



WE ARE ONE NAMI

 **nami**
National Alliance on Mental Illness

2023
ANNUAL REPORT

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WE ARE ONE NAMI: 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.



Hope for the Future FROM THE PRESIDENT

As I reflect on the past year, I am inspired by the progress we've made as a unified NAMI family. Our shared commitment to improving the lives of individuals with mental health conditions has driven us forward, and 2023 was a year of growth and impact.

In my role as a judge, I witness firsthand the difference NAMI makes in the lives of individuals and families navigating the mental health and criminal justice systems. NAMI's presence in the mental health docket I preside over ensures that those who are struggling receive the support they need. NAMI's presence is a reminder of the power of connection and advocacy.

In 2023, NAMI expanded its reach in other significant ways. Our NAMI Helpline supported nearly 68,000 people, and the addition of Spanish-language resources highlights our commitment to inclusivity. This expansion helps to ensure that no one is left without care, regardless of language or background.

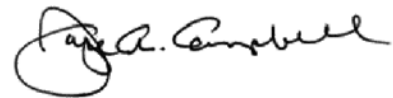
NAMI also made strides in advocacy, driving systemic change at the national level. Every member of Congress heard from NAMI advocates this year, and our efforts helped secure important advancements like improved mental health parity rules. The creation of the bipartisan Senate Mental Health Caucus is a milestone in our fight for comprehensive solutions to the mental health crisis.

Our partnerships with organizations like Delta Sigma Theta Sorority have broadened our reach, delivering mental health resources to more communities than ever. These collaborations are essential to our mission, allowing us to extend our support to those who need it most.

As we look ahead, I am confident that our collective efforts will continue to build a world where mental health is prioritized and treated with the care it deserves. Together, we are creating a future where mental health is valued and accessible for all.

Thank you for your unwavering dedication to NAMI's mission. Together, we are making a difference and will continue to elevate mental health for everyone.

With sincere appreciation,



“
NAMI's presence
is a reminder of the
power of connection
and advocacy.
”

Hope for the Future FROM THE CEO

As we reflect on 2023, I am deeply proud of the strides we've made together as a NAMI community. This past year presented challenges, but with resilience, determination, and a shared mission, we advanced our efforts to make mental health care accessible to all. Together, we moved forward—stronger and more united than ever.

At the core of everything we do is a deep commitment to improving mental health for everyone. Our financial stability has allowed us to expand our reach, deepen our impact, and strengthen the connections that make our movement so powerful. In 2023, we awarded \$6.7 million in field grants to our State and Affiliate organizations, expanded critical programs like NAMI Provider and NAMI Family-to-Family, and provided support through technical assistance requests on public policy and advocacy. Each of these efforts reflects our unwavering focus on elevating mental health and ensuring that care is accessible to all.

One of our most significant achievements was the launch of the NAMI Teen & Young Adult HelpLine, providing free, nationwide peer support to young people seeking resources and someone to talk to. This initiative has already had a tremendous impact, with over 187,000 people accessing NAMI's youth resources this year. In addition, our partnership with Girl Scouts USA introduced the Girl Scouts Mental Wellness Patch Program, engaging thousands of girls in conversations about mental health. These efforts ensure that the next generation of leaders has the support and tools they need to prioritize mental well-being.

But our impact extends far beyond youth-focused programs. This year, we made tremendous strides in supporting diverse communities. Our programs like Sharing Hope, Maniwala, Compartiendo Esperanza and Chai & Chat continue to grow, expanding our reach into Black, Hispanic/Latinx, Filipino, and South Asian communities. These culturally inclusive programs allow us to meet people where they are and ensure that mental health resources are available to all, especially those in underserved populations.

Additionally, our NAMI StigmaFree workplace initiative is helping companies create supportive environments where mental health is prioritized. By working with top organizations, we ensure that mental health awareness and support extend into the places where many of us spend much of our time—our workplaces.

This year, we also saw exciting progress through NAMI's Community Health Equity Alliance, which focuses on reducing mental health disparities in underserved communities.

Key highlights include:

- Expanding partnerships with community-based organizations to improve mental health care for Black and African Ancestry adults.
- Launching pilot programs in California, Georgia, North Carolina, and Texas, with plans to expand to additional states.
- Collaborating with faith-based organizations, advocacy groups, and local leaders to address mental health disparities and promote equity in care.

Our financial health remains at the core of our ability to grow and deliver on these impactful initiatives. A strong financial foundation ensures that we can continue expanding programs, supporting affiliates, and leading mental health advocacy at the national level.

Some other key accomplishments of 2023 include:

- NAMIWalks raised over \$14 million across 129 walks, allowing communities nationwide to participate in and support mental health advocacy.
- Elevated mental health awareness by reaching every member of Congress with advocacy efforts, securing critical advancements in mental health policy.
- Increased NAMI's Share of Voice in the national mental health conversation, with NAMI featured in over 100 congressional press releases and key media outlets.

As we approach our 50th anniversary in 2029, I am filled with optimism about the future we are building together. Our work is reaching further than ever before, and with your continued support, I am confident we will keep breaking barriers and making mental health a priority for all.

Thank you for your unwavering support and for being part of this incredible journey. Together, we are creating a world where mental health is valued, and where every person, regardless of their background or circumstance, can access the care they need. our NAMI family, I know we are moving toward a brighter future.

With gratitude,



“
At the core of everything we do is a deep commitment to improving mental health for everyone.
”

WE ARE ONE NAMI: YOUTH AND YOUNG ADULTS

To help with the mental health crisis among teens and young adults, NAMI officially launched the new NAMI Teen & Young Adult (T&YA) HelpLine in October 2023. **This is a free, nationwide peer-support service providing information, resource referrals, and support to teens and young adults. It provides a safe space for young people to connect with peers who understand their struggles, and offers them resources and information that help.** The Specialists who staff the NAMI T&YA HelpLine are young adults with firsthand knowledge of mental health challenges who are experienced, well-trained, and available by phone, text, or chat to provide resources and guidance, so no one needs to go through their mental health struggles alone.



