

## ANNUAL REPORT 17-18

# Support. Education. Advocacy.

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

Located in Pittsburgh, NAMI Keystone Pennsylvania is the state organization in Pennsylvania for the National Alliance on Mental Illness (NAMI), the nation's largest grassroots mental health advocacy organization.

## Major Milestones

During the 2017-18 fiscal year, NAMI Keystone Pennsylvania completed its first full year with its new name and new Board. Major milestones include:

- Launching a new website with individual affiliate pages.
- Initiating a monthly affiliate memo and social media plan.
- Completing the 2-3 year Strategic Plan.
- Being awarded a National Institute of Mental Health (NIMH) contract for the Outreach Partnership Program for the state of Pennsylvania.

**NAMI Keystone PA and its 31 affiliates held 405 events, reached 8,722 participants, and tallied 1,229 members.**

## Special Events

### MIAW

Oct. 2017: For Mental Illness Awareness Week (MIAW), the Homestead Grays Bridge at the Waterfront in Homestead and the Gulf Tower in downtown Pittsburgh were lit green.

### SUICIDE THE RIPPLE EFFECT

March 2018: Hosted 100 people for a screening of the suicide prevention documentary, "Suicide: The Ripple Effect" at the Waterfront in Homestead. A panel discussion with Q&A followed the screening.

### Stories That Heal

April 2018: Launched "Stories That Heal," a free reading series highlighting local authors who have written books about their experience or a loved one's experience with mental illness.

## BOARD OF DIRECTORS

Charma D. Dudley, PhD, FPPR,  
President  
Kathy Testoni, Vice President  
Michelle Hottenstein, CPA,  
Treasurer  
Mim Schwartz, Secretary  
Jack Cahalane, PhD  
Neen Davis  
Michelle Gerwick, MBA  
Kimberly Mathos, DO, MPH

## STAFF

Christine Michaels, MSHA,  
Chief Executive Officer  
Deborah Ference, MA, Chief  
Operating Officer  
Susan Caban, Director of Education  
Nicole Campbell, Peer Engagement  
and Education Specialist  
Nikki Dawson, Special Projects  
Assistant  
Maria Kakay, Director of  
Communications and Marketing  
Sara Levine Steinberg, Event and  
Technology Coordinator  
Michael McCarthy, Adult Advocate  
Susan Rabenold, Finance Director  
Joel Richard, Data and  
Communications Specialist

Social  
Followers



2017



1630



595

## CONSUMER ACTION RESPONSE TEAM ALLEGHENY COUNTY

Paul Freund, MEd, Dir., Consumer Family Satisfaction Services  
Alan Corn, MA, Program Director  
Darrell Williams, Supervisor  
Jeff Fitzwilliam, CHIPP/CSP Interviewer  
Carmelita Kramer, Interviewer  
Marilyn Micknowski, Administrative Assistant  
Lee Moses, Interviewer  
Phyllis Nettles, Family Engagement Specialist  
Paula Pinon, Technical Support Specialist  
Brian Rayne, CHIPP/CSP Interviewer  
Kathy Stamm, Interviewer  
Evan Weiss, Interviewer  
Suzi Wright, Interviewer  
Bailey Zembower Borrow, Interviewer  
Jane Portman, Interviewer

## ARMSTRONG / INDIANA CONSUMER FAMILY SATISFACTION TEAM

Deborah Marshall, Supervisor  
Agnes Hockenberry, Indiana Interviewer  
Joan Moore, Data Entry  
Kimberly Zimmerman, Armstrong Interviewer

## SUPPORT

- NAMI Keystone Pennsylvania operates a HelpLine Monday-Friday from 9 a.m. - 5 p.m that fields an average of 20 calls per day, or nearly 5,000 calls per year.
- There are 67 NAMI support groups across the state; 42 for family members and 25 for peers.

## EDUCATION

### Statewide Presentations

- 200 Ending the Silence presentations; 10,228 attendees
- 54 In Our Own Voice presentations; 1,102 attendees
- 14 Family to Family classes; 163 attendees
- 108 Family Support Groups; 961 attendees
- 286 Connection Peer Support Groups; 1709 attendees

### Coordinated Six Statewide Trainings

- Ending the Silence; Landsdale; 15 trainees
  - In Our Own Voice; Pittsburgh; 13 trainees
  - Online Homefront; 1 trainee
  - Family to Family; Harrisburg; 12 trainees
  - Family Support Group; Harrisburg; 9 trainees
  - Connection Peer Support Group; Pittsburgh; 11 trainees
- \*Trainees are from 17 different counties*

### Two Graduates from National's "Train the Trainer" in Kansas City

- Connection Peer Support Group Trainer
- Family to Family Trainer

### CIT Training

- Participates in monthly Crisis Intervention Team Trainings with the Pittsburgh Bureau of Police. Approximately 30 officers trained per class.

