



**NAMI**

National Alliance on Mental Illness

Southwestern  
Pennsylvania

# COMMITMENT TO EXCELLENCE

*Fiscal Year 2013-2014 Report*

# *Table of Contents*

Mission Statement	3
Letter from our Executive Director	4
Board of Directors	5
Staff	5
Advancing the Mission	6
Support	8
Education	10
Advocacy	12
Awareness	13
Collaboration	14
Financials	15



# REGIONAL LEADER IN MENTAL HEALTH FOR OVER 35 YEARS

A photograph of two women smiling warmly at the camera. The woman on the left is wearing a bright yellow jacket and has her arm around the woman on the right. The woman on the right is wearing a light blue button-down shirt and has her hands clasped in front of her. They are outdoors with green foliage in the background.

## MISSION STATEMENT

NAMI Southwestern Pennsylvania is a 501(c)3 nonprofit organization dedicated to improving the lives of individuals and families affected by mental illness through recovery focused support, education and advocacy.

# DEAR *friends* of NAMI Southwestern Pennsylvania

Fiscal Year 2013-2014 was a hallmark year for NAMI Southwestern Pennsylvania. Two separate but equally important activities – submitting the PANO Standards for Excellence accreditation application and the strategic planning process with an emphasis on sustainability – enabled NAMI to forge a pathway not only to excellence but also longevity.

In the fall, we submitted our application to PANO (the Pennsylvania Association of Nonprofit Organizations) for peer review and Seal of Excellence consideration. We achieved the Seal of Excellence, an accreditation for meeting the Standards for Excellence in nonprofit ethics and financial management, in May 2014. That June, we hosted a reception for the Seal of Excellence plaque award ceremony.

Achieving the Excellence accreditation became an ongoing process to maintain excellence that prompted NAMI to go through an honest and straightforward strategic planning process. Our focus on sustainability became a guiding principle, along with diversity, collaboration and children, youth and families. Led by an engaged Board of Directors, NAMI Southwestern Pennsylvania embraced the need to make a groundbreaking change: expand to serve and support families of young children, adolescents and transition age youth. Resources and staff were dedicated to training those who work with children and youth and advocating for improved mental health services for young people in our region. A manager's position for Children and Families was established.

Collaboration was a key message identified in the external stakeholder scan, and NAMI joined with Allegheny Family Network (AFN) and Mental Health America (MHA) of Allegheny County to create a mental health advocacy collaborative. Each of these three organizations provides a unique set of contributions to the same mission and is able to deliver a stronger, more effective message together than each one alone. A formal Memorandum of Understanding (MOU) was approved by the Board of Directors of all three organizations.

We realized the synergy between excellence and our guiding principles. We learned that collaboration is a very natural way to become more diverse, and expanding our scope and reach to include younger families is fundamental to sustainability. Fiscal Year 2013-2014 ended with our Board and staff looking forward to the future with a sense of confidence, determination and direction.

Respectfully yours,



Christine Michaels, MSHSA  
Executive Director, NAMI Southwestern Pennsylvania



# ADVANCING THE MISSION

NAMI Southwestern Pennsylvania began the 2013-2014 fiscal year with a commitment to develop a three-year strategic plan to promote the organization's sustainability and increase its impact throughout the region. As a result, the guiding principles that will shape NAMI's efforts throughout 2016 include diversity, collaboration, sustainability and a focus on children and youth. The strategic plan was approved by the Board of Directors on November 9, 2013.

“We have always operated under the guidance of a strategic plan, but this effort marked the first time in more than 10 years that we sought such a targeted, determined endeavor.”

~Christine Michaels, Executive Director,  
NAMI Southwestern Pennsylvania

## FOCUS ON CHILDREN AND YOUTH

A key priority for NAMI Southwestern Pennsylvania through the new strategic plan was a commitment to strengthen its focus on the needs of children, youth and families in the region. The creation of a new position *Program Manager, Children and Families* enabled NAMI to expand its family-oriented focus. Julie Trbovich joined the team at NAMI Southwestern Pennsylvania and will provide support and education to parents and work with NAMI to advocate for improved mental health services for young people.

## STANDARDS FOR EXCELLENCE ACCREDITATION

In January 2014, after months of rigorous preparation and peer review, NAMI Southwestern Pennsylvania was awarded the Seal of Excellence by the Pennsylvania Association for Nonprofit Organizations (PANO) for successfully completing the Standards for Excellence accreditation program. Of the one million nonprofits operating in the United States, only 200 have earned the Seal. NAMI Southwestern Pennsylvania is one of just 15 nonprofits in southwestern Pennsylvania to have earned this distinction.



