

Ready, Set...ACTION!

The year 2007-2008 was an exciting year for NAMI Southwestern Pennsylvania. It was a year of change characterized by new people and new activities. As the year began, the Board of Director's Search Committee was hard at work recruiting and hiring a new Executive Director.

The first ever NAMI Southwestern Pennsylvania *NAMI Walks for the Mind of America* was held on October 7, 2007. The Walk was a very successful public awareness and anti-stigma event to raise funds for NAMI Southwestern PA. Over 1,200 walkers raised in excess of \$100,000 to support the education and advocacy work of NAMI Southwestern PA.

In November, the new Executive Director Christine Michaels arrived at NAMI Southwestern PA. After a brief transition period, Harriet Baum who was at the helm for 12 years, retired on December 31, 2007.

In early 2008, the board reorganized its committee structure and created two new working committees: Governance Committee and the Marketing and Development Committee. The Governance Committee accepted the responsibility for board strengthening, strategic planning and nominating. The Marketing and Development Committee formed to provide board leadership in membership, the annual appeal and the Walk.

In the spring of 2008, a new position, Manager of Marketing and Development, was created to immediately manage the Walk, but more importantly to achieve the overall, longer term public relations and marketing initiatives outlined in the Strategic Plan.

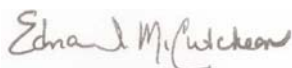
On April 26, 2007, the annual conference, *Mental Illness Affects Everyday People*, was immensely popular with nearly 300 attendees. Joe Greco, Hollywood movie writer and director, showcased his movie *CANVAS*, which told his family's story of mental illness.

These two major events — the Walk and the annual conference — helped to destigmatize mental illness in southwestern Pennsylvania and stimulated further conversation and public awareness initiatives throughout the year.

NAMI Southwestern PA is energized by the support of its Board of Directors, volunteers, members, walkers, sponsors and all who participate and interact with the organization.

Thank you for a great year of accomplishments!

Sincerely yours,



Edna I. McCutcheon, ACSW, LSW
President, Board of Directors, NAMI Southwestern Pennsylvania

Annual Report 2007-2008



NAMI Southwestern Pennsylvania
105 Braunlich Drive
McKnight Plaza Suite 200
Pittsburgh, PA 15237
412-366-3788 1-888-264-7972
info@namiswpa.org
www.namiswpa.org

2007-2008 Board of Directors

Officers

President

Edna I. McCutcheon, ACSW, LSW

Vice President

Charma Dudley, Ph.D., FPPR

Secretary

Morton Coleman, PhD

Treasurer

Jeffrey J. Spengler, CPA

MISSION STATEMENT

NAMI Southwestern Pennsylvania is a regional grassroots organization dedicated to helping families and individuals affected by mental illness achieve lives of quality and respect, through education and advocacy that supports recovery.

Members

Eva Bednar

Carla T. Braund, PharmD.

James Bycura

Jack Cahalane, Ph.D.

Safdar I. Chaudhary, M.D.

Carol A. Horowitz, Esq.

Tara Ann Howey, Esq.

Richard S. Jevon

Carol Kowall, Esq.

Nancy Kukovich

Marianne LaSalle

Jon Lloyd, M.D.

Eileen Lovell

Lucinda McHolme

Daniel J. McNulty, Esq.

Constance F. Roman

Mim Schwartz

Cynthia Stewart

Kathy Testoni

Executive Director

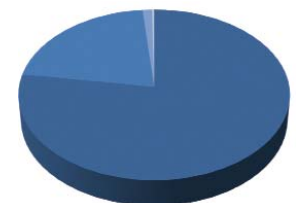
Christine Michaels, MSHSA

In 2007-2008, NAMI Southwestern Pennsylvania worked diligently to meet its mission of developing and promoting opportunities that encourage recovery through education, support and advocacy:

- ◆ Responded to 1,825 telephone inquiries and received 360,000 website hits and email requests for information, education and support services from consumers and family members.
- ◆ Offered technical assistance and support to volunteers leading 20 affiliate and peer support groups in the 10 county region.
- ◆ Developed and presented informative NAMI Education workshops at:
 - ◆ University of Pittsburgh, Chatham University, Duquesne University and Indiana University of Pennsylvania
 - ◆ Westmoreland County Recovery Conference, May 2008
 - ◆ Greene County Recovery Day, March 17, 2008
- ◆ Filmed 8 individuals representing family members, consumers and mental health professionals for the custom conversation, interactive component of the NAMI Southwestern PA website. A collaborative project with MedRespond, this initiative was supported by a grant provided by the Staunton Farm Foundation.
- ◆ Coordinated 6 Family-to-Family classes that provided educational support to 62 family members.
- ◆ Trained 11 *In Our Own Voice* presenters reaching 738 consumers, professionals and students during 24 presentations.
- ◆ Focused advocacy activities on the Mayview and Torrance State Hospital Service Area Planning. The closure of Mayview was announced in August 2007. NAMI Southwestern PA provided testimony at Senator Ferlo's Pittsburgh hearing. NAMI Southwestern PA attended the Mayview Land Re-use committee meetings and provided public commentary, both verbal and written.
- ◆ Presented *Mental Illnesses Affect Everyday People*, the theme for the 8th Annual NAMI Southwestern PA Regional Conference, attracting nearly 300 attendees. Joe Greco, writer and director of the movie *CANVAS* provided a powerful and moving keynote.
- ◆ Produced and distributed 2,000 copies of the quarterly newsletter, *The Voice*. Action alerts were emailed to 237 members and stakeholders.
- ◆ Facilitated a Provider Education volunteer teaching program, using NAMI National's training to conduct the 10-week program specifically designed for providers of mental health services.
- ◆ Held its inaugural Walk on October 4, 2007, a 5K walk along the SouthSide Works Three Rivers Heritage Trail. Twelve hundred walkers raised over \$100,000. A kick-off reception for the Second Annual WALK was held on June 24, 2008.
- ◆ Expanded interviewing activities of the Consumer Action & Response Team of Allegheny County (CART). The expansion included interviewing Mayview patients discharged with a Community Support Plan (CSP). CART interviews this group twice a year, giving individuals the opportunity to voice any concerns about their lives in the community, and to have these concerns addressed by their providers.

Revenue 2007-2008

- Program Revenue 77%
- Contracts, Grants & Dues 21%
- Interest Income 1%
- Other Income 1%



Expenses 2007-2008

