

Recovery
Connection inspire
service diversity
engage
listen
educate Movement StigmaFree veterans wellness strength
teens family community empower collaborate
ShareYourStory conversation growth
renewal stakeholders OK2TALK mental health Support
change Awareness
NAMI Inclusion courage
hope
cope



nami

National Alliance on Mental Illness

Keystone
Pennsylvania

ANNUAL
REPORT
16-17

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STATEWIDE LEADER IN MENTAL HEALTH ADVOCACY



MISSION STATEMENT

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

In July 2016, the NAMI Board of Directors selected and approved NAMI Southwestern Pennsylvania to become the new state organization for NAMI in Pennsylvania. In turn, the NAMI Southwestern Pennsylvania Board of Directors mindfully and formally committed to becoming the state office. The decision to take on the responsibilities of a state organization put forth the major challenge of fiscal year 2016-17: transition into the state organization within one year.

The initial objective was to begin fulfilling the leadership expectations of stabilizing and rebuilding the state office by assuming our immediate state responsibilities to the affiliates in education and communication. The overarching goal was transitioning and integrating our very successful regional affiliate into a new fundamentally sound state organization.



Our education team hit the ground running and was able to coordinate several teacher and facilitator trainings across the state. The regional focus on in-school presentations continued to grow. Family-to-Family classes were offered in the spring and fall. The education team also coordinated two outstanding "first ever" conferences: a Child and Adolescent Mental Health Conference in Pittsburgh and a Mental Health and Wellness Conference in Harrisburg.

Organizationally and operationally, lines of communication were established with the leaders of each affiliate. Determining and verifying the affiliate member demographics was prioritized. A roster of 33 active affiliates with reliable contact information was developed and distributed statewide.

As the transition rolled out, the everyday work in the Southwest region continued including support groups, HelpLine calls, adult advocacy, public policy education, steering committees, work groups, and advisory board participation. Public awareness and anti-stigma campaigns were the driving force behind two major events in 2016, the 10th Annual NAMIWalks and the Green Light Gala for Mental Illness.

To our board of directors, employees, affiliate members, friends, colleagues, donors, funders, and community supporters, NAMI Keystone Pennsylvania says, "Thank you for your overwhelming support in 2016-17. We could not have risen to the challenge without you."

Respectfully yours,

A handwritten signature in blue ink that reads "Chris".

Under the guidelines established by the Pennsylvania Association for Nonprofit Organizations' (PANO) Standards for Excellence, NAMI Keystone Pennsylvania was required to adhere to strict compliance guidelines during the transition. NAMI convened a "transition team" to provide statewide stewardship, transparency, and positive oversight of the complex transitional activities of expanding a regional affiliate into a new state organization. Full compliance with Pennsylvania non-profit legal and fiscal regulations included the name change to NAMI Keystone Pennsylvania, amended Articles of Incorporation, revised bylaws, and IRS tax exempt status affirmation. The transition team exemplified a model of statewide collaboration and dedication to a strong state office in Pennsylvania. The challenge to complete the transition in one year was met when NAMI Keystone Pennsylvania seated its first board of directors on June 10, 2017.



TRANSITION TIMELINE



SEPTEMBER 2016

Transition team created to establish immediate goals



JANUARY 2017

Retained attorney; Legal & regulatory changes begin;
Monthly conference calls begin with transition team



MARCH 2017

Official name change takes place



JUNE 2017

New board is seated and bylaws approved



- Serves 33 affiliates
- Covers 45 counties
- 1,220 members

During the 2016-17 fiscal year, NAMI Keystone Pennsylvania organized two successful conferences — a child and adolescent mental health conference in Pittsburgh and a state mental health and wellness conference in Harrisburg.

Nearly 300 people attended the *Child and Adolescent Mental Health Conference: Creating a Culture of Transformation for Children, Youth, and Families* at the Pittsburgh Airport Marriott on Friday, March 31, 2017. The event focused on the mental wellness of young people, and the resources that are available to help them and their families.



