NAMI, the National Alliance on Mental Illness, is the nation’s largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

What started as a small group of families gathered around a kitchen table in 1979 has blossomed into the nation’s leading voice on mental health. Today, NAMI unites the power of thousands of local affiliates, state organizations and volunteers to realize our mission.

NAMI works to inspire a move away from illness, stigma and ignorance toward brighter days filled with hope, health and recovery.

“NAMI changed my life. When my son was diagnosed with bipolar, the situations were out of control. That’s when a hospital recommended NAMI. I took the [NAMI Family-to-Family] course and it opened doors I never knew existed.”—Tommy V.
When I first joined NAMI as CEO in 2014, we were in the middle of working on mental health reform. I told our members that legislative advocacy is a marathon, not a sprint. Several years running that marathon led to a major victory as Congress finally enacted mental health reform legislation in 2016. In the final stretch, NAMI helped significantly by generating thousands of phone calls, 150,000 emails and 220,000 petition signatures that helped ensure passage by large bipartisan margins.

This groundbreaking legislation will help expand access to mental health care through focusing on greater integration, coordination and outcomes. It includes provisions NAMI has worked hard to advance: authorizing funds for the treatment of first-episode psychosis and diversion of people living with mental illness from the criminal justice system. It also seeks to improve compliance with the federal parity law requiring health insurance plans to cover mental health conditions on terms equal to other medical conditions. Not coincidentally, NAMI published a new report in 2016: Out-of-Network, Out-of-Pocket, Out-of-Options: The Unfulfilled Promise of Parity.

In all that we do, NAMI works to change attitudes around mental illness. For example, Halloween continues to be a cultural symbol of stigma; every year “haunted asylums” link people with mental illness to violent horrors. In 2016, NAMI pushed back hard against the nation’s largest chains of amusement parks, receiving national media attention and resulting in closings or modifications of offensive attractions. One sign of progress and contributor to our success: voices outside the mental health community also spoke out against the stigmatizing rides.

Our reach expanded even further. NAMI partnered with companies such as EY, Coty, Kenneth Cole Productions, Participant Media, philosophy and Wear Your Label; these companies pledged to foster StigmaFree work environments. Fox Sports promoted NAMI during nationally televised sporting events. And Mayim Bialik, star of the hit television show “The Big Bang Theory,” taped public service announcements encouraging people to fight stigma and support NAMI.

As we work to support and educate people affected by mental illness, we desperately need newer and better treatments. Therefore, promoting scientific research is a pillar of our work. In 2016, NAMI cosponsored an “Advancing Discovery Summit” with the Stanley Center for Psychiatric Research at the Broad Institute, a major force in genetic research on mental health conditions. We also presented our annual Scientific Research Award to an interdisciplinary team of three researchers whose work has added tremendously to our understanding of how people develop schizophrenia.

We made significant strides in 2016, but we still have so much more work to do. Nothing could have been accomplished without the support of NAMI’s sponsors, partners, donors, members and volunteers. We are deeply grateful to our national NAMI family and look forward to even more impactful years ahead.

Mary Giliberti, J.D.
Chief Executive Officer
NAMI helped get 300 counties to sign resolutions joining the Stepping Up Initiative to get people with mental illness out of jail.

NAMI launches a report aimed at decreasing the 70% dropout rate of mental health care treatment.

NAMI’s advocacy doubled federal funding for first-episode psychosis programs.

NAMI celebrates a milestone in mental health history with the passage of H.R. 34, the 21st Century Cures Act. The bill incorporates measures and funding to help Americans with mental illness get the care they need. NAMI’s community supported the law’s passage by sending 85,922 emails and tweets to Congress and delivering over 230,000 petition signatures to Senate leaders.

- Passed in the U.S. House of Representatives by a vote of 422-2
- Passed unanimously in the Senate Health, Education, Labor and Pensions Committee

NAMI releases Out-of-Network, Out-of-Pocket, Out-of-Options: The Unfulfilled Promise of Mental Health Parity, a report describing the barriers people with mental health conditions encounter in finding mental health providers who are in their insurance plan’s network.

