis                      NAMI New Jersey
NAMI Kansas                                       NAMI Southeast Minnesota
NAMI Lowcountry                                    NAMI Tennessee
NAMI Maryland                                      NAMI Texas
NAMI Massachusetts                               NAMI-West Central Indiana
NAMI Metro Baltimore                              NAMI Wisconsin

Honoring Chris Huvane

In 2022, NAMI was honored to receive donations in memory of Chris Huvane, a beloved and well-respected leader in Hollywood, who died by suicide after living with depression for many years. Chris spoke openly about his mental health challenges and inspired countless others to do the same. To honor his life and legacy, the Huvane family created a memorial page on the NAMI website. To date, over $500,000 have been raised by more than 1,000 individual donors to support NAMI’s mission. The Huvane family is dedicated to raising awareness about mental health, and we are grateful for their tremendous support and partnership.
### 2022 NAMI Corporate and Philanthropic Partners

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