

2020-21

A N N U A L

REPORT

MENTAL HEALTH
SUPPORT | EDUCATION | ADVOCACY



nami
National Alliance on Mental Illness

Keystone
Pennsylvania

CONNECT WITH US

NAMI Keystone Pennsylvania HelpLine

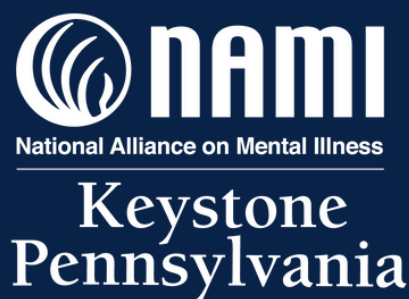
1.888.264.7972 | Monday - Friday | 9 am - 2 pm

Web

www.namikeystonepa.org

Email

info@namikeystonepa.org



OUR MISSION

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.***



Located in Pittsburgh, NAMI Keystone PA is the state organization in Pennsylvania for the National Alliance on Mental Illness (NAMI), the nation's largest grassroots mental health organization. There are 31 NAMI affiliates across the state.



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



FROM THE CEO

During the 2020-21 fiscal year, one thing became clear – there was no going back to *normal*. The adjustments we made when the pandemic began were sticking with us and we were determined to navigate these changes the best we could.

For the first time ever, we hosted a virtual NAMIWalks, asking teams to walk “your way.” Supporters could run in their neighborhood, take a yoga class, or go for a bike ride – all in the name of mental health awareness. Videos and photos shared on social media brought us together virtually. While it wasn’t the same as being in person, we still raised more than \$154,000 to fund our education programs and support groups that we offer throughout the year at no cost to participants.



In February, we hosted our first virtual Child, Adolescent, and Transition Age Youth Mental Health Conference, *Closing the Gap Prioritizing the Needs of Traumatized Youth*. The online format allowed us to bring together presenters from across the country from NAMI, the CDC, the Aspen Institute, UC Berkeley, and more.

We continued to offer education programs, presentations, and state trainings in an online format. Our peer and family support groups continued virtually, too, meeting a critical need. As more and more people sought help for their mental health, NAMI was there.

One thing we were asked to do this year more than at any other time in my career, was to provide workplaces with presentations on identifying sources of stress, signs of anxiety, and ways to cope and practice self-care.

During these 12 months, it became clear that the pandemic was affecting us in many ways. When the people of Pennsylvania needed mental health support, education, and advocacy, NAMI Keystone PA and its affiliates were there. And I am so very proud of the work we have done. I hope you enjoy reading some of the highlights!

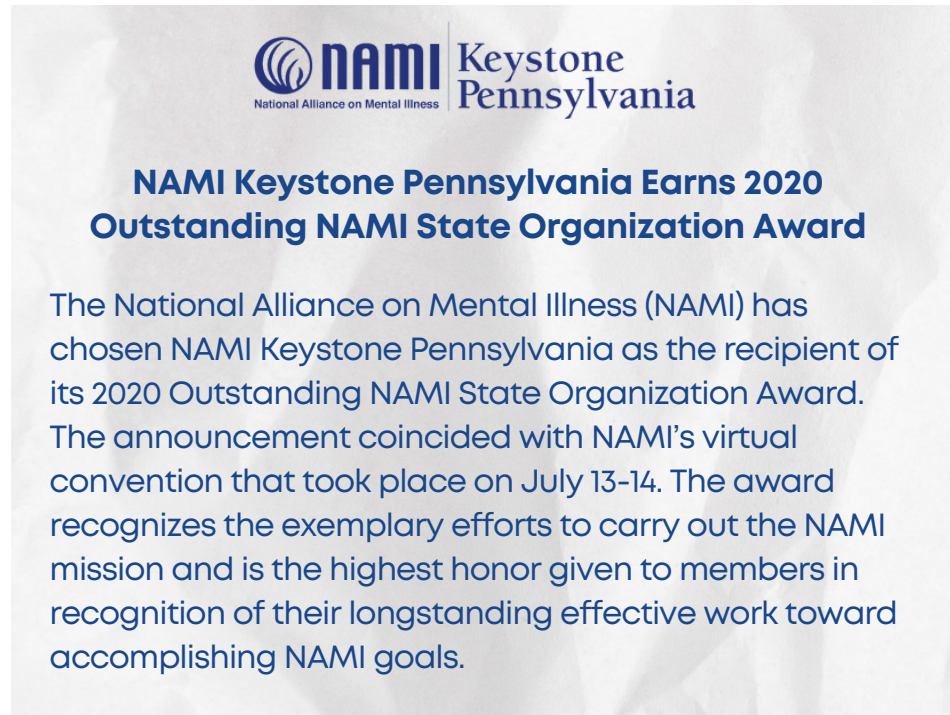
Sincerely,

A handwritten signature in brown ink that reads "Christine".

