The National Alliance on Mental Illness was founded in 1979, when two mothers from Madison, Wisconsin, reached out to others who shared their outrage at the stigma, discrimination and inadequate care their loved ones faced. When these families joined forces, NAMI became a powerful voice for change.

Today, NAMI is hundreds of thousands strong — a dynamic alliance seeking to transform the way mental illness is understood and treated. We are present in more than 600 communities, working for greater awareness, resources and empowerment on behalf of all people affected by mental illness.

The hope we found in 1979 is the hope we continue to give.
Our Vision
NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

Our Mission
NAMI provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.

Our Values
HOPE
We believe in the possibility of recovery, wellness and the potential in all of us.

INCLUSION
We embrace diverse backgrounds, cultures and perspectives.

EMPOWERMENT
We promote confidence, self-efficacy and service to our mission.

COMPASSION
We practice respect, kindness and empathy.

FAIRNESS
We fight for equity and justice.
Research shows that one of every five people in our country is living with a mental health condition.

**But we know the deeper truth. **Five out of every five of us are affected.** There isn’t a single individual you’ll meet who doesn’t know someone, live with someone, work with someone or care about someone who is dealing with mental illness.

My own mental health stories come from my experiences as a father, a son, an uncle and a cousin. I have seen lives lost and lives torn apart by the symptoms that all too often go unrecognized and untreated.

This is why I am humbled and honored to join NAMI as your new chief executive officer. I believe we can save countless lives by devoting ourselves to the important work we have undertaken together.

Through tireless effort that spans four decades, NAMI has transformed the way this nation understands and responds to mental illness. Mental health is having its moment — and we are at the forefront, leading the call for change.

Building on our history, and looking courageously to the future, we have the opportunity to achieve even more. We begin a new decade by renewing our quest to find innovative, impactful ways to advance our mission.

I look forward to working with all of you as we embrace the goals so clearly expressed in our new Strategic Plan. NAMI is the bold, ambitious, united force that will build a better world for everyone affected by mental illness.
NAMI’s Strategic Plan for 2020–2025

Building a bridge between our rich history and future opportunities.

An 18-month process of listening to thousands of stakeholders in all 50 states led to a new strategic vision that will inspire and energize our Alliance.

NAMI’s new Strategic Plan recognizes that our strength arises from our grassroots presence in more than 600 communities across the country. The plan is both bold and achievable, defining how we will work to create a better world for millions of people and families impacted by mental illness.

WE WILL

EMBRACE CULTURAL COMPETENCY AND EQUITY,
seeking ways to better serve diverse communities.

HARNESS TECHNOLOGY
to work efficiently, expand advocacy and public awareness and widen the impact of our education and support programs.

ACTIVELY ENGAGE IN PARTNERSHIPS
that help us go further faster.

STRENGTHEN AND SCALE NAMI’S WORK
through diverse and sustainable revenue strategies.

ROLES

ACCELERATORS

GOALS
NAMI’s strategic planning process highlighted inclusion, fairness, diversity and cultural competency as key values and drivers of our long-term success. This led to an exploration of best practices in the field, followed by decisive action to establish a new approach to these crucial issues.

In August 2019, we welcomed Monica Villalta, M.P.H., as our first-ever director of inclusion and diversity. As the senior officer in charge of strategic diversity, equity and inclusion efforts, Villalta began her assessment of the Alliance and sought to build the infrastructure and resources that will support:

**A VIBRANT WORKFORCE**
where all voices are heard and valued

**ROBUST CULTURAL COMPETENCY**
that accelerates our progress on all levels

**EFFECTIVE RESOURCES AND TOOLS**
to better reach and serve diverse communities across the Alliance

Welcoming, valuing and serving all.
Throughout the year, NAMI also sought to achieve greater impact in underserved communities through:

**LONGTIME PARTNERSHIPS**
NAMI worked with Alpha Kappa Alpha, Jack & Jill of America and Mocha Moms to bring more resources to African American communities and draw powerful new voices to the mental health movement.