In 2023, **187,812** people accessed or viewed NAMI's resources for youth and young adults, including more than **30,000** people who received Meet Little Monster, NAMI's mental health coloring and activity book created for young children as a tool for them to express and explore their feelings in a fun, creative, and empowering way. Meet Little Monster, originally created by NAMI Washington, is available in English, Spanish, Arabic, Korean, Vietnamese, and Mandarin.

In Indianapolis, NAMI volunteers are providing Riley Hospital for Children with copies of Meet Little Monster. When hospital volunteers and nurses are talking to parents, they often stop by the NAMI booth to grab useful NAMI brochures and a copy of Meet Little Monster.

187,812

people accessed or viewed
NAMI's resources for youth
and young adults



WE ARE ONE NAMI: YOUTH AND YOUNG ADULTS

In late August 2023, NAMI launched NAMI On Campus High School, where campus clubs work to end mental health stigma by holding creative meetings, hosting innovative awareness events, and offering signature NAMI programs through partnerships with NAMI State Organizations and NAMI Affiliates. Since August 21, **more than 20 high school clubs became official NAMI On Campus High School clubs.**

NAMI On Campus at Polk County High School in North Carolina sparked a lot of excitement on their campus. After launching during the high school pilot, they hosted an event where their partner affiliate, NAMI South Mountain, NC, presented NAMI In Our Own Voice, bringing in new members to their club. NAMI On Campus at Polk County High School has plans to make a garden in honor of students who lost their lives to suicide. They hope that this can be a calm place for students to relax and connect with nature.



NAMI and Girl Scouts of the USA (GSUSA) partnered to launch the Girl Scouts Mental Wellness Patch Program, as part of GSUSA's ongoing mental wellness initiative. The patch program was released at GSUSA's National Convention in July 2023. Since its inception, the web page that shares information on the patch program received **over 24,000 page views, and the page to purchase the three different patches is currently number one in page visits and downloads on girlscouts.org.**

24,000

**Girl Scouts of the USA
Mental Wellness Patch
Program web views**



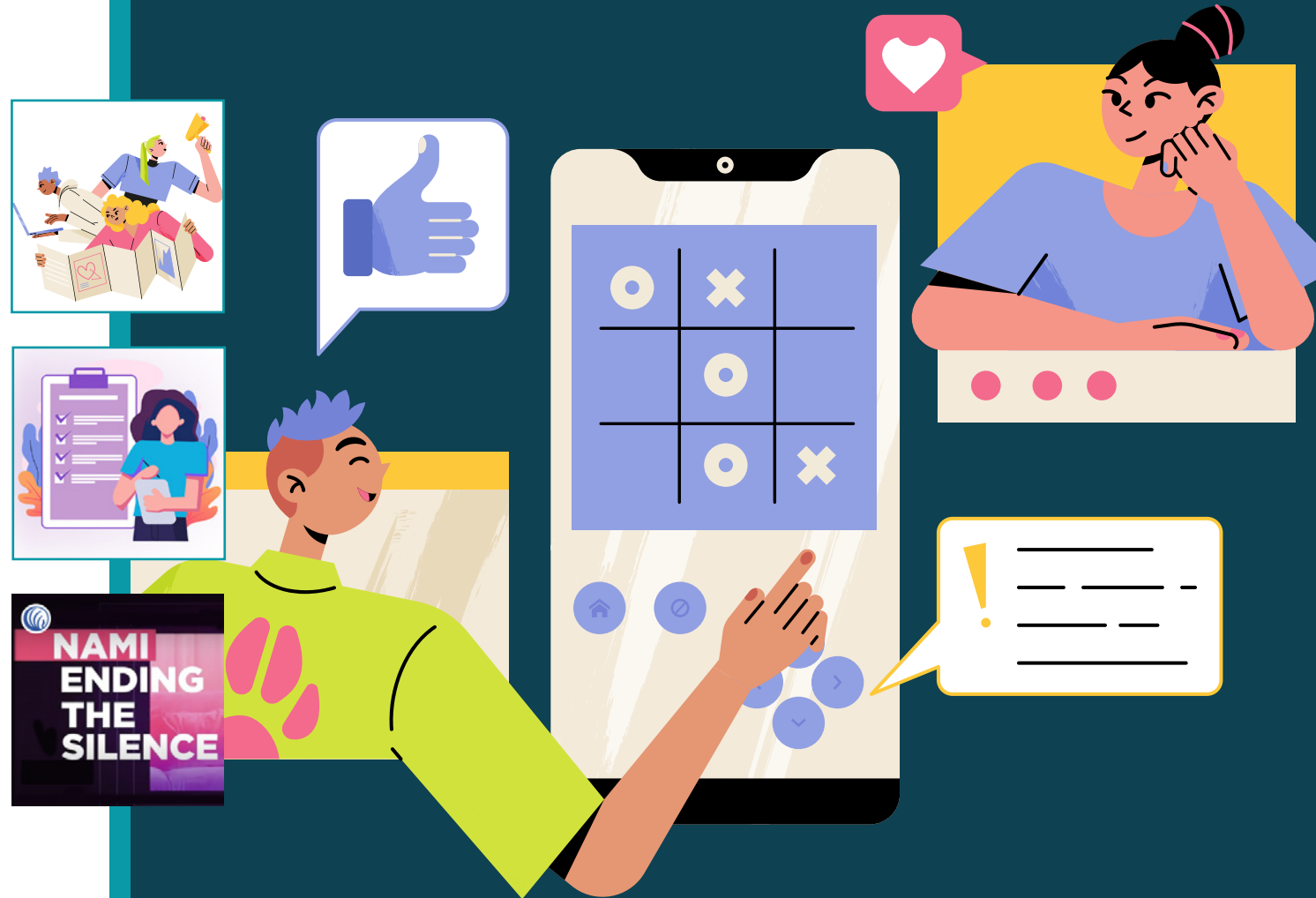
WE ARE ONE NAMI: YOUTH AND YOUNG ADULTS

NAMI Next Gen 2022 worked to release **Say It Out Loud**, a free online card game that brings young adults closer to their friends through conversation prompts about life, relationships, and mental health. Best played on a mobile device among three to six people, NAMI Say It Out Loud is comprised of three card decks—Whisper It, Say It, and Shout It—with prompts that start at the surface, and dig deeper as you play. From questions about what makes you cringe to how you bring up your own mental health with friends, NAMI Say It Out Loud helps young people explore how they and their friends approach mental health and well-being. Launched in March 2023, Say It Out Loud has had almost 4,000 players in its first six months of availability.