Keynote presenters: Judith Cohen, MD, Medical Director, Allegheny General Hospital Center for Traumatic Stress in Children & Adolescents and Jordan Corcoran, Founder, Listen, Lucy.

The first-ever NAMI Keystone Pennsylvania Mental Health & Wellness Conference took place in Harrisburg May 12-13, 2017. Representatives from NAMI affiliates across Pennsylvania joined mental health professionals, individuals in recovery, and family members in this kickoff celebration as NAMI Southwestern Pennsylvania officially became the state organization under the new name NAMI Keystone Pennsylvania.

Keynote presenters: Sita Diehl, Director of Policy and State Outreach for NAMI; Irene Hurford, MD, Assistant Professor in the Department of Psychiatry at the University of Pennsylvania, Director, PEACE Program, Horizon House; Mike Veny, Founder, TransformingStigma.com.



50 people from 15 NAMI affiliates across the state participated in the affiliate leadership business meeting and reception.

The education team also coordinated multiple trainings across the state, led several NAMI Signature Programs, and created customized workshops and presentations for schools and community groups.

State Trainings

NAMI CONNECTION | Peer-led recovery support group
2 facilitator trainings | 25 individuals trained | 9 counties represented

NAMI Family-to-Family | Educational program for family, significant others and friends of people living with mental illness.
9 teachers trained | 3 counties represented

NAMI Homefront | 6-session educational program for families, caregivers and friends of military service members and veterans with mental health conditions.
9 teachers trained | 3 counties represented

NAMI Ending the Silence | Interactive program that helps middle and high school students learn about the warning signs of mental health conditions and how to help a friend who may be struggling.
One individual certified at NAMI's Train the Trainer





NAMI Signature Programs

In Our Own Voice Recovery Presentation (IOOV) | 9 presentations in Allegheny and Westmoreland Counties in front of 307 individuals.

Presentations provide a personal perspective of mental illness, as presenters with lived experience talk openly about what it's like to live with a mental health condition. Presentations are offered at no cost to participants.

NAMI Family-to-Family Education Course | 5 classes taught in Allegheny County, 66 graduates.

12-session educational program for family, significant others and friends of people living with mental illness. The course is offered at no cost to participants.

NAMI Smarts for Advocacy Workshop | 5 trainings held in Allegheny and Westmoreland Counties with 250 individuals certified.

A hands-on advocacy training program that helps individuals, family members, and friends affected by mental illness transform their passion and lived experience into skillful grassroots advocacy.

Workshops & Presentations:

- Presented Youth Mental Health First Aid to teachers from the Propel Schools in Allegheny County.
- Organized community outreach event on anxiety and children for 60 parents from the Baldwin Whitehall and North Allegheny School Districts. The presentation was titled, *How to Help Your Anxious Child*.
- Conducted mental health education workshops for 140 educators and paraprofessionals from Mt. Lebanon, West Allegheny, and Peters Township School Districts.
- Collaborated with the South Hills Interfaith Movement's (SHIM) Youth Mentoring Program to bring *Breaking Down Walls* to youth from the Bhutanese community. This program was designed to help teens learn vital facts about mental health, the importance of self-care and coping with anxiety, and how to help a friend who may be experiencing a mental health problem.
- Worked with the Cranberry Area Diversity Group for the mental health awareness event, *Spotlight on Mental Health: Understanding Anxiety in Our Youth*. *In Our Own Voice* presenter Nicole Campbell shared her personal story of what it was like growing up with anxiety and depression and how she found her way to wellness and recovery. NAMI Keystone PA Board president, Dr. Charma D. Dudley, was also a featured presenter, with a workshop entitled *Anxiety in Children and Adolescents*.



12 Action Alerts Sent

Action Alert emails inform members and supporters of relevant legislative activity that requires them to take action by contacting their elected officials.