**ENRICHED COURSE CONTENT**
We expanded free education and support programs for Latinx participants, with many major programs now offered in Spanish. The newly translated Bases y Fundamentos de NAMI (NAMI Basics) was released, joining De Familia a Familia de NAMI (NAMI Family-to-Family), De Persona a Persona de NAMI (NAMI Peer-to-Peer) and our Spanish-language programming for support groups.

**LEADERSHIP TRAINING**
NAMI’s annual Executive Directors Leadership Exchange event featured focused sessions on diversity, inclusion and equity, engaging senior leaders from across the country in a fruitful exchange of viewpoints and strategies.

**DIVERSE VIEWPOINTS**
In July, NAMI celebrated Bebe Moore National Minority Mental Health Awareness Month by sharing stories from diverse communities. Throughout the month, we published 13 blog posts filled with personal reflections, resources and coping strategies to address the barriers that minorities face all too often.

READ the blog posts at: NAMI.org/Blogs/NAMI-Blog/July-2019
Raising our voices for progress.

NAMI works with thousands of committed advocates who share their stories to ignite public awareness and engage public policy leaders in the mental health movement. Together, we fight to fund research, improve care, strike down discriminatory barriers and expand the mental health workforce.

NAMI worked with a bipartisan group of legislators on key components of the Commander John Scott Hannon Veterans Mental Health Care Improvement Act of 2019.
350,000 ADVOCATES STRONG
In 2019, we continued to build systems that empower us to work effectively with advocates across the country. NAMI State Organizations worked closely with our national team to test new system integrations that will support fast, effective action at the state level.

9-8-8 FOR MENTAL HEALTH CRISES
NAMI fought for a new, nationwide three-digit number, linked to the National Suicide Prevention Hotline, that would provide rapid responses for those experiencing a mental health crisis. Helped by 9,000 emails from NAMI advocates to Senate and House members, legislation to support 9-8-8 gained momentum in Congress.

SENATE TESTIMONY ON RED FLAG LAWS
Members of Congress consistently rely on NAMI for expertise and perspectives that only those with lived experience of mental illness can bring. In March, we testified before the U.S. Senate Judiciary Committee on the use of extreme risk protection orders, also known as “red flag laws,” which help keep firearms out of the hands of people at risk of harming themselves or others. NAMI believes such laws should require clear evidence of risk so that people with mental illness will not be unfairly targeted.

BROADER CARE UNDER MEDICAID
After our successful push to allow states the option to lift an exclusion that barred Medicaid payment for care in certain hospitals and residential settings, Vermont, Washington, D.C. and Indiana secured the first waivers to help people with mental illness.

DEFENDING PATIENT RIGHTS
In 2019, NAMI worked tirelessly to protect coverage and benefits for people with mental illness. We partnered to fight proposals that would have denied Medicaid benefits to people who don’t meet work requirements. We also supported stronger enforcement of insurance parity and successfully fought harmful changes to Medicare coverage of psychiatric medications.

FIGHTING FOR AMERICA’S VETERANS
NAMI partnered with the U.S. Senate Veterans Affairs Committee to introduce the Commander John Scott Hannon Veterans Mental Health Care Improvement Act of 2019, which would increase access to mental health care, fund new diagnostic research and authorize new programs to stem the tide of veteran suicides.
In a nation where mental health resources can be hard to find, community-based education is vital. NAMI staff and volunteers come together to deliver a full slate of evidence-based programs that build knowledge, confidence and empowerment.

Changing lives through no-cost, peer-led education and support.

“NAMI Basics OnDemand allowed me to view the materials on my own schedule and at my own pace. I have learned to be more prepared ... and as a result, supporting my loved one is much less daunting and intimidating.”

A FAMILY CAREGIVER
12,000 PEERS REACHING 420,000 PARTICIPANTS

NAMI education and support programs reached a record number of people and families in 2019. We continued to improve course content, aiming to ensure that the information we present is clear and accessible to all. Effective training helped peer presenters build the skills needed to welcome and engage course attendees.

NAMI BASICS GOES ONLINE

In October, we launched NAMI Basics OnDemand, a new resource for parent and family caregivers of young people aged 22 and under. Nearly 5,000 people enrolled by year-end, affirming the need for youth-focused initiatives that families can access anywhere, anytime.