This year, NAMI continued its support for students, caregivers, and educators, releasing 13 new resources for the 2023 back to school season. These resources cover such topics as engaging safely with social media, mindfulness activities for K-12, a guide for trauma-informed active-shooter drills, and more. **Since early August, these resources have had close to 51,000 page views.**

When asked about the most valuable part of NAMI Ending the Silence, an educational program for middle and high school students, one participant responded, **“Talking about how you don’t need to be afraid to open up and ask for help if you need it.”** Another shared, **“I found the most valuable element to be learning that there are resources everywhere around you.”**

51,000 back to school
resources page views



WE ARE ONE NAMI: IN YOUR COMMUNITY

NAMI continues to spearhead the Community Health Equity Alliance (CHEA), a mental health equity initiative that joins community-based organizations and thought leaders as collaborators under the shared mission to improve serious mental illness care for Black/African Ancestry adults. This initiative **furtheres NAMI's commitment to equity and advances equity in access to care in Black/African Ancestry communities**, beginning with California, Georgia, North Carolina, and Texas and expanding to Maryland, Louisiana, Illinois, and Pennsylvania.



NAMI strengthened its new partnership with Delta Sigma Theta Sorority, Incorporated, raising mental health awareness and connecting people with mental health resources at their 56th national convention, where NAMI reached 25,000 women. As part of a new initiative with Delta Sigma Theta, **53 college campus Delta chapters submitted applications for partnerships between NAMI and their campus counseling centers** to talk about mental health.

53

Delta chapters submitted applications for a partnership between NAMI and their campus counseling center

1 in 3
Only one in three Black adults with mental illness receives treatment.



WE ARE ONE NAMI: IN YOUR COMMUNITY

Sharing Hope and Compartiendo Esperanza, NAMI's outreach programs for the Black/African Ancestry and Hispanic/Latinx communities, continued to grow. These programs are designed to introduce discussions on mental health and wellness through a three-part community conversation series.

To date, Sharing Hope and Compartiendo Esperanza have trained more than 450 facilitators for these programs, and NAMI has held Sharing Hope conversations with 12 companies. Sharing Hope and Compartiendo Esperanza can occur in many settings, including faith-based. One pastor shared, "We are so excited to bring Sharing Hope to our church collaborative."

This year, NAMI expanded its outreach programs to the Filipino and South Asian communities. Using the model of Sharing Hope, NAMI adapted the program and created **Maniwala for the Filipino community and is in the process of creating Chai & Chat for the South Asian community.** So far, Maniwala has reached 600 people, and NAMI has received 100 assessments for Chai & Chat to help with its development.



450

facilitators have been
trained by Sharing Hope and
Compartiendo Esperanza

WE ARE ONE NAMI: IN YOUR COMMUNITY

In June, NAMI held a National Pride Month Campaign to promote resources related to Pride Month and to build momentum for continued LGBTQ+ support efforts. **The LGBTQ+ community is experiencing increasing rates of mental illness and suicide and increasing obstacles to mental health care, and NAMI wanted to reach an expanded audience of LGBTQ+ individuals and allies to help address this need.** As part of the campaign, NAMI issued a press release that included NAMI's LGBTQ+ policies and stance on gender-affirming care. This release garnered better metrics for potential audience, engagement, and placement than all other press releases from the last two years at NAMI.

Becky Dempster
She/Her
Mother of three LGBTQ+ children living with mental illness



Isidro Torres
He/Him, Queer
Depression | Anxiety | PTSD



Zane Landin
He/Him, Bisexual
Major Depressive Disorder
Borderline Personality Disorder



Asia Hale
She/Her, Asexual
ADHD | OCD
Major Depressive Disorder
General Anxiety Disorder



WE ARE ONE NAMI: IN YOUR COMMUNITY

The Pathways to Hope conference, part of NAMI FaithNet, is a chance for communities to build their own grassroots movements to help engage faith communities, mental health providers, and other community partners in building sustainable coalitions in support of people living with mental health conditions. This year, NAMI increased Pathways to Hope registration from 2,832 participants in 2022 to 3,952 participants in 2023.

NAMI began an initiative to start mental health conversations among Black/ African Ancestry men. In partnership with the Los Angeles Rams and Children’s Institute, NAMI held four conversations attended by 45 fathers. One attendee shared, **“The way your team works in the community is inspiring. This is how it should be done. Thank you for coming into the community.”**

NAMIWalks provide opportunities for communities across the country to gather around the rallying cry of “Mental Health for All.” **For the third year in a row, NAMIWalks was named a Top 30 Peer-to-Peer event, and in 2023, NAMIWalks raised more than \$14 million.** All funds raised stay in the local communities.



NAMIWalks continues to grow, welcoming 13 new NAMIWalks this year. Walk participant registrations paced 18% ahead year over year, and team recruitment is up 11%. “Hosting a NAMIWalks is a great investment in time and will naturally create many meaningful conversations to advance the mission of NAMI to educate, support and advocate mental health for all!”

— Sandra Sorensen, NAMIWalks Finger Lakes, NY



WE ARE ONE NAMI: IN YOUR COMMUNITY

In 2023, 15 companies participated in the NAMI StigmaFree workplace mental health initiative, demonstrating their commitment to fostering an accepting and healthy culture within their workplace environment. NAMI formed a Workplace Mental Health Advisory Council with 12 members from notable companies across industries. Members include Adobe, Bank of America, Boeing, Creative Artists Agency (CAA), Calm, Google, Hostess, Kohl's, Miraval, OLLY, and The Hartford, as well as an early-career young adult advisor. **Through presentations and panels, NAMI reached 6,560 employees both in person and virtually, with more presentations scheduled before the end of the year.** Workplace mental health continues to be a top concern, with NAMI Affiliates listing it as their third-highest interest on a recent survey. NAMI is rebranding and expanding this initiative to meet growing demand over the next year, helping local NAMI expand their reach and partnerships and supporting more people where they spend their time, which for many includes their workplace.