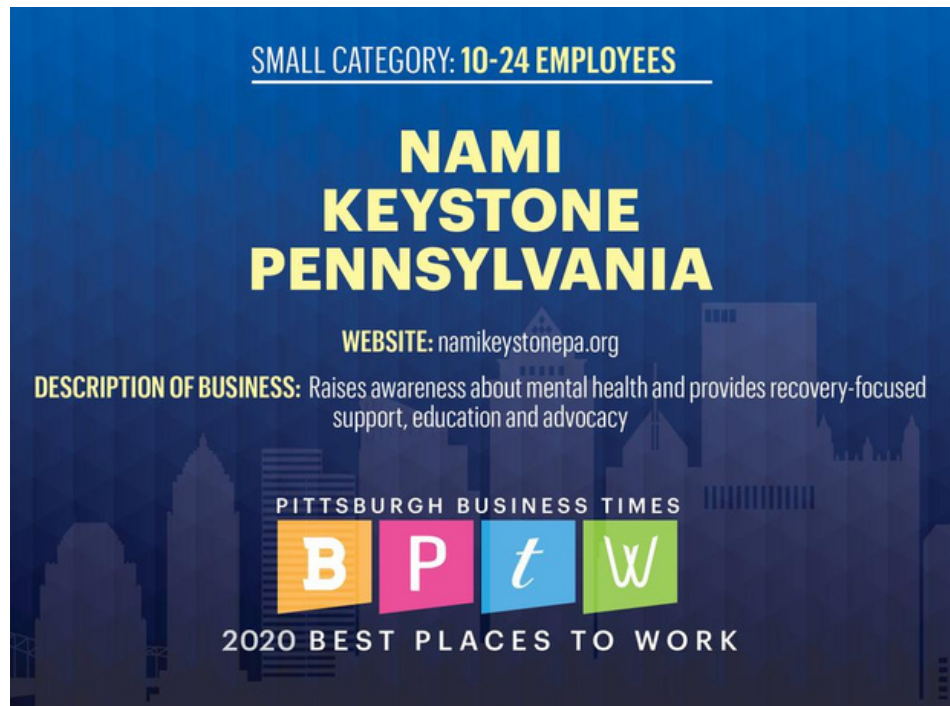
Christine Michaels, MSHSA
CEO, NAMI Keystone Pennsylvania

RECOGNITION

July 2020 Outstanding NAMI State Organization Award



December 2020 Pittsburgh Business Times *Best Places to Work*



WHAT WE DO

SUPPORT

NAMI Keystone Pennsylvania and its affiliates offer free support groups that help individuals and families affected by mental illness connect with other people who are experiencing similar feelings and situations. Some support groups meet in person, but as a result of the pandemic, many began meeting virtually and will continue to do so.

EDUCATION

Learning about mental illness is an important step in the recovery process. Our education programs help individuals and families better understand mental illness and the importance of self-care. We also provide customized mental health awareness presentations for schools, workplaces, and community groups.

ADVOCACY

NAMI Keystone Pennsylvania's adult mental health advocacy program helps individuals understand their rights to make informed decisions about their care. We also provide up-to-date information on state and federal legislation that impacts mental health and we help connect individuals with their policymakers.

Donations to NAMI Keystone Pennsylvania fund the support groups, education programs, and advocacy initiatives we offer at no cost to participants.

SUPPORT

NAMI support groups are led by trained peers and family members who can relate to what you are going through. During the pandemic, the number of support groups that NAMI Keystone Pennsylvania and affiliates across the state offered increased dramatically because of the virtual format.

Online support groups eliminate geographic boundaries allowing more people to attend from different parts of the state.



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.

