

# NAMI Southwestern Pennsylvania

## National Alliance on Mental Illness

## A Focus on Mission

Our fiscal year 2012-2013 was a year shaped by dramatic funding changes, a national tragedy and a legendary retirement. Staying focused on our mission provided the sense of balance we needed to have a positive and productive year.

We began the year facing a drastic funding cut, and austere financial measures were implemented. Part time hours were cut back, staff development activities were cancelled, and positions were eliminated through attrition. Everyone had to do a little more, work a little harder, but no one was laid off and no one lost their job.

Thankfully, our 2012 NAMI Walk was very successful, raising \$165,000. The fall of 2012 provided two different media opportunities to educate the public about mental illness.

The Sandy Hook Elementary School tragedy in Newtown, Conn. would impact the winter months in early 2013. Gun violence and mental illness dominated the national conversation, and more families turned to NAMI Southwestern Pennsylvania for support and education. NAMI appeared in a third television special on mental illness and gun violence in May.

A renewed emphasis was placed on our Family-to-Family (FTF) education program. A new grant to expand FTF into our rural counties was awarded by the Staunton Farm Foundation.

A strategic planning process with an emphasis on sustainability was initiated in the spring of 2013. NAMI Southwestern Pennsylvania's founding father and longtime family advocate Dick Jevon retired. His retirement was as devastating as the funding cuts earlier in the fiscal year. Sustainability—not only financial but also keeping the “heart and soul” of our organization pure and true—emerged as our main priority.

Energized by our annual education conference, *Pathways to Hope: Shaping a Positive Future During Uncertain Times*, we ended a very challenging year with an inspiring event, the pinnacle of our year. NAMI Southwestern Pennsylvania brought Pam Hyde, the administrator of the Substance Abuse and Mental Health Administration (SAMHSA), to Pittsburgh for an event titled *Mental Health and Substance Use as a Public Health Issue*.

We ended a very difficult year inspired and motivated to meet the challenges of the new fiscal year, dedicated and driven by our mission of support, education and advocacy.

Respectfully yours,



Christine Michaels, MSHSA  
Executive Director

## ANNUAL REPORT 2012-2013

## 2012-2013 Board of Directors

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Christine Michaels, MSHSA  
*Executive Director*

## Support

- Responded to over 2,500 telephone and email inquiries for information and support.
- Received 9,000 visits and 24,000 page views per month to our website ([www.namiswa.org](http://www.namiswa.org)).
- Managed social media activities including daily posts and tweets, respectively, on Facebook with 1,000 Friends and Twitter with 800 followers. Wrote 30 NAMI Blog posts and sent over 50 e-newsletters.
- Offered technical assistance and support to 15 affiliate support groups, 6 support groups and 5 peer support groups throughout the 10-county region of Southwestern Pennsylvania.

## Education

- Presented at the Crisis Intervention Association of Pennsylvania annual conference, *The Impact on Family Systems*, on Oct. 3, 2012. Workshop was titled *What Helps Families, What Hurts Families?*
- Provided keynote address *A Strong Workforce is a Diverse and Inclusive Workforce* at the Speak Up For Recovery Employment Fair in Indiana County on Oct. 10, 2012.
- Presented a workshop, *Mental Health Gets My Vote*, at the NAMI PA Conference on Oct. 27, 2012.
- Developed and presented informative workshops for the University of Pittsburgh, Chatham University and Western Psychiatric Institute and Clinic .
- Presented the NAMI Southwestern Pennsylvania 13th Annual Education Conference *Pathways to Hope: Shaping a Positive Future During Uncertain Times* on April 6, 2013.
- Facilitated the training of 2 NAMI Southwestern Pennsylvania staff members as Mental Health First Aid Instructors.
- Offered 5 Family-to-Family classes with 52 graduates and trained 10 new Family-to-Family Teachers.
- Provided *In Our Own Voice* (IOOV) recovery presentations to over 225 teachers and high school, undergraduate and graduate students.