“I’ve been an active caregiver of my daughter, who has a bipolar 1 diagnosis. The challenges have been bittersweet, yet I would not shy away from continuing to support her. I have helped her get her disability and she is now halfway through receiving her college degree. Through all the hospital visits and meeting doctors along with the eight-week course I took through NAMI, I have gained significant knowledge and will continue to advocate for mental health and wellness for those suffering with mental health issues.”

— NAMI Advocate

6,560

employees reached
by NAMI both in
person and virtually



WE ARE ONE NAMI: WHEN YOU NEED US

“I was surprised at how well the person who helped me was able to get me to open up and share. **I was hesitant at first but felt very validated and heard.** The resources were also extremely helpful.”

— NAMI HelpLine user



The NAMI HelpLine is a free, nationwide peer-support service providing information, resource referrals, and support to people living with a mental health condition, their family members and caregivers, mental health providers, and the public. **In 2023, the NAMI HelpLine has provided support to 67,935 help-seekers via calls, chats, texts, emails, and posts, and 250,044 have visited the online NAMI HelpLine Knowledge and Resource Center.**

One person whom the NAMI HelpLine supported is Marta, a caregiver who shared her experience with the NAMI HelpLine: “One night, I was alone in the dark, crying, feeling desperate, feeling hopeless. We had a specific crisis happen, and I just thought this is it. ‘My loved one is going to die.’ Something nudged me to look at my phone, and I just started Googling resources for mental health. NAMI came up, and I immediately called. I was crying. I was not making sense. They really helped me calm down and take a deep breath and express what was going on. **They were nonjudgmental, and they really helped me gain my composure. I grabbed a pen and started making a list of different things I could do. Their guidance gave me a sense of direction.** The resources they provided gave me the hope to be able to help myself, which enabled me to help my loved one. I felt a new sense of hope and purpose, and I was able to run with it from there. That helped me in the journey to help my family member recover from their mental health crisis.”



250,000

have visited the online
NAMI HelpLine Knowledge
and Resource Center



WE ARE ONE NAMI: WHEN YOU NEED US

In 2023, NAMI increased the information and support available to the Spanish-speaking community through the NAMI HelpLine by translating over 100 Knowledge Articles on topics like Advocating for Yourself or Someone Else, Young Adults, Mental Health Support & Treatment, Crisis, and more. **Our Spanish Resource Directory offers members of this community culturally specific resources and general resources in Spanish. Overall, Spanish resources within the HelpLine now include more than 200 entries.** NAMI has also hired two additional bilingual staff members to help with the quality assurance and coaching of our Spanish-speaking volunteers.



From January 1 – September 30, 2023, NAMI served 138,176 participants in support groups. Of support group participants who responded to a survey, **88% agreed or strongly agreed that the support group provided participants with resources and skills to make the best treatment decisions for themselves or a loved one, and 91% agreed or strongly agreed that the support group provided them with information and resources that will help manage crisis situations related to mental illness.**

Over the past two years, NAMI has partnered with Kohl's to increase access to our NAMI Family Support Group and our NAMI Connections Support Group to people who identify as ethnically/racially diverse. Through this partnership, 25 new support groups have started that serve the Black/African Ancestry community, the Hispanic/Latinx community, or the Asian American/Pacific Islander (AAPI) community across the country.

91%

agreed or strongly agreed that the support group provided them with information and resources that will help manage crisis situations related to mental illness



WE ARE ONE NAMI: WHEN YOU NEED US

Another success story from our support groups is NAMI Contra Costa, which received support from NAMI National and Kohl's to increase its outreach to the Asian American and Pacific Islander and Latinx communities. Over the past year, it has increased the meeting frequency of its Mandarin support group from monthly to bi-weekly, launched a weekly AAPI Teens and Young Adult support group, started an AAPI Connection Support Group, and held one Family-to-Family class and one NAMI Basics class in Mandarin. NAMI Contra Costa County has also increased its Hispanic/Latinx support group meetings from twice a month to every week, provided coverage of the NAMI Contra Costa County phones in Spanish 85% of the time, and held two additional De Familia a Familia programs and two additional Bases y Fundamentos programs. NAMI is thrilled to continue its partnership with Kohl's for another three years, increasing access to both NAMI Support Groups and NAMI's outreach programs for racially/ethnically diverse communities.

When asked what the **most valuable or effective part of NAMI's support groups** is, participants shared, **"Encouragement not to give up and understanding of the difficulty navigating through mental health issues,"** and **"Being able to connect with others that have been there or ones I can help because I have been there."**



WE ARE ONE NAMI: WHEN YOU NEED US

This year, NAMI launched refresher trainings for NAMI Support Group leaders by providing NAMI State Organizations and NAMI Affiliates with materials and guidance to conduct refresher trainings. NAMI Boulder County hosted a Facilitator Refresher training and shared its appreciation for the materials and guidance. **Of those who attended the refresher and responded to a survey, 100% said they would recommend this refresher to others, found it either useful or very useful, and reported they feel better about facilitating in the future.** One of the state trainers shared, “I wanted to let you know that our support group facilitator refresher was great! People really enjoyed using their own examples for the role plays so that they could discuss difficult moments they had experienced with the group.”

“I chose to become a trainer for NAMI Support Groups because my passion is Family Support Group and the support it brings to families. **This is the lifeline to reach millions that will come through this program well, strong, and able to lead healthy lives and create strong families. NAMI Family Support Group saved my family and our relationships; I want that to always be available to others.**”

— NAMI Family Support Group Trainer



“Five years ago, I took NAMI’s Family-to-Family course and even facilitated a few sessions as well. **What I learned through the course, and through everyone who has been involved with NAMI, has been invaluable** in helping me get through my son’s experience with bipolar disorder today. Thank you, NAMI!”

— NAMI Family-to-Family participant



WE ARE ONE NAMI: ADVOCATING FOR CHANGE

Every member of Congress heard from NAMI's advocates in 2023, and NAMI has been mentioned by members of Congress 166 times, more than any other mental health organization.

NAMI has engaged advocates to increase co-sponsorship of the 988 Implementation Act, support equitable access to mental health care for the LGBTQ+ community, improve our nation's mental health workforce, and push action on changes like improving inpatient hospital quality of care and strengthening mental health parity enforcement. **NAMI advocates undertook more than 60,000 actions in 2023, including driving a victory in improving Centers for Medicare & Medicaid Services quality measurements for the experiences that people have in inpatient psychiatric settings**, which NAMI has been leading for three years.