During the course of the year, NAMI Keystone Pennsylvania and affiliates across the state provided:	
<u>FAMILY SUPPORT</u>	<u>PEER SUPPORT</u>
<ul style="list-style-type: none">• 476 Sessions• Reaching 5,020 Family Members	<ul style="list-style-type: none">• 1,634 Sessions• Reaching 17,823 Peers

HELPLINE AND INFOLINE



NKPA HelpLine: 1.888.264.7972

NAMI Keystone Pennsylvania's HelpLine provides callers with information and resources on mental illness, as well as information on NAMI programs, presentations, and support groups. The HelpLine operates Monday – Friday from 9 am – 2 pm.

In addition to the NKPA HelpLine, ten affiliates also offer assistance via telephone or email. During the course of a year:

19,458 RESOURCE CALLS ANSWERED

16,302 RESOURCE EMAILS SENT



Our NKPA email is also a helpful resource for people who would prefer to communicate online. Inquiries can be sent to **info@namikeystonepa.org**.

EDUCATION

One of the most important things we do at NAMI Keystone Pennsylvania is to educate people about mental illness. Because of the stigma, many individuals and families don't feel comfortable seeking information or help. But we believe that knowledge is a powerful tool in becoming more aware and learning how to navigate your recovery or support a loved one during their journey.



In the 2020-21 fiscal year, NAMI Keystone PA and affiliates provided:

157 EDUCATIONAL COURSES & PRESENTATIONS
REACHING **4,524** PEOPLE

PROGRAM LEADER TRAININGS

As the state organization, NAMI Keystone Pennsylvania organizes trainings across the state that provide peers and family members with the skills and knowledge needed to facilitate support groups, teach educational courses, or deliver presentations. Once trained, these new program leaders go back into their communities and volunteer their time supporting and educating others while spreading awareness.

147 New Program Leaders and Presenters Trained

- 14 NAMI Family-to-Family Leaders
- 44 NAMI Family Support Group Facilitators
- 48 NAMI Connection Facilitators
- 15 In Our Own Voice Presenters
- 13 NAMI Peer-to-Peer Leaders
- 12 SMARTS Leaders
- 1 Homefront Leader

EDUCATION PROGRAMS & PRESENTATIONS

NAMI Family-to-Family: For family, significant others, and friends of adults with mental health conditions.

NAMI Peer-to-Peer: For adults (18+) with mental health conditions who are looking to learn more about themselves and define their own wellness and recovery.

NAMI Basics: For parents and caregivers of youth who are experiencing symptoms of a mental health condition.

NAMI Homefront: For family, friends, and significant others of military service members and veterans who have a mental health diagnosis.

NAMI Ending the Silence: Mental health awareness presentation for middle and high school students, educators, and parents. The presentation features a young adult with a mental health condition who shares their recovery journey.

NAMI In Our Own Voice: An individual with a mental health condition provides a first-hand account of what it's like to live with a mental health diagnosis while offering hope and providing insight into their recovery.

All education programs and presentations were offered in a virtual format this fiscal year in order to continue NAMI's mission while keeping safety in mind.



EDUCATION CONFERENCE

CHILD, ADOLESCENT, AND TRANSITION AGE YOUTH MENTAL HEALTH CONFERENCE



NAMI Keystone Pennsylvania's annual Child, Adolescent, and Transition Age Youth Mental Health Conference was held virtually on February 5, 2021. This year's event, *Closing the Gap: Prioritizing the Needs of Traumatized Youth*, examined the intersection between the pandemic and complex trauma, and the role trauma plays in rising suicide rates among marginalized youth.



The conference also featured Kai Koerber, a survivor of the deadly shooting at Marjory Stoneman Douglas High School in Parkland, Florida. Following his traumatic experience, Kai became a passionate advocate for mental health. He is now telling his story and sharing his work that uses technology to help students like him identify and work through negative emotions.

CONFERENCE BY THE NUMBERS

227	Attendees
11	States
15	Schools/Universities
26	Exhibitors
12	Sponsors

ADVOCACY



NAMI Keystone Pennsylvania's advocacy team works with stakeholders at every level. Our **Adult Mental Health Advocacy Program** helps individuals and families in Allegheny County navigate the mental health system, better understand their rights, and address concerns they have with their care.

One of the important resources we provide access to is a **Mental Health Advance Directive (MHAD)**, a legally binding document that helps you communicate your mental health wishes to your treatment provider when you are unable to do so.