#FamilyFirstPA

NAMI Keystone Pennsylvania was one of nearly 50 organizations to participate in the #FamilyFirstPA campaign, an initiative to protect human services in the state budget.

#StrongMomStrongBaby

#StrongMomStrongBaby is a statewide effort to amend legislation to provide support to mothers and their babies

when mom is experiencing postpartum depression. NAMI Keystone Pennsylvania took part in conference calls throughout the initiative.

NAMI National Convention

More than one thousand mental health advocates participated in NAMI's Hill Day in Washington, D.C. on Thursday, June 29, 2017 including nearly 40 NAMI representatives from Pennsylvania who met with staffers for Sen. Bob Casey and Sen. Pat Toomey to talk about the impact of healthcare reform on mental health services. Hill Day was part of the NAMI National Convention, which was a four-day event that took place June 28-July 1, 2017.

Adult Advocacy Program

Assisted 6 individuals with completing a Mental Health Advance Directive



234 people trained during 16 Mental Health Advance Directive instruction sessions



Provided Acute Community Support Planning Services to 41 clients



Fielded 151 calls for Adult Advocacy

- 73 for family support
- 56 for client treatment or housing inquiries
- 22 people seeking guidance for legal questions

CEO IN THE NEWS

NAMI Keystone Pennsylvania CEO Chris Michaels appeared in news articles and programs throughout the 2016-17 fiscal year that focused on the mental health system, the workforce shortage, and other topics.

2016

.....|.....
Appeared on KDKA-TV's morning show, *Pittsburgh Today Live*, with Libby Mascaro, Sam Kane, and John Prascak to promote the Green Light Gala for Mental Illness

2017

FEBRUARY

.....|.....
Interview with the *Herald-Standard* on how a shortage of mental health professionals is impacting local rural areas

Collaborated with WQED Multimedia in the production of a web series and documentary on First Episode Psychosis

WQED-TV: What is First-Episode Psychosis (FEP)?

WQED-TV: Access to Care for FEP

MAY

.....|.....
Interview with the *Valley News Dispatch* on mental health first aid

MARCH

.....|.....
Interview with the *Pittsburgh Post-Gazette* on helping teens and families during behavioral health crises

WQED-TV: Medication & Treatment for FEP

WQED-TV: Building a Future of Strong Mental Health

WQED-TV: Before Stage Four: Confronting Early Psychosis (Documentary)

NAMI Southwestern Pennsylvania Board of Directors 2016-2017

Charma D. Dudley, PhD, FPPR
President

Kathy Testoni, Vice President

Mim Schwartz, Secretary

Michelle Hottenstein, CPA, Treasurer

Eva Bednar

Carla T. Braund, PharmD

Jack Cahalane, PhD

Ian Cummins, RN

Laura Donaldson

James Ehrman, Esq.

Michelle Gerwick, MBA

Marianne LaSalle

Jon Lloyd, MD

Kimberly Mathos, DO, MPH

Cynthia Tonet-Stewart, MEd, MSED

2017 NAMI Keystone Pennsylvania Board of Directors

Charma D. Dudley, PhD, FPPR
President

Kathy Testoni, Vice President

Mim Schwartz, Secretary

Michelle Hottenstein, CPA, Treasurer

Jack Cahalane, PhD

Neen Davis

Michelle Gerwick, MBA

Kimberly Mathos, DO, MPH

NAMI Keystone Pennsylvania Staff 2016-2017

Christine Michaels, MSHSA, CEO

Deborah Ference, MA, COO

Susan Caban, Director of Education

Alyssa Cypher, Data and
Communication Specialist

Maria Kakay, Director of
Communications and Marketing

Michael McCarthy, Adult Advocate

Sara Levine Steinberg,
Event and Technology Coordinator

Susan Rabenold, Finance Director

Julie Trbovich, Program Manager,
Children and Families

Affiliate Relations

Provided technical assistance, support, and resource information to 33 NAMI affiliates across Pennsylvania.