As a result of NAMI's collaboration with the White House, a NAMI advocate was selected to share their story at the White House in July, discussing the challenges they faced in getting coverage for specialized mental health treatment. The NAMI advocate introduced President Biden to an audience that included NAMI CEO Dan Gillison, more than 20 current and former members of Congress, half a dozen former and current Cabinet secretaries, and many other leaders in the mental health community. At the event, **President Biden said, "We can all agree mental health care is health care. It's essential to people's well-being and their ability to lead a full and productive life, to find joy, to find purpose, to take care of themselves and their loved ones. It's about dignity."**

60,000 actions taken by
NAMI advocates



WE ARE ONE NAMI: ADVOCATING FOR CHANGE

Following the White House event, the Biden Administration released new rules that will improve mental health parity. NAMI led mental health community engagement around these new rules, creating a portal for advocates to comment. Nineteen partners joined NAMI's parity portal, and more than 5,000 NAMI advocates commented on the need for these new rules — representing nearly two-thirds of all comments submitted on this proposal nationwide!

The work of advocates is driving systemic-level change and improving conditions for those impacted by mental health challenges in the United States. One advocate shared, “**I #Act4MentalHealth because I am a parent of a child who suffers from a severe mental health illness. I have experienced the frustration of finding continuity of care in a healthcare system that is underfunded, understaffed, and not properly serving the population it aims to help.... I volunteer and advocate for NAMI to be part of the solution.**”

On October 17, the U.S. Senate launched a bipartisan Senate Mental Health Caucus. NAMI helped drive the creation of the caucus, and NAMI CEO Daniel H. Gillison, Jr. spoke at the launch. Gillison shared, “Mental health is the bipartisan issue of our time, and it is inspiring to see the establishment of the bipartisan Senate Mental Health Caucus. NAMI is grateful to U.S. Senators Alex Padilla (D-CA), Thom Tillis (R-NC), Joni Ernst (R-IA), and Tina Smith (D-MN) for their leadership on mental health. **“We’re excited to collaborate with the new caucus to build better lives for all people affected by mental health conditions. The caucus will work to find bipartisan, common-sense solutions to address our nation’s ongoing mental health crisis.”**



WE ARE ONE NAMI: ADVOCATING FOR CHANGE

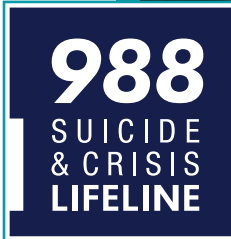
July 2023 marked the one-year anniversary of 988 becoming available nationwide. To mark this occasion, NAMI released its latest public opinion poll on 988 and crisis response, finding continuing low familiarity with 988. The survey garnered a wide array of press coverage and interviews for NAMI, including The New York Times, CNN, USA Today, Axios, U.S. News & World Report, and ABC News, among others.

To continue to raise support for and awareness of 988, NAMI continues to welcome new #ReimagineCrisis partners, adding 11 partners over the past year, including the American Academy of Child and Adolescent Psychiatry, the American Counseling Association, the Autoimmune Association, the National Asian American Pacific Islander Mental Health Association, the National Association of Counties, the National PTA, Shatterproof, and the Trust for America's Health. **NAMI and our 53 partners are pushing for effective crisis response systems in every community in the country.**

In June 2023, NAMI convened its #ReimagineCrisis partners in Washington, D.C., for the first #ReimagineCrisis Partner Summit. Attendees dug into the concrete challenges facing our crisis response transformation, including the needs of youth and young adults, embedding equity, building awareness and communications, and improving 988/911 coordination. NAMI is leveraging these sessions to create resources and thought leadership pieces to direct future 988/crisis response improvements. NAMI also partnered with the American Foundation for Suicide Prevention (AFSP) to recognize 17 members of Congress with the 988 Crisis Response Champion Awards as part of this event.

Also in the summer, **NAMI partnered with The Hill, a Capitol Hill news organization, to host “Dialing into Mental Health: One Year of the 988 Suicide & Crisis Lifeline” to discuss what still needs to be done to ensure everyone can access the help they need.** Speakers included U.S. Secretary of Health & Human Services Xavier Becerra, Sen. Catherine Cortez Masto (D-NV), and NAMI Chief Advocacy Officer Hannah Wesolowski. That same day, every congressional office received a copy of POLITICO, a widely read Capitol Hill news source, with a full-page ad from NAMI urging Congress to fund 988.

NAMI's 988 State Legislation Map continues to be a heavily utilized resource, linked to by SAMHSA and many news organizations, including KFF Health News, CBS News, Axios, Forbes, and Roll Call since May. **The map has had more than 20,000 page views so far in 2023.**



WE ARE ONE NAMI: SHARING OUR STORIES

NAMI remains the leading voice for sharing the lived experience of mental health conditions. During May — Mental Health Awareness Month — NAMI National leadership and staff were featured in two on-camera interviews and two podcasts, and were quoted in 12 articles. The coverage included The New York Times, Capital B, Clear & Vivid Podcast with Alan Alda, Men’s Health (print edition), and Yahoo! News. Topics ranged from the importance of access to mental health care to the 988 Suicide and Crisis Lifeline. NAMI also had notable media mentions on or in Black Information Network, CBS Mornings, Everyday Health, Forbes Health, People, SELF, WebMD, Yahoo! Life, and Yahoo! Entertainment.

NAMI additionally had more than 250,000 page views for the Mental Health Awareness Month landing page, more than 17 million social media impressions, and more than 500,000 social media engagements. **The number of our total social media followers has now reached 1,300,000, a growth rate of 17%.**

NAMI produced 23 podcast episodes of Hope Starts With Us in 2023, featuring three NAMI National staff members, one NAMI field staff member, one member of NAMI’s Service Members, Veterans and Families (SMVFC) Council, and three NAMI Ambassadors. During Suicide Prevention Awareness Month, we featured Zak Williams — son of the late actor Robin Williams — on a podcast episode about suicide awareness.