NAMI HOMEFRONT PROVEN TO UPLIFT FAMILIES

Our course for military spouses and families delivers proven benefits for online and classroom participants, according to a new study published in Psychiatric Services, a journal of the American Psychiatric Association. Researchers found that NAMI Homefront participants gained knowledge of mental health and effective caregiving strategies, empowering them to cope with psychological distress and improve family functioning.

READ about NAMI Homefront at: NAMI.org/Homefront

NAMI FAMILY-TO-FAMILY REFRESH

Thousands of peer presenters suggested ways to improve the family-focused course originally designed by Dr. Joyce Burland, NAMI’s first national director of education and support. The refreshed course was successfully tested in Arkansas, Florida, Ohio, South Carolina and Texas.

NAMI GROWS ITS PRESENTATION PROGRAMS

NAMI piloted Sharing Your Story with Law Enforcement, a new online training that prepares peers and family members to share their personal experiences with mental illness during law enforcement trainings. The program will fully launch in Q2 2020.

“

This program was informative, healing and inspirational in every way possible.

My anger and frustration have been replaced with a new understanding of mental illness. It also taught me how to care for myself and my veteran.”

A MILITARY SPOUSE WHO BENEFITED FROM NAMI HOMEFRONT IN 2019
More than 150,000 people found resources, information and support through NAMI’s national HelpLine in 2019. Staffed by volunteers aged 21 to 80 plus — all with lived experience of mental illness — the NAMI HelpLine handles questions that come in via phone, email, social media and mail. Compassionate listening, paired with a system that helps volunteers find mental health resources by zip code, ensures that people feel heard, respected and supported.
2019 SNAPSHOT

NAMI HelpLine

150,000 PEOPLE SERVED

110,000 HELPLINE KNOWLEDGE CENTER VISITS
31,000 CALLS
3,000 EMAILS
1,000 SOCIAL MEDIA CONTACTS
750 LETTERS

CONDITIONS & CONCERNS ADDRESSED

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Schizophrenia/Schizoaffective</td>
<td>21.41%</td>
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<tr>
<td>Bipolar</td>
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<tr>
<td>Depression</td>
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<tr>
<td>Anxiety</td>
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<tr>
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<tr>
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<tr>
<td>ADHD</td>
<td>2.56%</td>
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<tr>
<td>OCD</td>
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WHO WE HELPED

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Individual with MI</td>
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</tr>
<tr>
<td>Family member/caregiver</td>
<td>37%</td>
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<tr>
<td>Friend</td>
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<tr>
<td>Mental health professional</td>
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HOW WE HELPED

<table>
<thead>
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<tr>
<td>Referred to local NAMI</td>
<td>42%</td>
</tr>
<tr>
<td>Support, encouragement, reassurance</td>
<td>28%</td>
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<tr>
<td>Programs</td>
<td>18%</td>
</tr>
<tr>
<td>Legal resources</td>
<td>10%</td>
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<tr>
<td>Housing</td>
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</tr>
<tr>
<td>Social services</td>
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<tr>
<td>Treatments</td>
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VOLUNTEERS

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<tr>
<td>Volunteers per year</td>
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</tr>
<tr>
<td>Training hours per volunteer</td>
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<tr>
<td>Volunteer hours per year</td>
<td>10,000</td>
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<tr>
<td>Volunteer hours per volunteer</td>
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</table>
Advancing research to improve the lives of millions.

NAMI fights to widen the funding pipeline that fuels new breakthroughs in mental health research. We also fund and direct our own studies, sharing key findings that reveal gaps in our health care system and elevate solutions.

Matcheri Keshavan, M.D., known throughout the world for his findings on the neurology of psychosis, received the 2019 NAMI Scientific Research Award at our Inspiring Hope Through Research event in November.

Dr. Keshavan has devoted his career to finding better ways to address first-episode psychosis. He is the Stanley Cobb Professor of Psychiatry at Harvard Medical School, Vice Chair of Psychiatry at Beth Israel Deaconess Medical Center and Senior Psychiatric Advisor for the Massachusetts Mental Health Center in Boston.
$98 MILLION GAIN IN FEDERAL FUNDING
In 2019, NAMI worked with fellow advocates to seek expanded funding for the National Institute of Mental Health. We raised our voices for early intervention and evidence-based approaches to mental health care that deliver proven benefits for individuals and families.