5 MHAD PRESENTATIONS AND TRAININGS 11 INDIVIDUALS ASSISTED WITH MHADs

We also help people complete an **Acute Community Support Plan (ACSP)**, a person-centered, strengths-based discharge plan that individuals develop with their treatment providers.

24 ACSP CLIENTS

Our advocacy team reviews state and federal legislation that impacts mental illness, keeping supporters informed and connected with their policymakers. We hold monthly public policy calls with affiliates to keep them aware of initiatives, policies, and legislation connected to mental health.



COMMITTEES AND COALITIONS



NAMI Keystone PA staff members participate on a number of committees and coalitions in Pittsburgh and across the state to advance issues important to mental health. We value our partnership with the following groups:

- Allegheny County Coalition for Recovery
- Allegheny County Day of Self Discovery
- Allegheny County's SAFE Suicide Task Force
- CIT International Planning Committee
- Coalition to Protect Behavioral Health Choices
- CommonHealth Coalition
- Greater Pittsburgh Nonprofit Partnership (GPNP) Legislative Committee
- Mental Health and Wellbeing Committee
- OMHSAS Children's Planning Committee
- PA Coalition for Whole Health and Wellness
- Rep. Dan Miller's Disability & Mental Health Summit Planning Committee
- State Mental Health Planning Council - Adult Mental Health and Children's Committees

*Participated in Joint Advisory Committee on Emergency Room Treatment & Behavioral Health

NAMIWALKS YOUR WAY KEYSTONE PA



Our 2020 NAMIWalks was unlike any we had ever hosted before. Because of the pandemic, NAMI directed state organizations and affiliates to host NAMIWalks Your Way, a virtual event where participants could choose their own activity – from walking, to biking, or hiking – to raise awareness and funds for mental health. Supporters shared videos and photos on social media so we could all still feel as though we were in this together.

Oct. 10, 2020

Raised: \$154,969.35

Teams: 67

Participants: 562

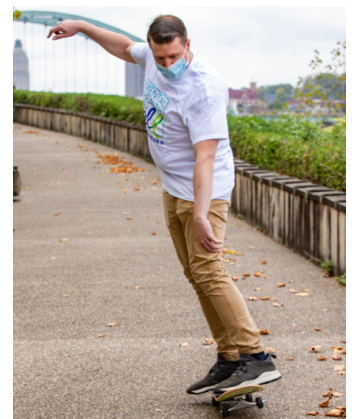
Sponsors: 22



NAMI chose Pittsburgh and NAMIWalks *Your Way* Keystone PA as the backdrop for a national photo shoot and interview session.



NAMI took photos of teams in action as they celebrated in their own unique ways.



NAMI also interviewed NKPA staff, volunteers, and partners, and used clips throughout the year to promote NAMI programs and awareness initiatives.



CEOs AGAINST STIGMA



The NAMI Keystone Pennsylvania staff had to make adjustments to the *CEOs Against Stigma* program because of COVID-19. Early in the pandemic, companies were focused on determining what their new workplace would look like and how it would function. But leaders soon realized that whether employees were working from home or in the office, the effects of the pandemic were real, they were serious, and mental health resources and policies were no longer optional – they were necessary.

The *CEOs Against Stigma* program was designed to help companies navigate situations like this. The online toolkit provides them with an action plan to improve the way their company or organization views mental illness and responds to the mental health needs of employees and their families.

2020 - 2021 Highlights

NKPA partnered with Brunner, a marketing agency and CEO Against Stigma company, to produce videos for each step of the toolkit. The videos feature CEOs Against Stigma Program Ambassador Christie Cawley.

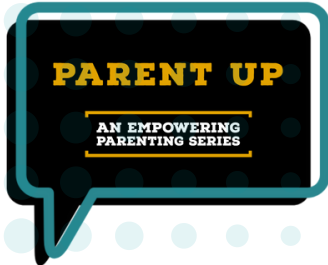


CEO Christine Michaels and Program Ambassador Christie Cawley hosted webinars to address urgent issues that companies and their employees were facing. Topics covered working from home and symptoms of stress & anxiety.



International law firm Reed Smith became a CEO Against Stigma. Reed Smith has 3000+ personnel, of which more than 1700 are lawyers, working in 30 offices in the U.S., Europe, Asia, and the Middle East.