In March, Sinclair Broadcast Group and NAMI partnered on “Sinclair Cares: Mental Health Support + Hope,” a nationwide campaign to encourage mental health awareness, especially among young adults. The partnership included PSAs across Sinclair’s 185 TV stations in 86 markets, a Town Hall broadcast featuring NAMI’s Chief Medical Officer, and multiple news stories to connect viewers with NAMI Affiliates for resources and information. **Overall, the campaign reached an estimated 80 million viewers.**

↑ **17%**

social media growth rate



WE ARE ONE NAMI: SHARING OUR STORIES

NAMI's flagship publication, the Advocate, won Graphic Design USA's 60th anniversary Inhouse Design Awards for our redesign of the publication.



NAMI also overhauled NAMI SMARTS for Advocacy, a hands-on training program used by Affiliates nationwide that helps people living with mental illness and their allies transform their passion and lived experience into skillful grassroots advocacy.

This training helps people tell their stories, as one advocate shared, “I #Act4MentalHealth [because] I have struggled for 20 years to find mental health care in my community for my son who lives with bipolar disorder and my stepdaughter who has lived a lifetime with chronic co-occurring disorders. Everyone deserves to get the care they need, but it's not readily available. The barriers to getting qualified and knowledgeable professionals are daunting and at times very scary. I have to advocate at every turn for my family; I can't let up for a minute, because the damage from one wrong medication or missed appointment with a specialist could be devastating to either of them. **NAMI is the answer for stigma-reduction, awareness, and getting basic mental health education to our communities!**”



SMARTS

For Advocacy

Teacher Manual

WE ARE ONE NAMI: SHARING OUR STORIES

In the fall of 2022, NAMI published its first book, “You Are Not Alone: The NAMI Guide to Navigating Mental Health.” **The book, by NAMI’s Chief Medical Officer Dr. Ken Duckworth, quickly became a best-seller, selling more than 41,000 copies in its first year.**

Dozens of celebrities, influencers, and leaders in their fields shared their stories to help combat stigma and raise mental health awareness. **Actress Alessandra Torresani shared her story** about maternal mental health and bipolar disorder on episode 23 of NAMI’s podcast, “Hope Starts with Us.” **Fitness Influencer and Mental Health Advocate Kendall Toole, and Actor Zak Williams** also appeared on “Hope Starts with Us,” sharing their stories on episode 30 for Suicide Prevention Awareness Month.

NFL Veterans and Mental Health Advocates Soul Cole and Marcus Smith (pictured right) presented a webinar to Amazon employees on men’s mental health.

Entrepreneur, Reality Star, and Advocate Sutton Strake did an Instagram Live for Suicide Prevention Awareness Month.

NAMI ambassadors represented NAMI at ADOBE Max (Corinne Fox) in October and with Amazon employees (former NFL players Marcus Smith and Soul Cole).

Sterling K. Brown, a well-known actor and NAMI ambassador, led NAMI’s appeal during September’s Suicide Prevention Awareness Month in September.

NAMI continues to be a resource for the entertainment industry, and NAMI resources were featured in several shows and movies in Q4:

- “Shining Vale” (Starz)
- “Sin City Murders” (Oxygen)
- “BMF” (Starz)

41,000

**copies of You Are
Not Alone sold**



WE ARE ONE NAMI: STRENGTHENING OUR PRESENCE

NAMI knows that providing strong mental health support and raising mental health awareness requires resources. This year, we launched the pilot phase of our NAMI Do-It-Your-Way program. **This new fundraising program will allow participants across the country to start DIY fundraising campaigns for either NAMI National or a local NAMI Affiliate.** Eighteen NSONAs have joined NAMI National in the pilot as we test the platform from October 2023 through March 2024.

To date in 2023, NAMI has awarded \$6.7 million in field grants across the country. This funding is helping NAMI nationwide to build and strengthen their organizational capacity to maintain and sustain strong, stable, and healthy organizations that can deliver programs, raise awareness, provide support, and conduct advocacy in the communities they serve.

“The grant from NAMI National has allowed our organization to increase its long-term capacity by funding a human resources professional to update and revise NAMI Minnesota’s Employee Handbook. This effort is critical to providing staff with the support and guidance needed for staff retention, and to help develop a workplace culture that is inclusive, diverse, and welcoming to all.” — Sue Abderholden, NAMI Minnesota

“Thank you for your help with our Maui Strong Support Groups. We appreciate the support and hope to give back with the info we’ve developed to target disaster survivors’ mental wellness needs and increase the visibility of NAMI in our communities.” — Anonymous field survey responder

Additionally, **NAMI awarded grants for the expansion of NAMI Provider and NAMI Homefront and to expand NAMI Support Groups in diverse communities.** Along with the financial support provided, NAMI National offered 15 technical assistance calls with grantees covering such topics as NAMI database training, exploring outreach options, leader recruitment, meeting grant deliverables, and program best practices.



WE ARE ONE NAMI: STRENGTHENING OUR PRESENCE

NAMI also provides policy guidance and resources to the field. This year, **NAMI National answered more than 200 technical assistance requests on public policy and advocacy issues from the NAMI field.** NAMI also created and distributed a toolkit for the Alliance on advocating to support LGBTQ+ mental health and stopping harmful practices, which was released in June during PRIDE Month. **On September 13, NAMI released the 2022 NAMI State Legislation Report, showcasing significant state mental health legislation enacted in calendar year 2022.** The report explains overall trends in state-level mental health policymaking and also contains Advocacy Spotlights highlighting the efforts of several NAMI State Organizations to pass key legislation.



In 2023, NAMI increased the number of state trainers for NAMI National Signature Programs by offering six Training of Trainer sessions. By the fall of 2023, these sessions had produced 215 new state trainers who will train program leaders in their states to deliver NAMI's eight signature programs locally. These programs include NAMI Basics, NAMI Family-to-Family, and NAMI Homefront.

“Training of Trainers is an important part of NAMI growth, because it sends out one person at a time that will influence and train a hundred more, and then those will touch thousands. I love exponential math when it improves lives.”