COLLABORATING FOR BETTER CARE
NAMI teamed up with the American Psychiatric Association to continue the development of SMI Adviser, a tech-based hub aimed at improving care for those with serious mental illness. This new tool links physicians, nurses, recovery specialists, therapists, peer support experts and others for broad, real-time collaboration and resource sharing.

ACCELERATING PROGRESS
In partnership with the National Institute of Mental Health and the Stanley Center for Psychiatric Research at Broad Institute, NAMI hosted the 2019 Advancing Discovery Summit in April. Thought leaders from academia, industry, government and private research centers gathered to share perspectives and outline concrete action plans that will drive the search for new mental health treatments.

SHARING RESEARCH NEWS
NAMI serves as a resource for people interested in brain science, genetics and mental health treatment, including new medications and care strategies. In 2019, we added a research portal to the NAMI website filled with insights from new studies as well as our own research.

BRINGING MENTAL HEALTH FACTS TO LIFE
NAMI researchers completed a full update of the popular infographics that reveal patterns of mental health in the U.S., delays and barriers to effective care, warning signs of a mental health crisis and much more.

He serves as editor-in-chief of the Asian Journal of Psychiatry and is a member of the editorial board for Schizophrenia Research. NAMI is a proud supporter and promoter of his pioneering research.

VISIT the research portal at: NAMI.org/Learn-More/Research

VIEW the graphics at: NAMI.org/MHstats
Breaking new ground in awareness, community and impact.

NAMI is leading the way toward a new understanding of mental illness and the urgent need for integrated care and support that empowers people to live their best lives. Our work supports the recovery, dignity and well-being of individuals and families nationwide.

In 2019, NAMI was mentioned in NEARLY 24,000 Stories shared by print, online and broadcast outlets.
714,400 SOCIAL MEDIA FOLLOWERS
NAMI's social media following grew more than 30% as campaigns such as #WhyCare reached new audiences nationwide with a powerful call to end the stigma surrounding mental illness.

12.7 MILLION WEB VISITORS
NAMI.org is one of the nation's leading resources for individuals and families looking for information and guidance on navigating mental health challenges. Traffic on our website rose 43% in 2019, with half of all visitors between 18 and 34 years of age, a strong sign that our youth outreach efforts are gaining ground.

BLOGS SHARE DIVERSE VIEWPOINTS
Filled with mental health tips and engaging stories from peers, caregivers, family members, therapists, advocates and more, NAMI blog posts published in 2019 drew more than 1 million page views, a 33% increase over 2018. Our rich archive of past posts garnered more than 4 million page views, an increase of 97% over the previous year, ensuring that people with mental health conditions know that they are not alone and there is hope.

HELPING MEDIA GET THE STORY
In 2019, NAMI was mentioned in nearly 24,000 stories shared by print, online and broadcast outlets, elevating the national conversation around mental health. Links in 1,150 published articles drove 25,250 visitors to our website, connecting them with our rich resources on critical mental health issues. Our national team responded to nearly 450 media inquiries, with thousands more handled by NAMI Affiliates and State Organizations countrywide.

MORNINGS SHOW SPOTLIGHTS STIGMA
NAMI worked hand-in-hand with the producers of “CBS This Morning” on a special live-audience event, “Stop the Stigma: A Conversation About Mental Health.” The one-hour show aired October 23 featuring NAMI Chief Medical Officer Dr. Ken Duckworth, who shared the stage with “Queer Eye” star Karamo Brown and Cynthia Germanotta, mother of Lady Gaga. An interview with NAMI Acting CEO Angela Kimball also aired on CBS stations nationwide.

NEW DOCUMENTARY OPENS HEARTS AND MINDS
“Bedlam,” a full-length feature documentary produced and directed by Dr. Kenneth Paul Rosenberg, premiered at the 2019 Sundance Film Festival. The film offers a glimpse into the lived experience of people with mental illness who struggle to find effective treatment. NAMI is highlighted in the film, referenced on the film’s website and quoted on the jacket of the companion book, which was released in October.

The NAMI Blog was named one of the “Top Depression Blogs of 2019” by Healthline, an online health information resource, showing just how important NAMI’s online reach is.
Growing the impact of our strategic alliances.

