



Keystone
Pennsylvania

LAYING THE GROUNDWORK

18-19 ANNUAL REPORT

ABOUT US

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.



We serve as the main point of contact between NAMI and our 31 affiliates across the state.

OUR MISSION

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.

WHAT WE DO

As the state organization, NAMI Keystone Pennsylvania organizes training events across Pennsylvania that teach volunteers how to be mental health advocates and offer peer support in their community.

We also organize peer-led education programs and mental health awareness presentations in the Pittsburgh region. All NAMI support groups and programs are offered at no cost to those who participate thanks to the generosity of our supporters and sponsors.

ADVOCACY IN ACTION

NAMI Keystone Pennsylvania advocates for individuals and family members affected by mental illness and we partner with organizations across the state to spread awareness for mental health.



"NAMI, quite simply, is a family. Once a person makes that initial step into membership, there are so many opportunities that await at various levels."

~Fred Terling, NAMI Connection State Trainer, NAMI In Our Own Voice Presenter, NAMI Connection Facilitator

LAYING THE GROUNDWORK

NAMI Keystone Pennsylvania spent the 2018-19 fiscal year laying important groundwork for the future. As we do every year, we hosted two educational conferences that drew hundreds of peers, family members, caregivers, educators, and mental health professionals from across the state and beyond. These conferences are growing in popularity, in part, because people have a need for additional knowledge, resources, and strategies regarding mental health. We are honored to address that need.

We also held the annual NAMIWalks Keystone PA, our largest awareness event of the year, and we hosted our second Green Light Gala for Mental Health Awareness. Together, these events raised more than \$329,000 to fund the growing number of support groups and educational programs and presentations that we offer at no cost to participants. These funds also support the program leader trainings that NAMI Keystone Pennsylvania offers across the state that certify individuals and family members to lead support groups and education programs in their communities.



During this fiscal year, we also launched two initiatives that we are very proud of, #BackOnTrackPA and CEOs Against Stigma. Both programs lay the groundwork for systems change in regard to effective treatment for mental illness as well as awareness, acceptance, and access to resources.

This fiscal year also paved the way for stronger relationships with members of our community, our affiliates, and our partners, all of whom play an equally important role in NAMI Keystone Pennsylvania reaching our goals and helping as many people as possible.

Thank you for your support.

A handwritten signature in black ink that reads "Christine Michaels".

CHRISTINE MICHAELS, MSHSA

CEO, NAMI Keystone Pennsylvania

NAMI Keystone Pennsylvania is recognized by the Pennsylvania Association of Nonprofit Organizations as a Standards for Excellence accredited organization.



BIG INITIATIVES

In the 2018-19 fiscal year, NAMI Keystone Pennsylvania launched two major initiatives, #BackOnTrackPA and CEOs Against Stigma. Both programs received funding from the Staunton Farm Foundation.

#BackOnTrackPA is a statewide grassroots education and advocacy initiative to bring awareness to Pennsylvania's nine First Episode Psychosis (FEP) programs and the Coordinated Specialty Care (CSC) model. FEP programs help young people with symptoms of serious mental illness get the treatment they need to get better, get their lives on track, and pursue their life goals. NAMI Keystone Pennsylvania worked closely with Pennsylvania's Office of Mental Health and Substance Abuse Services (OMHSAS) and NAMI National on the initiative which included:



#BackOnTrackPA
First Episode Psychosis Programs That Work



1 Video



5 Legislative Emails



3 Legislative Roundtables at FEP Program Sites



Social Media Campaign



PA House Mental Health Caucus Testimony



Public Launch & Panel Presentation at the Pennsylvania Mental Health and Wellness Conference

In November 2018, NAMI Keystone Pennsylvania received a three-year grant from the Staunton Farm Foundation to launch the CEOs Against Stigma campaign with the goal of changing workplace culture by addressing mental health policies, access to treatment, and stigma. The program is designed to educate executive leaders on the impact mental illness has on the workplace and assist them in developing policies and practices that prioritize mental health and reduce stigma.