# SUPPORT

Experiencing mental illness can be extremely distressing for individuals and the loved ones who care for them. Navigating a complicated mental health system can be confusing, especially during a time of crisis. Our vision at NAMI Southwestern Pennsylvania is that people turn to us and understand they are not alone. NAMI provides compassionate support, guidance and resources to help not only the individual affected by mental illness, but the family members who play a significant role in their recovery.

During the 2013-2014 fiscal year, NAMI Southwestern Pennsylvania:

- Provided technical assistance, support and referrals to 16 support groups throughout the 10 county region of southwestern Pennsylvania.
- Received 27,500 page visits per month to our website [www.namiswpa.org](http://www.namiswpa.org).
- Maintained communication with individuals who reached out to NAMI through daily social media interaction with 2,000 followers on Facebook and Twitter, 30 blog posts and 50 e-newsletters.
- Announced the creation of a Family Support Group in Sewickley and a teen support group in Mars, Pa.







**Responded to over  
3,000 telephone  
and email inquiries  
for information  
and support.**



# EDUCATION

We believe that knowledge is power, and learning about mental illness is an essential component of the recovery process. It is NAMI Southwestern Pennsylvania's mission to provide the education individuals and their family members need to understand their illness, find treatment and manage their recovery. NAMI serves as a resource center of mental health information, offers a variety of educational programs and provides customized presentations to schools, businesses and community groups.

In the FY 13-14, NAMI Southwestern Pennsylvania:

- Assisted 96 family members of adults living with mental illness by holding 7 NAMI Family-to-Family classes across the region.
- Expanded NAMI Family-to-Family program into Westmoreland County, and held the first ever NAMI Family-to-Family class at Mental Health America of Westmoreland County.
- Trained 9 new NAMI Family-to-Family Teachers from 5 counties, including 2 teachers from West Virginia, to expand the reach of NAMI's signature education program.
- Facilitated the training of an additional NAMI staff member as a NAMI Basics teacher.
- Presented NAMI's recovery program, *In Our Own Voice* (IOOV), to 278 teachers, high school students, undergraduate and graduate students, community members and peers.

- Facilitated the training of a NAMI staff member as a certified Mental Health First Aid instructor and 2 NAMI staff members as Youth Mental Health First Aid instructors.
- Offered 6 Mental Health First Aid programs to certify 125 individuals.
- Presented *Recognizing Early-Onset Mental Illness in Children and Adolescents* to McKeesport School District's faculty and staff.
- Presented *Mental Health in the Workplace: What Supervisors Need to Know* at the SHRM Conference.
- Held 14th Annual Education Conference, *Young Adults and Mental Illness: Voices for Hope*, featuring international suicide advocate Kevin Hines for 250 attendees at the Pittsburgh Airport Marriott.
- Presented a workshop on *Poverty and Mental Illness: Rising Above It* at the 20th Annual Case Management Conference.
- Participated on a panel discussion at Rep. Dan Miller's Inaugural Disability and Mental Health Summit.



# ADVOCACY

NAMI Southwestern Pennsylvania is recognized as an advocacy leader across the region. NAMI represents the “grassroots” perspective of individuals, children, youth and family members affected by mental illness. We engage in ongoing advocacy activities designed to have a positive effect on the mental health system, public policy issues and state and federal legislation. In FY 13-14, NAMI Southwestern Pennsylvania:

- Testified at the public hearing outlining serious concerns and objections to the proposed Healthy PA Private Option that required a CMS (Centers for Medicare Medicaid Services) 1115 Waiver. NAMI signed onto the PA Health Law Project comments and the Georgetown University Waiver Task Force letter, and provided individual comments to CMS.
- Sent Action Alerts to 2,500 NAMI Southwestern Pennsylvania supporters regarding the PA State Budget and Healthy PA for state and federal opportunities for advocacy and personal testimony.
- Visited Rep. Tim Murphy locally and in D.C. to express serious concerns with portions of H.R. 3717 regarding SAMHSA (Substance Abuse and Mental Health Services Administration), Disability Rights Network and federal regulations on Assisted Outpatient Treatment among others.
- Contributed to the Joint State Government Commission study and report of Pennsylvania’s mental health system, particularly how criminal defendants with mental illness are addressed by established policies and procedures called for by H.R. 226. The final report suggests a “robust” approach to mental health treatment and recommends more funding for mental health services.
- Completed the annual NAMI States Legislative Survey regarding state budgets, national trends in budget reductions and cuts to mental health funding and legislation in Pennsylvania.

