

2012 ANNUAL REPORT



Education

Support

Advocacy

Research

About NAMI Maryland

The NAMI organization operates at the national, state and local level. NAMI Maryland is the NAMI state organization in Maryland. NAMI Maryland provides **educational resources** and events, statewide **outreach** and **advocacy** and affiliate organizational support. As important, NAMI Maryland **provides the free trainings** that allow NAMI volunteers to provide truly transformational NAMI programs like NAMI **Family to Family**, NAMI **Basics** and NAMI **Peer to Peer**, NAMI **Connections** and NAMI **Family Support Group, In Our Own Voice**, etc. In turn, local NAMI affiliates offer these free peer support, education and outreach programs, and engage advocates in their communities. National NAMI provides strategic direction for the entire organization, support to NAMI's state and affiliate members, governs the NAMI corporation, and engages in advocacy, education and leadership development nationally.

NAMIs have a shared message and a common goal. That goal is to free people with mental illnesses and their families from stigma and discrimination, and to ensure their access to a world-class mental health treatment system to speed their recovery. Working together, we provide support, education, information, and advocacy to the fifteen million Americans who live with serious mental illness today and their families. As an organization, NAMI's success depends on each of the parts of the organization working in concert towards a common goal.

NAMI Maryland and local NAMI affiliates in Maryland identify and work on advocacy and systems issues most important in our state. We also work with our national organization to educate and activate Maryland residents about national advocacy issues. Individual membership and the extraordinary work of volunteer leaders is essential to NAMI Maryland and local NAMI affiliates.

NAMI Maryland provides:

- A growing and dedicated network of over 20,000 families, individuals and community based organizations and providers.
- Trainings for effective free peer education and support programs delivered at the local level, including education for families, and recovery and relapse prevention courses for individuals with mental illness as well as peer support groups for relatives and for consumers of mental health services of all backgrounds. The local programs cannot happen without the training provided by NAMI Maryland.
- Trainings for individuals affected by mental illness to effectively tell their stories, reducing stigma and discrimination and educating various audiences.
- The NAMIWALKS walkathon at two sites (Baltimore and Silver Spring) raising public awareness and funds for many of our services.
- A statewide helpline which results in many referrals to local affiliates and their programs, and to local and state service providers, as well as useful advice and caring support.
- An annual educational conference, public outreach teleconferences, and resource materials on current issues and topics related to mental health.
- Hands-on support and consultation to our 12 local affiliates across the state, furthering our common mission.
- Statewide advocacy (direct and through coalitions), advocacy training and mobilization for our grassroots.

AWARENESS

A VOICE

HOPE

Selected Highlights

NAMI Maryland has undergone a major transformation in the last year, expanding its activities and organizational performance. NAMI Maryland has made great strides in expanding our reach and increasing our recognition across the state. This report includes some of our activities in the past year. But there is more work that needs to be done. So many people are desperate for support and haven't found NAMI. Join with us to improve the quality of life for individuals with mental illnesses and their families.

Information Technology

This past year, NAMI Maryland worked on a new "constituent relation system" (CRS) and website to help us communicate more effectively. We are in the implementation stage, customizing a CRS called SUMAC, to provide an expandable, customizable and powerful tracking and communications tool for NAMI Maryland. This tool can be used by local affiliates, having private segregated sections to enter and manage local data and communications. NAMI Maryland and participating affiliates will work together to make optimal use of its capacity. This past year we have also done an immense amount of work developing the wire frame for our new website. We hope to launch the new, more intuitive site by late summer 2012 and will continue to populate it over the next year.

"The NAMI Maryland Peer-to-Peer training gave me a lot of insight on mental illness and what will help me to spread the message of hope."

Public Education Conference Calls

This year NAMI Maryland began to host public informational teleconferences. Topics included: Mental Healthcare Parity, Supported Employment, and Health Care Reform.

"I feel so empowered and excited to share the information with everyone I know."

Advocacy Action Alerts

NAMI Maryland continues to send Action Alerts via email, and has increased the focus on sharing personal experience. Constituents' contacts and personal stories make a big impact: legislators and other decision makers tell us that NAMI members' calls and emails have made a difference!

"Because of NAMI Maryland we got brochures out into the community. We had the money to do our first large community fair and it was a great service to the community."

Affiliate Fund

This past year, we reviewed and revamped the NAMI Maryland Affiliate Fund process to be more transparent and strategic. We will help local NAMI affiliates in Maryland effectively target efforts to meet strategic goals and objectives.

Affiliate Outreach Project

The Affiliate Outreach Project has helped local NAMI affiliates work closely with NAMI Maryland to develop or update local resource brochures. NAMI Maryland produced brochures for 11 local NAMI affiliates, and encouraged outreach partnerships with local health-related and other sites. NAMI volunteers distributed 32,830 brochures to over 750 sites throughout the state of Maryland. Other organizations, medical professionals and schools have commented on how valuable the resources are to them and the individuals who benefit from them.