May 2019 Program Launch

In May 2019, in recognition of Mental Health Month, NAMI Keystone Pennsylvania officially launched the CEOs Against Stigma project with a kickoff breakfast at the Duquesne Club in downtown Pittsburgh. CEOs and other executives from nearly 40 companies attended.



Mayor Signs the Pledge

On May 23, Pittsburgh Mayor Bill Peduto held a ceremony in the City-County Building where he signed the CEO Pledge, a symbol of his commitment to make mental health a priority in the workplace.



June 2019 in the News

In June 2019, the CEOs Against Stigma initiative was featured on *Our Region's Business* with Bill Flanagan on WPXI-TV. NAMI Keystone Pennsylvania CEO Christine Michaels appeared on the show with Bill Schlagel from Ernst & Young, a company with a robust employee wellness program.





FUNDRAISING

Every year, NAMI Keystone Pennsylvania hosts signature events that raise much-needed funds that make it possible to run support groups and education programs at no cost to individuals and family members.



October 2018 NAMIWalks

The 12th annual NAMIWalks was held at the Waterfront in Homestead on Sunday, Oct. 14, 2018. NAMIWalks is NAMI Keystone Pennsylvania's largest awareness event of the year.

Thousands of individuals, family members, advocates, community members, and mental health professionals walk to spread the word that treatment works and recovery is possible. This year's NAMIWalks raised a record \$159,165.



DECEMBER 2018

GREEN LIGHT GALA FOR MENTAL HEALTH AWARENESS

On December 6, 2018, NAMI Keystone Pennsylvania hosted its second Green Light Gala for Mental Health Awareness. This year's event took place at Nova Place on Pittsburgh's North Side. The Gala is a biennial statewide event that shines a light on the need for better mental health awareness, treatment, and resources. It also celebrates the progress that has been made, the life-changing advancements that are on the horizon, and the brave individuals who are telling their stories to pave the way for so many others. The presenting sponsors of the 2018 Green Light Gala were UPMC Health Plan and Community Care Behavioral Health Organization.

225
ATTENDEES

\$169,945
TOTAL RAISED

19
SPONSORS



"We rely on events, donations, and all acts of generosity - big and small - to fund our NAMI Signature Programs. We take pride in making these programs accessible by offering them at no cost."

~Christine Michaels, CEO, NAMI Keystone Pennsylvania

Fundraising comes in all shapes and sizes. As a nonprofit, NAMI Keystone Pennsylvania appreciates every dollar and every donor. Thank you for your support!

In September 2018, the running group **Pittsburgh Hash House Harriers** raised \$4,997 for NAMI Keystone Pennsylvania during its Red Dress Run fundraiser.

Once a month, the staff at **Butterjoint** in Oakland donates all cash tips to a nonprofit. They call it “Donations & Libations.” In September 2018, they raised \$271 for NAMI Keystone Pennsylvania.



In June 2019, NAMI Keystone PA staff members had a great time participating in the **Boeing Moves the World Walk**, a global walk that brings together thousands of Boeing employees and their partners to highlight the importance of health and well-being. Boeing made a \$2,000 donation to support NAMI Keystone PA's no-cost educational programming. #BoeingWellBeing

The Tuesday after Thanksgiving is known as #GivingTuesday. Every year, people across the globe give money to the causes they care about most. In 2018, generous supporters who care about mental health donated \$1422 to NKPA.

During the 2018 Annual Appeal, friends of NAMI Keystone PA helped us raise \$3,279.

**#GIVING
TUESDAY™**





EDUCATION

NAMI Signature Programs educate individuals and families about mental health to help them overcome stigma, find treatment, and manage what they're experiencing. The education programs are offered at no cost and they are led by peers, meaning all of the facilitators and teachers are

individuals or family members affected by mental illness.

In the 2018-19 fiscal year, NAMI Keystone Pennsylvania coordinated nine statewide NAMI Program Leader Trainings. These trainings produced 95 new NAMI Program Leaders from 17 different counties.