— NAMI National trainer



WE ARE ONE NAMI: INCREASING KNOWLEDGE

This year, the Adobe Foundation and NAMI released a new study, “Creative Approaches for Managing Mental Health,” which surveyed nearly 2,000 people over age 13 across the U.S. on how creativity makes a powerful impact on mental health, contributing to an improved sense of confidence, reduced feelings of stress or anxiety, and improved overall mental well-being. **The study found that 63% of people say creativity can improve one’s sense of confidence in their abilities, 61% say creativity can reduce feelings of stress and anxiety, and 57% say creativity can improve mental well-being.**



NAMI’s Schizophrenia Lexicon Guide is a novel resource designed to inform industry, media, and providers regarding best practices for talking about schizophrenia and related psychosis conditions. The unique value of the guide comes from its inclusion of diverse voices: The content is informed by academic literature, clinical professionals, and the lived experiences of individuals with psychosis conditions and their family members. By combining all different types of “expertise,” the guide provides a more nuanced and complete picture of the impact of language and the justification for its recommendations.



NAMI has continued to raise disease state education and awareness around tardive dyskinesia (TD). This year, 80 NAMI State Organization and Affiliates received grants to either create or expand initiatives to improve TD advocacy and to spread TD awareness, education, and support.



WE ARE ONE NAMI: INCREASING KNOWLEDGE

Currently 21 NAMI State Organizations and 86 NAMI Affiliates are approved to present NAMI Hearts + Minds, a wellness program designed to educate and empower people to better manage their health, both mentally and physically. **“It’s not just enough to change my meds. I need to be committed to health in all areas of my life.”**

— NAMI Hearts + Minds participant



In 2023, NAMI was represented at the Global Bipolar Cohort research initiative (GBC) and the Human Phenotype Ontology group (HPO). This workshop brought together clinicians and data scientists to initiate the development of a detailed and flexible diagnostic profile for bipolar disorder, with the goal of creating a user-friendly algorithm to aid clinicians in diagnosing the condition. An academic manuscript based on the outcomes of the workshop has been submitted for publication in Nucleic Acids Research.

Additionally, a NAMI representative attended the inaugural Integrated Network Investigator Meeting for the Breakthrough Discoveries for Thriving with Bipolar Disorder research initiative (BD2) in Washington, D.C. This meeting brought together researchers and staff representing the six founding clinical study sites, genomics and data science experts, and lead investigators responsible for designing this historical longitudinal research effort. Along with Depression and Bipolar Support Alliance CEO Michael Pollock, NAMI participated in a panel presentation titled “Centering Lived Experience and Care.”



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 Foundation
 Jamey and Julie Power Charitable
 Giving Fund
 Jane and Payson Swaffield
 Charitable
 Tanveer Janjua
 Paul Jannakos
 E. Janopaul-Naylor
 Jefferson Rubber Works
 Jeffrey and Jennifer Koenig
 Martha Jeffreys
 The Jelks Family Foundation Inc
 Juliette, George and Brahn Jenkins
 Jennifer Warlick
 T. G. Jensen

Jeri and Joel Finard Charitable Fund
 The Jesse H. Oppenheimer & Susan
 Oppenheimer Foundation
 Jim and Monica Rutherford
 Charitable Account
 JKM Family Charitable Fund
 The JN Trust
 Joe Lee Griffin Foundation
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 John & Rose Herman Support
 Foundation
 John B. and Florence J. Morello Fund
 John B. Blough and Bonnie J. Blough
 Charitable Remainder Trust
 The John B. Robinson, Jr. M.D. Fund
 The John F. Maher Family
 Foundation
 John Green Alison Zaeder Fund
 The John H and Catherine V Hahn
 Charitable Foundation
 John H. and Amy Bowles Lawrence
 Foundation
 John R. Barnaby Charitable Fund
 Johnson & Johnson Foundation
 Bob Johnson
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 Marilyn Johnson
 Johnson Crut
 Johnson Giving Fund
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 Foundation
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 Fuat Kavak
 Kay Boemer Charitable Fund
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 Chad Keegan
 The Keehn Family Foundation
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 Adrienne Kelly
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 Dawn Kelly
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 Judith Keltner
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 Susan Miller Fund
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 The Kinney Family Foundation
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 Debbie Kissinger and Frank Echols
 Rachael Klein
 Rebecca Klein
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 Sally Klimchock
 Mary Knabe
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 Robert Knetl and Gail Baker
 Kobak Family Philanthropic Fund
 James Kobs
 Deborah and Phillip Koeffler
 George and Jutta Kohn
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 Christopher Kovach
 Spencer Kozinn
 Ellen Krantz
 Jason Krause
 Kravet Inc
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Kristin L. Anderson Charitable Foundation
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 Katy LaLone
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 P Lester
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 Lester Poretsky Family Foundation, Inc
 Letterman Digital
 Letzler Family Fund
 Wai-Man Leung
 The Levin Gruber Fund
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 Karen Levy
 Nathaniel Levy
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 Melissa Linehan
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 Joseph List
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 Selina Lo
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 Loftus Family Foundation

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 Lois and Richard England Family Foundation
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 Laura Lynam
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 Madeline and Bruce Ramer Charitable Fund
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 Magic Charitable Foundation
 Anne Magowan
 Main Title Entertainment
 Shane Malaspina
 Malek's Pizza Palace, Inc
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 Stephanie Mango
 The Manny and Ruthy Cohen Foundation
 The Manny Fogel Foundation
 Jeffrey Marcus and Susan Nitkin
 Marcus Nitkin Giving Fund

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 The Mark Heiman Family Foundation
 Janice Maroot
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 Martin Bros. Marcowall, Inc.
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 Rick Marx
 Mary Cooney and Edward Essl Foundation, Inc.
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 Olivia Massey
 Mathematica Policy Research, Inc.
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 Maverick Tattoo Mercantile
 Christine and Fred Maxfield
 Dr. Thomas and Musa Mayer
 Mindy Mayhue
 Mays Family Foundation
 Danny Mazzola
 Mary McAllister Bold
 Brian McAndrews
 Bonnie McCabe
 Debra McCalla
 Mary McCallum
 John McCann
 Deena McClain
 William McClung
 Richard McClure
 Christopher McCormack
 Mark McCormack
 David McCormick
 Emily and Fred McCoy