NAMI benefits from the support of respected brands and partners who amplify our message and bring new resources to fuel our mission.

Rachel Bloom supported NAMI’s mission with an online auction of her wardrobe and memorabilia from her TV show “Crazy Ex-Girlfriend.”

NAMI Ambassador Taraji P. Henson attended Lord & Taylor’s Charity Days benefiting NAMI.
46 BRAND PARTNERS
Leading brands in retail, finance, the service sector and more joined with NAMI to fight workplace stigma, broaden awareness and support our mission. Retailer Lord & Taylor raised nearly $500,000 for NAMI at the premiere of their Charity Days event, with revenues supporting our Affiliates and State Organizations in participating Lord & Taylor markets. Guests at this exciting event included actress and author Taraji P. Henson, an influential NAMI Ambassador.

42 AMBASSADORS AND INFLUENCERS
Celebrities from film, sports, music, entertainment and the arts shared their mental health stories with millions, garnering new attention and support for NAMI. In July, NAMI released the latest in our “Strength Over Silence” docuseries, featuring Chris Hubbard, a football player for the NFL’s Cleveland Browns. He spoke about the challenges of playing competitive sports and encouraged young people to take their mental health needs seriously.

CELEBRITY AUCTION BENEFITS NAMI
In November, Emmy-award-winning singer, writer and actress Rachel Bloom launched an online auction of wardrobe items and memorabilia from “Crazy Ex-Girlfriend,” her show on The CW, with proceeds supporting our mission.

HBO ENGAGES MILLIONS
In a significant move to fight stigma and expand the conversation on mental health, HBO added content alerts to programs that depict mental illness. Viewers see NAMI’s website and a dedicated HelpLine number they can contact, 833-HBO-NAMI. NAMI also partnered with comedian Gary Gulman on his first one-man HBO show, “The Great Depresh,” sharing his experiences of major depression.

WIZARDS SHOOT FOR WIDER AWARENESS
On November 20, NBA professional basketball team the Washington Wizards welcomed a packed house to their game with the San Antonio Spurs, with $5 from every ticket supporting NAMI’s #StigmaFree campaign and our national HelpLine.

NEW MEDIA PARTNERSHIP
iHeart Media, a leading global media and entertainment company, teamed up with NAMI to share original content through “Let’s Talk,” a campaign focused on mental health. NAMI information and resources are now part of iHeart Media’s platforms, helping to raise awareness and strengthen our nationwide presence.
A BRAVE CONVERSATION ON YOUTH MENTAL HEALTH

NAMI partnered with AshleyAKAAshley, a streamer on the gaming platform Twitch, to share fresh perspectives on mental health with her followers. More than 2,000 gamers tuned in when Ashley invited Elizabeth Babkin, an avid gamer and volunteer presenter for NAMI Ending the Silence (ETS), to join her in a live conversation via Twitch.

Revealing their mental health struggles and the coping strategies that work for them, the hosts invited listeners to share their own stories. Elizabeth, who has created a guide to youth mental health services in her home state of Minnesota, spoke about ETS, NAMI’s national presentation program for students, families and school staff in secondary schools.

This partnership was a powerful demonstration of how reaching out through alternative media platforms can help NAMI reach a younger and more diverse audience.
Engaging more people and raising more dollars than ever.

In 2019, NAMIWalks welcomed more than 80,000 participants in 103 locations countrywide, raising a record $12.5 million for our mission.

A first-ever social media campaign supporting our events reached more than two million people with messages of hope and healing. We also produced a 30-second public service announcement that earned 10 million impressions through broadcast stations nationwide.
In 2011, Doris and Luther Kloth sought a way to remember their son Eric, who spoke openly about his struggles with schizoaffective disorder as an active volunteer with NAMI Greater Milwaukee before his death in 2010.

Since founding their team, “Remembering Eric Kloth,” the duo has raised more than $150,000 for NAMI, with Doris emerging as a gifted fundraiser. “I don’t have large donors, but I write letters to family, friends, community groups and all the people who knew our son.” Even small donations add up in a big way, she says.