"As a student, this course was God sent. I entered it knowing nothing about mental illness except what I was experiencing. I left with a wealth of understanding and HOPE. I now can give back to the only organization that truly reached out to help me."

~Anthony Bachman, NAMI Family-to-Family Teacher, State Trainer, NAMI York-Adams Counties PA

NAMI LEADER TRAININGS

**NAMI Basics
NAMI Peer-to-Peer
NAMI Family-to-Family
NAMI Connection Support Group
NAMI Family Support Group
NAMI Ending the Silence
NAMI In Our Own Voice**

Once program leaders receive their training, they return to their communities and volunteer their time to run evidence-based and research-based programs that provide free education and resources for:

- families and friends with adult loved ones living with mental illness,
- caregivers of children with behavioral health concerns,
- peers with a mental health diagnosis,
- families of military service members or veterans who are living with a mental health condition,
- or individuals wanting to use their personal stories to advocate for change in the mental health system.



"Since sharing my story I have felt a profound calling to become more involved, and after taking the Peer-to-Peer class last year I am looking forward to co-mentoring and continuing to spread its message of hope and strength for those living with mental health conditions."

~ Mollie Wilson, NAMI Peer-to-Peer Graduate and Volunteer

EDUCATION PRESENTATIONS

There is power and healing involved in storytelling. NAMI provides a safe and supportive learning environment for individuals with a mental health diagnosis who wish to use their personal story to educate others by delivering presentations in schools, workplaces, and the community. These presentations are a powerful tool in understanding personal recovery and ending stigma.

**Over the Course of a Year, NAMI Keystone
Pennsylvania and Affiliates Delivered 357
Presentations, Reaching 14,953 Students, Teachers,
Parents, and Community Members
-All at No Cost to Participants-**

NAMI Ending the Silence (ETS) is a mental health awareness presentation designed for middle and high school students, but it is also valuable for educators and parents. ETS explains the facts about mental illness, how to recognize warning signs, and how to find help for yourself or a friend. A young adult with a mental health condition also shares their journey of recovery. Audience members can ask questions, leading to an open dialogue about an often-misunderstood topic.



12,845
STUDENTS



300
PRESENTATIONS



952
TEACHERS &
FAMILIES

During **NAMI In Our Own Voice presentations**, people with lived experience talk openly about what it's like to have a mental health condition. Presenters talk about their diagnosis and their recovery, allowing for a deeper understanding of mental health. IOOV presentations change attitudes, assumptions, and ideas about people with mental health conditions, dispelling stereotypes and misconceptions.



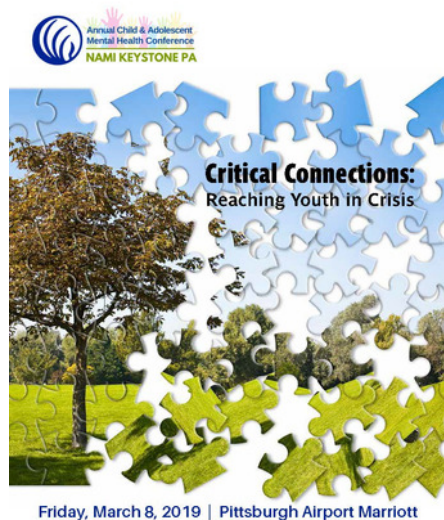
58
PRESENTATIONS



1,156
COLLEGE
STUDENTS &
COMMUNITY
MEMBERS

EDUCATIONAL CONFERENCES

Every year, NAMI Keystone Pennsylvania hosts two educational conferences that provide new information, research, and ideas to better inform individuals, family members, caregivers, advocates, mental health professionals, and educators.



2019 Child and Adolescent Mental Health Conference

More than 300 people attended NAMI Keystone Pennsylvania's 2019 Child and Adolescent Mental Health Conference on Friday, March 8, at the Pittsburgh Airport Marriott. The event, **Critical Connections: Reaching Youth in Crisis**, featured 12 workshops, more than 40 exhibitors, and attendees from 12 different states. This annual event is one of the only conferences in the region specializing in youth mental health.