Initiated monthly public policy calls with affiliate leaders to discuss state and federal legislation and other issues impacting mental health services in the state.

Brian Rayne, CHIPPP/CSP Interviewer

Kathy Stamm, CART Interviewer

Evan Weiss, CART Interviewer

Darrell Williams,
CHIPPP/CSP Supervisor

Suzi Wright, Recorder/Interviewer

Melissa Yost, CART Interviewer

Armstrong/Indiana Consumer
Family Satisfaction Team 16-17

Deborah Marshall, Supervisor

Agnes Hockenberry,
Indiana Interviewer

Joan Moore, Data Entry

Kimberly Zimmerman,
Armstrong Interviewer

Consumer Action and Response Team of Allegheny County (CART) 2016-2017

Paul Freund, MEd, C/FST Director

Alan Corn, MA, Program Director

Jeff Fitzwilliam,
CHIPPP/CSP Interviewer

Carmelita Kramer, CART Interviewer

Marilyn Micknowski,
Administrative Assistant

Lee Moses, CART Interviewer

Phyllis Nettles,
Family Engagement Specialist

Paula Pinon, Technical Support
Specialist

Two major events anchored a successful fundraising initiative.

The 10th annual NAMIWalks raised more than \$150,000 to fund mental health awareness programs. A record 92 Walk teams and nearly 3,000 people walked the Three Rivers Heritage Trail at the Waterfront in Homestead on October 2, 2016 to raise awareness for mental health and show support for the thousands of individuals and families throughout the region affected by mental illness.

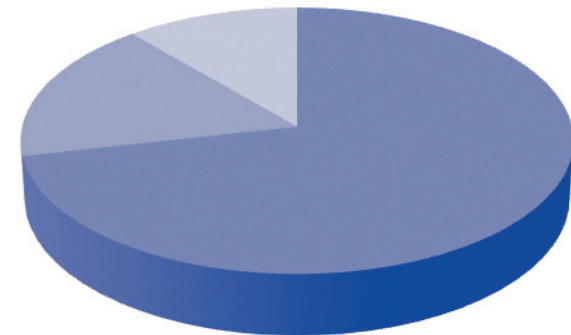
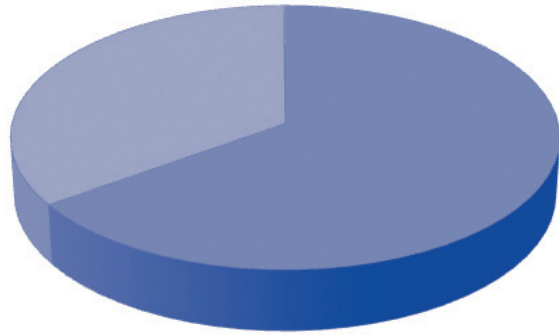
More than 300 guests attended the first-ever *Green Light Gala for Mental Illness* that was held at the Heinz History Center in the Strip District on December 1, 2016. Board member Kathy Testoni and siblings Libby Mascaro and Sam Kane co-chaired the event that raised nearly \$90,000 for mental health awareness.



FUNDRAISING, AWARENESS & OUTREACH

AUDITED FINANCIAL STATEMENT

July 1, 2016 through June 30, 2017



REVENUES

Program Revenue	\$ 1,291,675
Contributions, Grants, Dues & Other	\$ 756,593
Total	\$ 2,048,268

EXPENSES

Program Expense	\$ 1,320,234
Management & Administration	\$ 301,106
Fundraising	\$ 192,504
Total	\$ 1,813,844

GRANTS RECEIVED FY 2016-2017

STAUNTON FARM FOUNDATION | E.R. CRAWFORD TRUST FUND | THE PITTSBURGH FOUNDATION

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Pittsburgh, PA 15237

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

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Web: www.namikeystonepa.org

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