

The year 2010-2011 began with a special July Board of Directors meeting dedicated to strategic planning. In December 2010, the Strategic Plan 2011-2014, *Giving Hope to Individuals and Families through Support, Education and Advocacy* was ready for implementation. A theme of cautiousness, sustainability and flexibility to create and develop new opportunities characterized the final plan.

Between July and October, the organization's focus was on the annual NAMI Walk which was held on Sunday, October 3, 2010. Two thousand participants turned out to make the 4<sup>th</sup> annual walk the biggest yet. The walk kicked off *Mental Illness Awareness Week* from October 3 – 9 and a week-long television news series about mental illness reported by our celebrity Walk Chair, Michelle Wright of WTAE-TV.

Education and training were major focuses in 2010-2011. Beginning in July with a Family-to-Family Teacher Training, NAMI Basics training in November and *In Our Own Voice* trainings in December and May, new teachers and presenters joined the ranks of NAMI Southwestern Pennsylvania volunteers. NAMI Southwestern Pennsylvania presented at numerous conferences in 2010-2011, as well as presenting to medical interns and at regularly scheduled college classes. The third annual *Breakfast of Champions* was held on January 29, 2011 to honor all NAMI Southwestern Pennsylvania volunteers who support the organization's many events and educational activities.

The 11<sup>th</sup> Annual Education Conference, *Embracing Diversity: Cultivating Respect and Inclusion for a Stronger Mental Health System* was held on April 30, 2011. Every conference seems to have an emotional moment and this year was no different. Alex White, the keynote speaker, touched everyone's hearts when he spoke of his Peace Corps volunteer work in Kazakhstan and his need for art supplies and funding. Moved by his devotion and enthusiasm, conference attendees "passed the hat" for donations. The annual conference is always a time that warms our hearts and renews our commitment to support one another.

Throughout the year we remained vigilant in our advocacy activities. We monitored the changes in Harrisburg with a new Governor and new Department of Public Welfare Secretary. On the federal level, as health care reform unfolds, NAMI Southwestern Pennsylvania strives to learn and anticipate any future changes in the mental health system.

It was a very busy year! But, in addition, the Board of Directors set aside time to take stock of the organization, plan and move into the future with conviction and confidence.

I invite you to review our annual report for 2010-2011. Thank you for another year when NAMI Southwestern Pennsylvania brought hope to individuals and families.

Sincerely yours,



Christine Michaels, MSHSA  
Executive Director, NAMI Southwestern Pennsylvania



2010-2011  
Annual Report

## MISSION STATEMENT

NAMI Southwestern Pennsylvania is dedicated to improving the lives of individuals and families affected by mental illness through recovery focused support, education and advocacy.

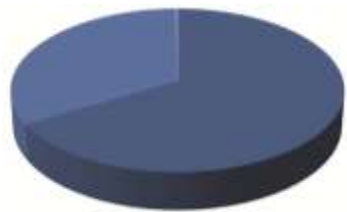
In 2010-2011, NAMI Southwestern Pennsylvania worked diligently to achieve its mission through the following activities:

- Responded to over 2,000 telephone and email inquiries and requests for information and support.
- Received over 5,000 visits to our website [www.namiswpa.org](http://www.namiswpa.org) from 2,000 unique visitors per month. Approximately 20-25 percent of those visitors returned to the NAMI Southwestern Pennsylvania site more than once in a month. The site received nearly 30,000 hits per month, or over 360,000 hits per year.
- Offered technical assistance and support to volunteers leading a total of 24 affiliate/family support and peer support groups in the 10 county region.
- Developed and presented informative NAMI education workshops at:
  - University of Pittsburgh, Chatham University and Western Psychiatric Institute and Clinic
  - 2010 Annual Schizophrenia Conference
  - Torrance State Hospital Conference
- Coordinated seven Family-to-Family classes with a total of 113 graduates. Eight new Family-to-Family teachers were trained in July 2010.
- *In Our Own Voice* recovery presentations were provided to over 250 consumers, professionals, students and family members. Forty-four *In Our Own Voice* presenters were trained in Westmoreland, Armstrong/Indiana and Butler counties.
- Focused advocacy activities on health care reform, Medicaid changes as well as operational and administrative changes at the Pennsylvania Office of Mental Health and Substance Abuse Services and the Pennsylvania Department of Public Welfare.
- Presented *Embracing Diversity: Cultivating Respect and Inclusion for a Stronger Mental Health System* on April 30, 2011, attracting over 200 attendees. Alex White, a Peace Corps volunteer in Kazakhstan, provided a moving keynote address telling about his lived experience with bipolar disorder. David Reynolds from The Trevor Project discussed *LGBTQ: Creating a World of Acceptance and Inclusion*.

- Held the 4<sup>th</sup> Annual NAMI Walk on Sunday, October 3, 2010. Two thousand participants raised \$127,000 and attracted print and television coverage, reaching an audience of over 750,000 viewers.
- Celebrated *Mental Illness Awareness Week*, October 3-9, 2010 with a first-of-its-kind, week-long television news series about mental illness, which appeared on WTAE-TV.
- Produced and distributed 4,500 copies of the quarterly newsletter, *The Voice*. Action alerts were emailed to a NAMI following of over 2,000.
- The Consumer and Family Satisfaction Team in Armstrong/Indiana counties and the CART (Consumer Action and Response Team) program of Allegheny County completed over 3,800 consumer satisfaction interviews regarding mental health and drug and alcohol services.

## Audited Financial Statement

### Revenue 2010 - 2011



- Program Revenue
- Contributions, Grants, Dues/Other
- Interest Income

Program Revenue	\$946,433
Contributions, Grants, Dues & Other	\$472,242
Interest Income	\$2,958
<b>Total</b>	<b>\$1,421,633</b>

### Expenses 2010 - 2011

Program Expense	\$239,384
Personnel	\$908,944
Administration	\$241,811
Occupancy	\$64,087
<b>Total</b>	<b>\$1,454,226</b>



- Program Expense
- Personnel
- Administration
- Occupancy

## 2010-2011 Board of Directors

Christine Michaels, MSHSA <i>Executive Director</i>	Carla Braund, Pharm.D.	Eileen Lovell
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	Jon Lloyd, M.D.	

## NAMI Southwestern Pennsylvania Staff

Christine Michaels, MSHSA, *Executive Director*

Deborah Ference, MA, *Associate Director*

Lora Dziemiela, MLIS, *Support Program Coordinator*

Darcey Garda, *Manager of Marketing and Development*

Susan A. Harrington, *Administrative Coordinator*

Sara Levine, *Marketing and Development Assistant*

Sharon A. Miller, *Director Education and Community Relations*

Susan Rabenold, *Accounting Specialist*



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