VIRTUAL PARTNERS & PRESENTATIONS



September 2020 - March 2021

Sponsored Every Child, Inc.'s virtual parenting series, *Parent Up*, which featured four events that provided parents of tweens and teens a safe space to ask questions, learn, and network.

2020 WELLNESS PROGRAM



September 2020

Delivered the presentation, *Taking Care of Your Mental Health During a Pandemic*, for the city of Pittsburgh's CityFit Virtual Wellness Fair.



September 2020

Delivered the presentation, *Workplace Mental Health: The Path Forward*, for the Pittsburgh Business Group on Health's Virtual Health Care & Benefits Symposium.



November 2020

Hosted the virtual discussion for community members, *Stress and the Pandemic*, organized by the Monroeville United Methodist Church.



December 2020

Delivered two virtual trainings for supervisors: *Employee Well-Being: Impact of Stress & the Pandemic* and *Managing Employees During a Pandemic*.



March 2021

Collaborated with WQED Multimedia to plan and develop a video and virtual panel discussion, *Healthy Connections: Teens, Parents, Educators, and Mental Health*, which was part of the national Well Beings Tour, a series of community-based outreach events to normalize mental health.

MENTAL HEALTH AWARENESS MONTH



NAMI Keystone PA was awarded a \$5,000 grant from NAMI, made possible by Neurocrine Biosciences, to promote awareness of Tardive Dyskinesia. The year-long initiative kicked off during TD Awareness Week, which begins Mental Health Awareness Month. The project included graphic design, a dedicated website, and a marketing campaign.



NKPA partnered with Fox 43 in York and Donegal Insurance for the Mental Health Moment series that included public service announcements, a feature story on mental health, and a live virtual interview with CEO Christine Michaels.



Participated in a webinar hosted by the Pittsburgh Business Group on Health to promote the CEOs Against Stigma program. The presentation was titled, *The Time is NOW: Reshaping Your Company Culture to Address Mental Health*.



A Fitness Fundraiser was held in Pittsburgh's South Hills to support NAMI Keystone Pennsylvania.



Students at Keystone Oaks High School held a fundraiser to benefit NAMI Keystone PA. Every dollar donated was matched by the student senate for a total of \$2817.54.

DIVERSITY & INCLUSION

NAMI Keystone Pennsylvania is dedicated to fostering an inclusive workplace and promoting diversity through practice and partnerships.



During Minority Mental Health Awareness Month, CEO Christine Michaels delivered a virtual presentation for international law firm Reed Smith on how culture, sexual identity, race, and other factors can affect how we perceive and experience mental health conditions, and why it's important for companies to recognize these differences and provide resources to assist employees.



NAMI Keystone PA staff participated in the YWCA Greater Pittsburgh's 21-Day Racial Equity and Social Justice Challenge. The online initiative was designed to create dedicated time and space to build more effective social justice habits, particularly those dealing with issues of race, power, privilege, and leadership.



NKPA connected with the Latino Community Center in Pittsburgh and during a virtual presentation, we introduced their staff to NAMI Keystone PA and our education programs, support groups, and advocacy initiatives.



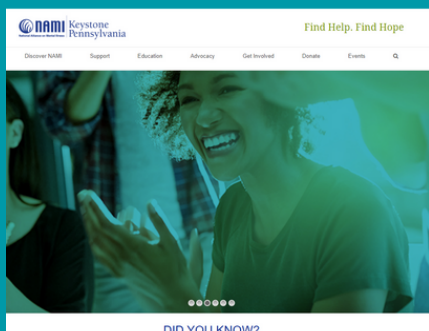
NAMI Keystone Pennsylvania observed Juneteenth on June 18, 2021, as a paid holiday.

WEBSITE AND SOCIAL MEDIA

Total Website Views **96,719**

Most Viewed Pages

Homepage



Support



COVID-19 Resources



Social Reach



3,259 Followers | Total Page Reach: 23,564



1,765 Followers | Tweet Impressions: 78,482



1,302 Followers | Total Page Reach: 3,821



251 Followers

EVENT SPONSORS

Throughout the course of the year, NAMI Keystone Pennsylvania relies on generous sponsors who lend their support in order for us to achieve our mission of mental health support, education, and advocacy. Below is a list of partner organizations that sponsored our major events.