Doris boosts results by selling handmade mittens fashioned from recycled sweaters. She attracts team members by offering chocolate chip cookies and the opportunity to add the names of loved ones living with mental illness to the poster the team carries at the event.

As NAMIWalks chair in Greater Milwaukee for seven years, Doris has gained broad community support. After appearing on “Morning Blend” with local NBC TV host Molly Fay, Doris convinced Molly to serve as NAMIWalks emcee in Milwaukee, which she has proudly done for the past four years.
When her son Trevor died by suicide after years of living with depression and bipolar disorder, Conni Bigler sought to turn her grief into healing. She is now celebrating her 12th year as the captain of “Trevor’s Team,” walking for NAMI Green County in Madison, Wisconsin.

Conni became a NAMI volunteer in 2007, joining her Affiliate board two years later. She now serves as board treasurer and works year-round to gather donations, coaching fellow walkers on the best ways to expand their fundraising efforts.

Friends and family return to “Trevor’s Team” year after year. Many were young and single when they began, but now push strollers with their spouses along the walk route near Lake Monona. Around 40 team members — including family from three distant states — raised $12,300 for NAMI in 2019, lifting the team’s lifetime total above $70,000.

“Getting to say Trevor’s name day after day as we work to eliminate the stigma involved with mental illness is a great healer,” Conni says. “Knowing those donations provide advocacy, education and support for others gives us hope that the stigma will end.”
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Gainesville, Florida

Catherine “Carrie” Roach, M.S.
St. Paul, Minnesota

Front row: Charma Dudley, Judge Joyce Campbell, Adrienne Kennedy, Shirley Holloway, Vanessa Fernandes, Lisa Carchedi, Amanda Lipp.
Not pictured: Tracy Plouck, James “Jim” Reiser.
NAMI Ambassadors

Utkarsh Ambudkar  Elise N. Banks  Andrea Barber  Beartooth  Maurice Benard  Mayim Bialik

Rachel Bloom  Sterling K. Brown  Kelsey Darragh  Corinne Foxx  Clark Gregg  Taraji P. Henson

Chris Hubbard  Jamie Gray Hyder  Brooke Johnson  Naomi Judd  Aija Mayrock  Rachel McCord

Dawn McCoy  A.J. Mendez  Mauro Ranallo  Frank Shamrock  Morgan Stewart  Jay Stolar

Alessandra Torresani  Tritonal  Kota Wade  Wil Wheaton  DeWanda Wise

Sterling K. Brown Photo Credit: Mark Mann
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Hulu
iHeart Media
Indivior PLC
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Janssen Pharmaceuticals
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Venable Fitzpatrick
Wear Your Label
2019 Leadership Alliance: Major Donors & Family Foundations

We are grateful for the support of all NAMI Leadership Alliance donors, including many who choose to remain anonymous.

Dennis Abbott
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Betsy and David Adams
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Nancy Allen
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Tricia Anbinder
The Anbinder Family Foundation
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Syd Arkowitz
Anne Armour
Stan Arner
Tina Arnold
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2019 Financial Results

2019 REVENUE
$27.8 M

- **62%** CONTRIBUTIONS
  - IN-KIND $6.4 M
  - INVESTMENTS $1.4 M
  - WALKS $1.1 M
  - GOVERNMENT $0.7 M
  - EVENTS $0.4 M
  - DUES $0.3 M
  - OTHER $0.3 M

- **23%** IN-KIND

- **5%** INVESTMENTS

- **4%** WALKS

- **3%** GOVERNMENT

- **1%** EVENTS

- **1%** DUES

- **1%** OTHER

2019 EXPENSES
$24.3 M

- **59%** PROGRAMS AND MEMBERSHIP
  - PROGRAMS & MEMBERSHIP $14.3 M
  - CAPACITY BUILDING $2.8 M
  - DEVELOPMENT $2.2 M
  - ADVOCACY $2.2 M
  - INFORMATION SUPPORT & EDUCATION $2.0 M
  - ADMINISTRATION $0.8 M

- **12%** CAPACITY BUILDING

- **9%** DEVELOPMENT

- **9%** ADVOCACY

- **8%** INFORMATION SUPPORT & EDUCATION

- **3%** ADMINISTRATION
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