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The number of participants in NAMI programs topped one million over a five-year period. The conservative estimate for 2016 participants was 265,000—representing a growth of 5%.

- Greatest rate of growth was the relatively new Ending the Silence program, which reaches middle and high school students. This program grew 60% in 2016, or 2,000 presentations in 21 states.

STRENGTHENING Our Movement

NAMI.org was visited 7.6 million times, a 26% increase from 2015.

Social media followers grew to 360,000—a 15% increase from 2015.

NAMI’s community helped fight stigma by sharing more than 2,500 personal stories on the Tumblr platforms OK2Talk and You Are Not Alone.

NAMI welcomed 12,462 new donors, an 18% increase from 2015.

#GivingTuesday saw a 137% increase in total donations.

NAMIWalks hosted more than 80 Walks that promoted awareness and wellness. These Walks exceeded $10 million in raised funds for NAMI State Organizations and NAMI Affiliates.

The NAMI National Convention hosted 1,850 attendees who attended 115 sessions on the theme of “Act. Advocate. Achieve.”

An All-Green Mental Health Month:

- On May 2, NAMI, philosophy’s Hope & Grace Initiative and Women’s Health Magazine lit the Empire State Building green, the color of hope, to kick off Mental Health Month.
- In partnership with the Hope & Grace Initiative, NAMI launched a StigmaFree PSA featuring actress and mental health advocate Mayim Bialik.
- NAMI partnered with RPG Limit Break, a weeklong video-gaming marathon for charity.

NAMI reviewed 2,000+ re-affiliation documents, approved 97 NAMI Affiliates, and provided 1,000+ hours of technical assistance to the field.
HELPING Those in Need

NAMI partnered with Crisis Text Line to provide text support to people in need. Within 30 days, 350 people had received support by texting “NAMI” to 741741.

NAMI’s Ask the Doctor webinar series returned, reaching over 1,000 people. NAMI’s popular Ask the Doctor webinar series returned, reaching over 1,000 people.

The HelpLine recruited and trained more than 70 volunteers and fielded:
- 26,000 calls
- 2,800 emails

The HelpLine recruited and trained more than 70 volunteers and fielded:

NAMI’s annual “Train the Trainers” trained 150 NAMI teachers and facilitators from NAMI national education programs across the country. These trainers were then qualified to train new teachers and facilitators in their states, thus growing NAMI education programs at a potential reach of 480,000 people across the country.

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The guide Starting the Conversation: College and Your Mental Health was downloaded almost 20,000 times, helping young adults across the nation talk to their parents about mental health.

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“Without the help of NAMI, my family member and I (in different states) would have had no help, no education, no connection with others who’d gone through similar situations, when dealing with a crisis involving mental illness and the prison system. These NAMI individuals literally saved lives long distance. Forever grateful to NAMI!”—Lisa K.
NAMI teamed up with the following celebrity influencers:
• Elise Banks
• Mayim Bialik
• Sophia Bush
• Carly Chaikin
• Torrey DeVitto
• Clark Gregg

NAMI partnered with the Stanley Center for Psychiatric Research at the Broad Institute, an academic collaboration between Harvard and MIT and a major force in genetic research for mental health conditions. Together, we invited leaders from the mental health field to ask: How do we speed discovery that will lead to better, more effective medications for mental illness?

To reach and assist a wider audience, we translated some of our most popular educational pages on NAMI.org. Information on bipolar disorder, depression, risk of suicide, and more can now be read in Spanish.