# AWARENESS

We believe the best way to combat stigma is through public awareness and education. The more we share accurate information and personal stories with the general public, the more we break down barriers to treatment and encourage recovery. In FY 13-14, NAMI Southwestern Pennsylvania:

- Presented the 7th Annual NAMI Walk on Sunday, Oct. 13, at the SouthSide Works. The walk attracted 3,000 participants and was featured on three TV news stations. It raised a record \$166,000 toward our mission.
- Our Executive Director Christine Michaels received the “Editorial of the Year” award at the 3rd Annual Media and Mental Health Awards in Pittsburgh for her op-ed in the *Pittsburgh Post-Gazette* titled *In Rebuttal / Disserving those on disability: The mentally ill need services; they are not ‘gaming the system’*.
- Ian Cummins began *Ian Walks America* to raise awareness of mental illness and funds for NAMI Southwestern Pennsylvania. Through his blog, social media and traditional media outlets, the *Ian Walks America* campaign reached hundreds of thousands of Americans, inspiring many to speak out about their own story of recovery.
- Appeared in several other TV, radio and print stories showing mental illness in a positive light, including WQED-TV, KDKA-TV, *Pittsburgh Post-Gazette*, *Pittsburgh Tribune-Review* and CBS-21 in Harrisburg.
- Exhibited monthly at conferences, events and health fairs, including the American Deafness and Rehabilitation Association (ADARA) Conference, the annual Day of Self Discovery and Westmoreland County’s Inaugural Mental Health Awareness Month Fair, among others.



**“We realized the added value of collaboration and embraced the opportunity to partner with Allegheny Family Network and Mental Health America of Allegheny County.”**

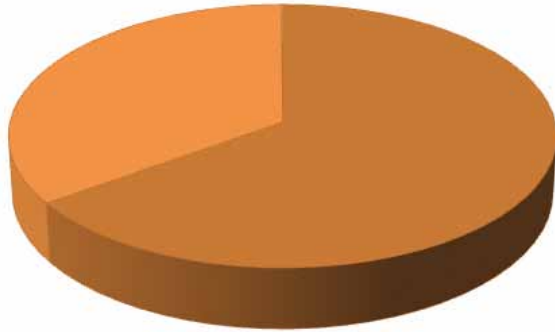
**~Christine Michaels,  
Executive Director, NAMI  
Southwestern Pennsylvania**

## **COLLABORATION**

In 2013, Allegheny Family Network (AFN), Mental Health America (MHA) of Allegheny County and NAMI Southwestern PA formed The Collaborative for Mental Health Advocacy. The Collaborative recognized the unique strengths and contributions of each organization to the mental health system. The organizations developed a trust relationship based on putting mission, individuals living with mental illness and families first. We are much more effective and beneficial to our consumers and families when we work together, rather than compete with one another. United and speaking with one collective voice strengthens our capacity to influence systems change and achieve greater impact. In 2014, the Board of Directors of each organization – AFN, MHA Allegheny County and NAMI – approved a formal Memorandum of Understanding (MOU) which was signed by the respective Executive Directors.

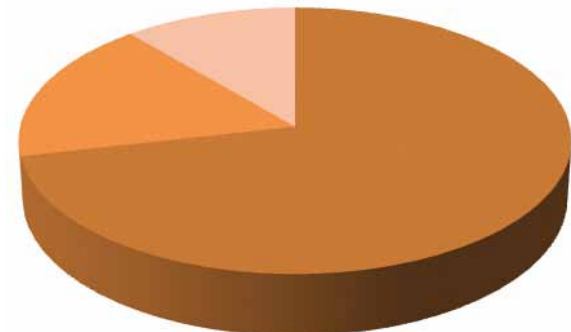
# AUDITED FINANCIAL STATEMENT

July 1, 2013 through June 30, 2014



## REVENUES

Program Revenue	\$ 837,716
Contributions, Grants, Dues & Other	\$ 448,519
Interest Income	\$ 1,077
<b>Total</b>	<b>\$ 1,287,312</b>



## EXPENSES

Program Expense	\$ 919,360
Management & Administration	\$ 222,536
Fundraising	\$ 144,532
<b>Total</b>	<b>\$ 1,286,428</b>

## GRANTS RECEIVED FY 2013-2014

- Forbes Fund – Strategic Planning
- Staunton Farm Foundation – Family-to-Family Rural Expansion
- Pittsburgh Foundation – PittsburghGives Day of Giving
- E.R. Crawford Trust Fund – General Operating Expenses

105 Braunlich Drive, Suite 200

Pittsburgh, PA 15237

Ph: (412) 366-3788 Toll free: 1-888-264-7972

email: [info@namiswpa.org](mailto:info@namiswpa.org)

**Web: [www.namiswpa.org](http://www.namiswpa.org)**

Non-Profit Org.

U.S. POSTAGE

**PAID**

Pittsburgh, PA

Permit No. 4359