## Public Awareness

- Presented the 6th Annual NAMI Walk on Sunday, Oct. 14, 2012 to raise awareness of mental illness treatment and recovery. Held at the SouthSide Works and Three Rivers Heritage Trail in Pittsburgh, the 5K Walk attracted 2,000 participants on 70 Walk Teams plus 100 volunteers. Seven of our NAMI Southwestern Pennsylvania affiliates joined the Walk, which was covered by 3 major TV news stations. The Walk raised a record \$165,000 for our mission.
- Developed a story on mental illness and poverty with reporter Michelle Wright, who produced the multimedia documentary *Mental Health and Poverty: Rising Above*. It appeared on WQED's *Pittsburgh 360* on Nov. 15, 2012.
- Worked with reporter Beth Dolinar for the development of a TV Community Affairs Program called *Rose's Garden: Surviving My Mother's Mental Illness*. Premiering on WQED on Nov. 12, 2012, the documentary featured a NAMI Family-to-Family class.
- Worked with reporter Tonia Caruso in the production of a multi-media documentary called *Gun Violence: The Voices*, which debuted on WQED-TV on May 31, 2013. The documentary featured NAMI Southwestern Pennsylvania Executive Director Christine Michaels.

## Public Policy & Advocacy

- Advocacy activities involved action alerts to over 2,000 NAMI Southwestern Pennsylvania members and supporters, supporting Medicaid expansion in Pennsylvania.
- Submitted an opinion editorial (op-ed) written by NAMI Southwestern Pennsylvania Executive Director Christine Michaels to the *Pittsburgh Post-Gazette* titled "In Rebuttal: Disserving those on Disability." The op-ed appeared on Aug. 13, 2012.
- Selected to serve on the Allegheny County Block Grant Advisory Board in January 2013.
- Provided testimony at a state committee hearing on Medicaid Expansion on March 8, 2013 and at a legislative forum *Mental Illness and Violence* on April 3, 2013.
- Brought Pam Hyde, the Administrator of the Substance Abuse and Mental Health Services Administration, to Pittsburgh for an event titled *Mental Health and Substance Use as a Public Health Issue*. Allegheny HealthChoices, Inc. sponsored the event.
- Our Consumer and Family Satisfaction Teams in Allegheny and Armstrong/Indiana Counties completed a combined total of 3,284 consumer and family interviews.
- Established the Dick Jevon Education and Advocacy Fund and the annual Dick Jevon Advocacy Award in honor of founding member Dick Jevon's retirement.

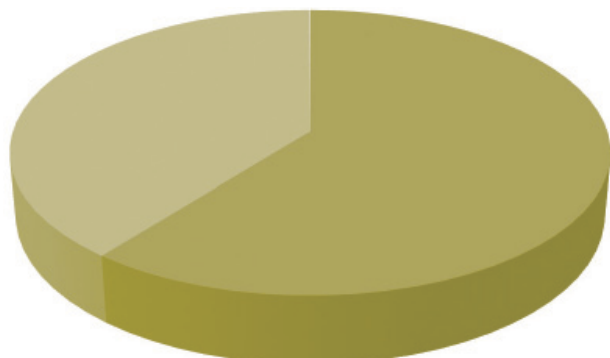
**"A consistent and ever present theme at NAMI is a focus on hope, being hopeful about the future."**

**~Christine Michaels,  
Executive Director**



# Audited Financial Statement

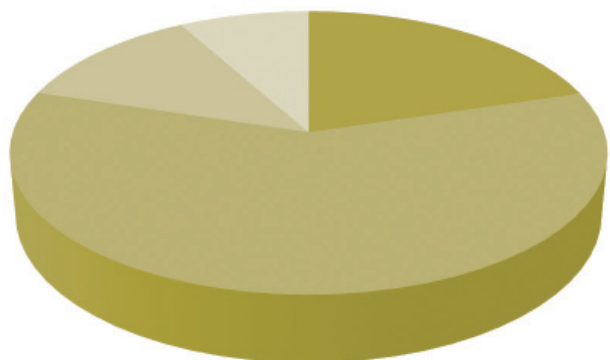
July 1, 2012 through June 30, 2013



## Revenue 2012 - 2013

Program Revenue	\$838,004
Contributions, Grants, Dues and Other	\$542,443
Interest Income	\$1,329

**Total**    **\$1,381,776**



## Expenses 2012 - 2013

Program Expense	\$275,890
Personnel	\$809,781
Administration	\$164,699
Occupancy	\$110,269

**Total**    **\$1,360,639**

## NAMI Southwestern Pennsylvania Staff

Christine Michaels, MSHSA, Executive Director

Deborah Ference, MA, Associate Director

Darcey Garda, Manager of Marketing and Development

Susan Harrington, Education and Support Specialist

Sara Levine, Marketing and Development Assistant

Susan Rabenold, Accounting Specialist

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