Jana McCoy
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 McFarland Johnson Inc
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 McKinney Ventures LLC
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 Sarah and Michael McNamara
 The McPeak Giving Tree
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 McSwane Family Charitable Foundation
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 Kristie Miller
 Michelle Miller
 Miller-Furst Family Trust
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 Milne Family Charitable Gift Fund
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 MindPoint Group LLC
 Kathi Mintzer and Jen Lipschitz
 Mintzer and Lipschitz Family Charitable Fund
 Merridy Mishkin
 Miss Mary's Adult Care
 The Mistler Charitable Trust
 Bonnie Mitchek
 Kim Mitchell
 Jim Mode
 Modsock Shop, LLC
 Karen Monborne
 Bryan Mone
 Jayna Montalvo
 Kendall Montgomery
 Lisa Moon
 Teresa Moore
 Moore Family Fund
 Martha Moreira
 Melinda Morey
 Bill and Barbara Morkill
 Maria Morrison

Ruth Mort
Morton Williams Supermarkets
William Mosakowski
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Moseley Family Giving Fund
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MS Consultants Inc
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Carol and Malcolm Muir
Jamshed and Ann Mulla
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Frank Mumford
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My Favorite Murder. Inc
Sally Myer
NAMI Sauk Area
Sandhya Nandigum
Nathan Family Supporting
Foundation
National Alliance of Healthcare
Purchaser Coalitions
National Vision Inc
Alice Nayak
Sean Neal
Benjamin Neale
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Connie Nine
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Philadelphia Sports Collectors Show
LLC
Philip M. Friedmann Family
Charitable Trust
Edyth Phillips
The Phyllis M. Coors Foundation
Pi Lambda Phi Omega Alpha
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Alex Picarillo
Pick Charitable Account
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The Raynie Foundation
Rayudu Charitable Gift Fund
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Darryl Reinhold
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Richmond County Psychological
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Donald Rick
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John and Sue Ritchie
River of Grass UU Congregation
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Robert and Cathy Dern Donor
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Wanda Sue Robinson
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Rebecca Rogers
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Marta Rojas
Josh Romano
Janusz Romanowski
Christopher Root
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Sheldon Rosen and Karen Hill
David and Dory Rosenberg
Jane Ross and Jane Shetler Ross
Steven and Mary Roth
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Foundation
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John Rough
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The Rousseau Family Fund
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Florence Rowe
Rowland Family Charitable Trust
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Maricarolyn Rucker
Rush Oak Park Hospital
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Rustan and Gwendolyn Leino
Foundation
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Ruth Ann Hyson Charitable Trust
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Saarela-Miller Giving Fund
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Taneda Sadri
Matilda Sagaas
The Salice Family Foundation
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Sathyarupa Charitable Trust
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Court Houseworth
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The Schnur Family Charitable Fund
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Servatius Family Charitable Fund
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David Shaw
Shaw HR Consulting
Shear Family Foundation, Inc.
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Waqas Sheikh

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Jennifer Shinska
Shipbob Inc
Glenn and Marilyn Shipley
Shirley A. Kubiak 2nd Amend &
Restated Tr
Mary-Ann, Ben and Kirk Shisler
Shiva-Sherman
Richard Shore
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Silberstein Foundation Inc
Silton Family Foundation
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Ingrid Johnson-Tyler
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UC San Francisco
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Unitarian Universalist Society of
Sacramento
United Healthcare Corporation
Pamela Untalan
Untitled Investments On Behalf O
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Unum Group
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Van Metre Family Foundation
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Gloria Walker and Mykal DeRamus
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Dale Wallace
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The Walsh Account
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Catherine Wang
Judy Wang
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Patricia Warburg Cliff and
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Gail Warden
Yasmine S Wasfi
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Weas Family BWAG
The Weatherlow Foundation
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Pat and Charles Webster
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Harrison Wray
Brett Wright
Darien and Laura Wright
Shirley Wright
Wright Family Charitable Fund
Wu Charitable Gift Fund
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Donna Zalichin and Barry Kramer
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Bryan Ziel
Kevin Zielesinski
Zion Solutions Group
Don Zuidweg
Michael Zweig
Walter Zydlowski

FINANCIALS

2023 Total Revenue: \$41.7 M

Contributions.....	\$35.1 M
In-Kind Donations.....	\$.3 M
Investments.....	\$5.0 M
Government.....	\$.4 M
Events.....	\$.3 M
Dues.....	\$.2 M
Book Projects.....	\$.1 M
Other.....	\$.1 M
Total Revenue.....	\$41.7 M

2023 Total Expenses: \$39.5 M

Programs & Membership.....	\$23.1 M
Research, Support & Ed.....	\$4.6 M
Development.....	\$4.4 M
Advocacy.....	\$3.6 M
Marcom.....	\$2.9 M
Administration.....	\$.9 M
Total Expense.....	\$39.5 M

2023 Total End of Year Assets: \$64.5 M



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Clark Gregg



Taraji P. Henson



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Chris Hubbard



Brooke Johnson



Naomi Judd



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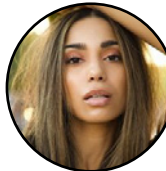
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Imani McGee-Stafford



Brittany McGowan



AJ Mendez



Percy
"Master P" Miller



Dani Nicolet



Nadya Okamoto



Tega Orhorhoro



Rob Robertson



Mauro Ranallo



Snake Sabo



Frank Shamrock



April Simpkins



Marcus Smith



Morgan Stewart



Jay Stolar



Sutton Stracke



Kendall Toole



Alessandra Torresani



Tritonal



Vincent Valentine



Kota Wade



Wil Wheaton



DeWanda Wise

WE ARE ONE NAMI

We are one NAMI, and we will continue to work as one NAMI to build better lives for all those impacted by mental illness. Through our support groups, education programs, advocacy efforts, resources for specific populations, and support of local NAMI Affiliates, we will continue to instill hope and foster community so that every person has support on their mental health journey.

We are so grateful for your investment in our work. Your support impacts so many, including this help-seeker who contacted NAMI's HelpLine:

"I felt so much better after talking to [a HelpLine Specialist]. She gave me a kind voice when I needed it, some resources in my area, and a sense of relief that I have a next step. I was starting to lose faith in humanity. Loving people volunteering their time [on NAMI's HelpLine] helped renew my hope."

Thank you for being part of NAMI, and thank you for giving people hope.