2019 Pennsylvania Mental Health & Wellness Conference



May 20-21, 2019
Harrisburg, Pennsylvania

2019 Pennsylvania Mental Health & Wellness Conference

The 2019 Pennsylvania Mental Health and Wellness Conference took place May 20-21, 2019, at the Holiday Inn Harrisburg-Hershey Hotel in Grantville, just outside of Harrisburg. The conference, **Stronger Together**, was a collaboration between NAMI Keystone Pennsylvania, Pennsylvania Mental Health Consumers' Association (PMHCA), and Mental Health Association in Pennsylvania (MHAPA). More than 400 people attended the statewide event, which is double the number of attendees from the previous year.

SHARING KNOWLEDGE

During the course of a year, NAMI Keystone Pennsylvania staff members share their knowledge and lived experience by presenting workshops at conferences across the state.

In Our Own Voice: Outreach to Students Before a Mental Health Crisis

Pennsylvania State Education Association, Dept. of Pupil Services Conference, State College

NAMI In Our Own Voice: A Veteran's Story

Rep. Dan Miller's Disability Summit, Pittsburgh

Life is a Story: What Does Yours Say?

Day of Self Discovery Conference, Pittsburgh

Suicide Awareness and Prevention Panel

Beacon Recovery Conference, Cranberry Twp.



OUTREACH PARTNER



In 2018, NAMI Keystone Pennsylvania was named the official Outreach Partner in the state of Pennsylvania for the National Institute of Mental Health (NIMH), the nation's leading mental health research agency. As an Outreach Partner, NAMI Keystone Pennsylvania serves as a statewide resource for science-based information about mental illness, and its causes, diagnosis, treatment, and prevention.

SUPPORT

NAMI Keystone Pennsylvania and affiliates offer support that is essential to treatment and recovery. We operate a daily HelpLine that provides callers with information and resources on mental health. Affiliates run support groups for individuals and families affected by mental illness. All meetings are peer-led, meaning facilitators have lived experience and can relate to what participants are going through.

NAMI support groups connect individuals with other people who are experiencing similar feelings and situations. Meetings offer insight, encouragement, and comfort, which are important to recovery.

THE DAILY HELPLINE ASSISTS NEARLY 5,000 PEOPLE PER YEAR

1-888-264-7972 * MONDAY-FRIDAY * 9AM-5PM

NAMI Family Support Groups

Free, peer-led support group for adults with a loved one who has experienced symptoms of a mental health condition.

NAMI Connection Peer Support Groups

Free, peer-led support group for adults who have experienced symptoms of a mental health condition.

Statewide Results

649 Support Groups | 4,197 Attendees

"As a volunteer, I felt in touch with what the participants were experiencing and could offer my experience in handling a tough situation...I think it's important for others to know that you are not alone in how you feel and to know that there is help and hope for the future!"

~Sherri McGhee-Brenneman, NAMI Family-to-Family Teacher, NAMI Blair County PA



ADVOCACY

During the 2018-19 fiscal year, NAMI Keystone Pennsylvania hired a full-time Advocacy Director and Adult Mental Health Advocate.

The advocacy team engages in personal advocacy by helping individuals understand their rights to make informed decisions. NAMI Keystone PA also engages in public policy education and advocacy by providing information on state and federal mental health issues and helping to connect individuals with their policymakers.

Mental Health Advance Directive (MHAD)

Legally-binding document that helps individuals communicate their mental health wishes to their treatment provider if they become unable to do so.

ACUTE COMMUNITY SUPPORT PLAN (ACSP)

Person-centered, strengths-based discharge plan that individuals develop with their treatment providers.

49
clients

412
Individuals

16
MHAD Trainings

208
Professionals

ADVOCACY IN ACTION

"Learning to be an advocate for oneself as well as one's loved one was what propelled me into more active political action on behalf of those living with mental illness."