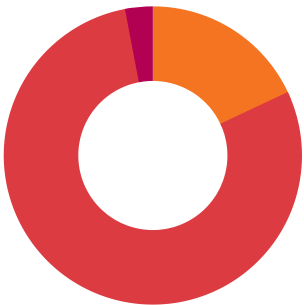
ACHIEVA Family Trust	Genoa Healthcare
Alkermes Pharmaceuticals	Highmark Blue Cross Blue Shield
Allegheny Health Network	Human Services Administration Organization
Allegheny HealthChoices	Janssen Pharmaceutical
Anonymous Donor	Mental Health America of Southwestern PA
Beacon Health Options	Mr. & Mrs. James LaSalle
Belmont Behavioral Hospital	Persoma Counseling Associates
Charma D. Dudley, PhD, FPPR	Pittsburgh Mercy
Cigna Health	Renzie Auto Center
Cindy and Norman McHolme	Staunton Farm Foundation
Clifford A. & Dr. Cynthia Krey	The Chuckie Mahoney Memorial Foundation
Community Behavioral Health	The Meadows Psychiatric Center
Community Care Behavioral Health	The Testoni Family
Dollar Bank	Tower Behavioral Health
enkompas Technology Solutions	UPMC Health Plan
EZ Storage	UPMC Western Psychiatric Hospital

Thank You for Your Support

AUDITED FINANCIAL STATEMENT

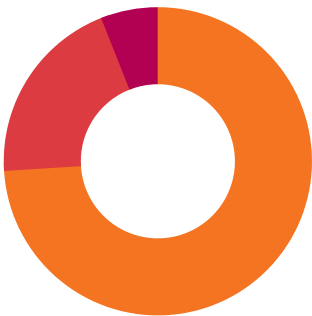
TOTAL REVENUE: \$1,777,005

Contributions/Grants 18%
Government 79%
Other 3%



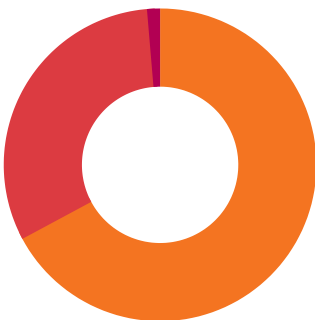
TOTAL EXPENSES: \$1,797,815

Program 74%
Management/General 20%
Fundraising 6%



**213 TOTAL CHARITABLE
DONATIONS: \$41,388.06**

General (158): \$27,792.50
Memorial (52): \$13,039.38
Honorarium (3): \$556.18



LEADERSHIP AND STAFF

BOARD OF DIRECTORS

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

STAFF

Christine Michaels, MSHSA, *Chief Executive Officer*
Deborah Ference, MA, *Chief Operating Officer*
Aleta Barnett, *Adult Mental Health Advocate*
Susan Caban, *Director of Education*
Nikki Weigand, *Director of Advocacy*
Michelle Decker, *Young Adult Outreach and Education Specialist*
Maria Kakay, *Director of Communications and Marketing*
Sara Levine Steinberg, *Event and Technology Coordinator*
Joel Richard, *Data and Communications Specialist*
Sandy Bizon, *Accountant*

CONSUMER ACTION RESPONSE TEAM ALLEGHENY COUNTY

Paul Freund, MEd, *Dir., Consumer Family Satisfaction Services*
Jeff Fitzwilliam, *CHIPP/CSP Interviewer*
Steven Hewitt, *CART Interviewer*
Marilyn Micknowski, *Administrative Assistant*
Lee Moses, *Interviewer*
Phyllis Nettles, *Family Engagement Specialist*
Paula Fortino, *Technical Support Specialist*
Jane Portman, *Interviewer*
Brian Rayne, *CHIPP/CSP Interviewer*
Kathy Stamm, *Interviewer*
Evan Weiss, *Interviewer*
Suzi Wright, *Interviewer*

ARMSTRONG / INDIANA CONSUMER FAMILY SATISFACTION TEAM

Agnes Hockenberry, *Supervisor*
Marisa Henderson, *Indiana County Interviewer*
Dawn Lawson, *Data Specialist*





National Alliance on Mental Illness

Keystone Pennsylvania

105 Braunlich Drive • McKnight Plaza, Suite 200
Pittsburgh, PA 15237

Phone: 412.366.3788 • Toll Free: 1.888.264.7972

www.namikeystonepa.org

info@namikeystonepa.org