## ADVOCACY

- Issued 13 Call to Action alerts
- Initiated monthly affiliate public policy calls
- Completed a NAMI Smarts for Advocacy training
- Actively supported Strong Mom Strong Baby legislation
- Provided Community Health Choices (CHC) workshop day information in the Southeast

### First Episode Psychosis

- Selected by NAMI to lead a statewide campaign to sustain and grow FEP programs and expand FEP program eligibility to include diagnoses other than schizophrenia.
- Awarded a grant to lead a statewide effort to educate and advocate for FEP programs and Coordinated Specialty Care (CSC) teams.

**Coalition Participation:** CHC implementation in the Southwest | Responsible State Hospital Closure | Opposition to HB1233

## Outreach

NAMI Keystone PA staff members exhibited at **17 events** reaching nearly **6,000 people.**



## BY THE NUMBERS

### NAMIWalks

- No. of Teams: 93
- Online Participants: 1,140
- Virtual Walkers: 19
- Sponsors: 37
- Total Raised: \$158,184

### STATE CONFERENCE

- Participants: 235
- Sponsors: 5
- Exhibitors: 24
- Speakers: 7
- Workshops: 15

### CHILDREN'S CONFERENCE

- Participants: 195
- Sponsors: 6
- Speakers: 3
- Workshops: 12

## NAMIWalks

The 11th annual NAMIWalks event was held at the Waterfront in Homestead on Sunday, Oct. 1, 2017. NAMIWalks is NAMI Keystone Pennsylvania's largest awareness and fundraising event of the year. Nearly 3,000 Walkers helped raise \$158,184.

## Annual State Conference

NAMI Keystone Pennsylvania hosted its second annual statewide Mental Health and Wellness Conference March 12-13, 2018. More than 200 people attended the two-day conference titled, "Champions of Mental Wellness: Fighting Stigma and Stereotypes in the System and Society."

## Annual Child & Adolescent Mental Health Conference

On June 8, 2018, NAMI Keystone Pennsylvania hosted its annual Child and Adolescent Mental Health Conference at the Pittsburgh Airport Marriott. The highly-specialized event is one of the only conferences in the state focusing on youth mental health. The 2018 conference was titled, "Expanding the Conversation: Giving Voice to Children, Adolescents, and Families in the Behavioral Health System."

## New Initiative

The Public Relations Society of America Pittsburgh Chapter chose NAMI Keystone Pennsylvania as the recipient of its 2018 service project. PRSA Pittsburgh is lending its marketing and media relations experience to assist NAMI Keystone Pennsylvania in launching and promoting the CEOs Against Stigma campaign.



## Fundraising

- NAMI Keystone Pennsylvania raised \$3,475 during the Give Big Pittsburgh fundraising event in November 2018.
- Waverly Presbyterian Church in Regent Square invited NAMI Keystone PA to speak to its congregation about NAMI's mission, which resulted in donations totaling \$1000.
- Annual Appeal sent in December 2017 brought in \$4000.

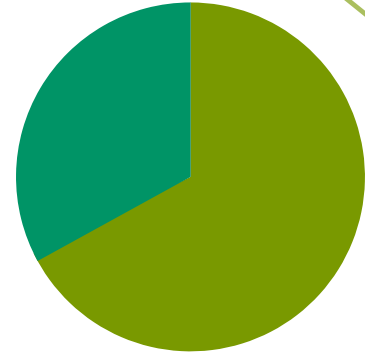


# AUDITED FINANCIAL STATEMENT

July 1, 2017 - June 30, 2018

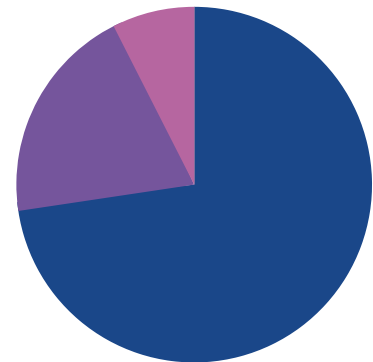
## REVENUES

Program Revenue	\$ 1,257,137
Contributions, Grants, Dues, and Other	\$ 619,258
Total	\$ 1,876,395



## EXPENSES

Program Expense	\$ 1,315,283
Management & Administration	\$ 359,940
Fundraising	\$ 135,590
Total	\$ 1,810,813



## Grants Received FY 2017-18

Fraley Charitable Foundation | The Pittsburgh Foundation  
The Fine Foundation | E.R. Crawford Trust Fund  
Tippins Foundation

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