*~Bruce, NAMI Member and
Program Leader, NAMI Main Line PA*



Advocates Fielded 125 Calls on the HelpLine
82 Individuals | 43 Family Members

Issued 7 **Call to Action Alerts** Regarding
Mental Health Legislative Activity

Held Monthly Public Policy Calls With Affiliates

NKPA Advocacy Director Appointed to the NAMI National
Service Member, Veteran and Families Council

Two staff graduates of Mental Health Advanced Directives
"Train the Trainer"

Coalition Participation:

Behavioral Health Choices Coalition

CommonHealth Coalition

State Mental Health Planning Council - Adult Mental Health and
Children's Committee

SOCIAL FOLLOWERS



2,418



1,713



879



67

ON THE WEB

32,000 Website Users

Most Viewed Pages: Home Page 19,845 | Support Groups Page 6,247



NATIONAL AWARD

During its National Convention in Seattle in June, the National Alliance on Mental Illness honored NAMI Keystone PA and all NAMI members in Pennsylvania with the “Outstanding NAMI Member Award.” The award is the highest honor given to members in recognition of their longstanding effective work toward accomplishing NAMI goals.

COMMUNITY CONNECTIONS

NAMI Keystone Pennsylvania values every opportunity to get out into the community to educate people about mental illness, to offer resources to those in need, and to spread the word that treatment works and recovery is possible.

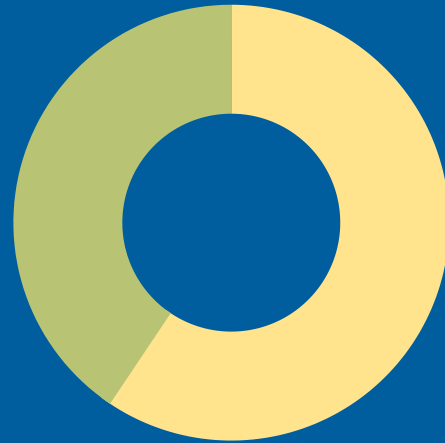
Stories That Heal (STH) is a free reading series highlighting local authors who have written books about their experience or a loved one’s experience with mental illness. The series promotes recovery and resilience. Season two took place at the Carnegie Library in East Liberty. September’s author was Linda K. Schmitmeyer, author of *Rambler: A Family Pushes Through the Fog of Mental Illness*. November’s STH event featured a special Writer’s Night. An open mic call for local authors resulted in five writers sharing their work: Fred Terling, Susan Novak, Tova Feinman, Cheryl Lynn, and K. Rose Quayle. Season three returned to City of Asylum on Pittsburgh’s North Side. Featured writers included Kristin Irwin (*Voices of Hope*), Corrine Jasmin (*Tread*), and Kristie Knights and contributors (*Unsung Heroes: Deconstructing Suicide through Stories of Triumph*).

Minority Mental Health Month NAMI Keystone Pennsylvania collaborated with Kathleen Morris, MEd, from Mount Ararat Counseling Center to talk with students at the Center of Life in Hazelwood about mental health. The kids ranged in age from 11 – 18 and topics of discussion included their feelings and their experiences in school and in the community.

AUDITED FINANCIAL STATEMENT

REVENUE TOTAL \$2,147,822

Contributions,
Grants, Dues, Other
40%



Program
Revenue
60%

EXPENSES \$1,902,232

Fundraising
6%

Management &
Administration
19%



Program
Expense
75%

GRANTS RECEIVED FY 18-19

William Goldman Foundation | The Staunton Farm Foundation

THANK YOU TO OUR EVENT SPONSORS

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Allegheny Health Network
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Clarion Psychiatric Center
Clifford A. & Dr. Cynthia Krey
Community Care Behavioral Health
Denny Civic Solutions
Dollar Bank
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Envolve Benefit Options
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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

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Interviewer

Evan Weiss
Interviewer

Suzi Wright
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Interviewer

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