NAMI launched StigmaFree Company, a campaign that unites corporate social responsibility and employee engagement initiatives to promote mental health awareness in the workplace. The following partners joined us:
• Coty
• EY
• Fox Sports
• Kenneth Cole Productions

NAMI received national recognition for pushing back against one of the nation’s largest amusement parks. It was featuring a “haunted insane asylum” attraction for Halloween, and NAMI grassroots banded together to voice disappointment for the tone-deaf, stigmatizing spectacle. NAMI was featured in:
• Washington Post
• The New York Times
• U.S. News & World Report
• Washington Post Express (cover story)

NAMI was named a charity of choice for Fox Sports on Jan. 1, kicking off a two-year public awareness and education initiative with the sports network.

NAMI strengthened its partnership with Alpha Kappa Alpha, the largest sorority founded by African American women. As part of our joint efforts, NAMI helped organize a candlelight vigil in Atlanta to celebrate National Minority Mental Health Awareness Month. Meanwhile, AKA chapters participated in NAMIWalks across the country, helping raise funds and mental health awareness.

NAMI launched StigmaFree Company, a campaign that unites corporate social responsibility and employee engagement initiatives to promote mental health awareness in the workplace. The following partners joined us:
• Coty
• EY
• Fox Sports
• Kenneth Cole Productions

NAMI held two Facebook Live events with Washington Post staff. These popular videos had a reach of 150,000 viewers.
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Sunovion
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Wear Your Label

Front Row: Lacey Berumen, Adrienne Kennedy, Shirley Holloway, Gloria Walker, Charma Dudley, Vickey Gonzalez, Marilyn Ricci, Jacqueline Martinez


(not pictured: Barbara Ricci)
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<td>Team Dan Running for Recovery From Mental Illness, Inc.</td>
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<td>The Anbinder Family Foundation</td>
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<td>The Benjamin and Miriam Bernstein Family Fund</td>
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<td>The Boston Family Office</td>
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<td>The Brees Dream Foundation Special Event</td>
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<td>The Dahm Family Charitable Fund</td>
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<td>The Darla Dee Turlington Charitable Foundation</td>
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<td>The Donald and Anne Stager Family Foundation</td>
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<td>The Educational Projects Foundation</td>
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<td>The Lynn and David Oppenheim Fund</td>
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<td>The Nancy Y. and Martin Cohen Family Charitable Fund</td>
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<td>The Schmidt Family Giving Fund</td>
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<td>William and Gertrude Shelley Family Foundation</td>
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<td>William F. Hamisch Foundation, INC</td>
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<td>Yarbrough Family Foundation</td>
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<td>Zeta Nu Chapter of Beta Theta Pi</td>
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**WORKPLACE GIVING PROGRAMS**

- Above Foundation Employee Engagement Fund
- Allstate Giving Campaign
- Bristol-Meyers Squibb Foundation
- Chevron Matching Employee Funds
- Combined Federal Campaign
- Community Health Charities
- Gap Inc. Gift Match Program
- GE Foundation
- Give With Liberty Employee Donations
- Goodrich Foundation
- Halliburton Giving Choices Program
- Ingredion Matching Gifts Program
- Johnson & Johnson - Matching Gifts Program
- Millennium Pharmaceuticals Matching Gift Program
- Qualcomm Matching Gift Program
- Shell Oil Employee Giving
- The Boeing Company Employee Individual Giving Program
- The Merck Foundation
- United Methodist Church of Libertyville
- United Way Local Organizations
- Ventas Employee Engagement Fund

*Please excuse any inaccuracies or omissions. For corrections, please contact Donor Services at 888-999-NAMI.

*I Deceased

“I love NAMI. I have to say that NAMI saved my life. I found great support in my [NAMI Peer-to-Peer] class and still have it in the recovery group.” — Rhoda N.
2016
FINANCIALS

REVENUES:
$13 Million

EXPENSES:
$12.8 Million

Program & Membership Support 28%
Advocacy 14%
Administration 6%
Capacity Building 23%
Education 15%
Development 14%

Contributions 77%
Other 2%
Investments 3%
Member Dues 2%
Events 3%
Government 5%
Walks 8%