"The training NAMI Maryland held has helped me to keep moving on my recovery path."

NAMI Programs



Future teachers of the NAMI Family-to-Family Education course from across the state celebrate at a NAMI Maryland training. Don and Tina Slater, state trainers

NAMI Maryland **provides the free trainings** that allow NAMI volunteers to provide truly transformational NAMI programs in their local communities. In 2011, trained teachers/mentors led over 32 peer education courses for nearly 400 individuals, and many more were reached by peer-support groups and outreach workshops through the NAMI signature programs:

- **NAMI Family-to-Family**, a 12-session education and skills course for families by families.
- **NAMI Peer-to-Peer**, a 10-session relapse prevention, recovery-focused course for individuals with mental illness by individuals who have been there.
- **NAMI Basics**, a 6-session education and skills course for caregivers of children with behavioral health issues.
- **NAMI Connection Recovery Support Group**, a structured problem-solving support group for individuals with mental illness facilitated by intensively trained peers.
- **NAMI Family Support Group**, a structured problem-solving support group for family and close friends facilitated by intensively trained family members who have been there.
- **In Our Own Voice**, a presentation about living with mental illness by intensively trained individuals who tell their stories to educate the community, providers and others living with mental illness.

The state trainings allow NAMI volunteers to go back to their communities to deliver NAMI programs are intense, conveying vast amounts of information and skills in 24-26 hours over three days. In the past, NAMI Maryland held 4-5 trainings a year at hotels/conference centers, providing overnight accommodations for all. While a wonderful experience for those who attended these trainings, there is (and should be) a growing demand for NAMI programs, and a limited budget.

This year, we completely restructured our trainings to work in partnership with host affiliates to support daytime trainings in different regions, depending on demand. Host affiliates help arrange free training space and provide support during the training. Most of the trainees are local and commute. In addition, we expanded the number of available NAMI Maryland state trainers for NAMI signature programs, sending 7 trainees to the national training of state trainers in April 2011. With these investments, we have **tripled the number of trainings and newly trained local program leaders in the past 12 months**. This past year more than 135 individuals with mental illness and family members from around Maryland were trained to facilitate support groups, teach education classes and present workshops.

Healthy Hearts and Minds: In 2011, NAMI Maryland conducted over 17 Healthy Hearts and Minds presentations to diverse audiences throughout Maryland engaging more than 245 individuals. Participants said they learned what local resources are available for them, the importance of maintaining a good relationship with their primary care and mental health providers and other valuable tools.

Ongoing Program Support: We are building tools to strengthen NAMI Maryland's support of local program volunteers. The State Education Conference now has multiple workshops for program leaders, and monthly program conference calls will begin in summer 2012. Offerings will include skills refreshers, effective outreach, recruiting volunteers, increasing graduation rates, and ensuring diversity.

State Education Conference

Experts in medical research, treatment, health insurance, criminal justice, and much more came together at NAMI Maryland's annual state education conference this past October to share their ideas and experiences, present new research, explain new legislation, and offer practical advice on a wide range of topics. The conference was expanded to two days with 4-5 concurrent workshops in each slot and the theme this year was "Transforming Lives, Transforming Communities."

Health care coverage is a hot topic with the current battles over state and federal budgets, and the Affordable Care Act. We were privileged to have top experts make presentations about the challenges and opportunities of covering mental health care. Pamela A. Hyde, JD, Administrator at the Substance Abuse and Mental Health Administration (SAMHSA), pointed out that behavioral health needs to be seen as a public health issue, not just a social or medical issue. John O'Brien, SAMHSA's senior advisor on health care financing discussed the latest—and what's yet to come—in health-care financing. Joshua M. Sharfstein, MD, Secretary of the Maryland Department of Health and Mental Hygiene, discussed mental health care reform, and how Maryland stacks up against other states. A common theme was that grassroots advocacy will be necessary to make sure that these reforms are retained and that Maryland implements them effectively.

Health care wasn't the only topic covered at the conference. Attendees learned about treatment options for people with the negative symptoms of schizophrenia; and programs that integrate a wide variety of services for people with mental illnesses and substance use disorders, including job training, rehabilitative services, and mediation. Advocacy training sessions explained how to connect with lawmakers with facts and anecdotes, suggest solutions, and follow up afterward. Other workshops offered tips on telling powerful, effective stories about experiences with mental illness.

Experts in law enforcement discussed the need to advocate for more enlightened practices and educate first responders about how to identify mental illness and do a better job of de-escalating potentially dangerous crisis situations.

At a special awards dinner on Friday evening, we honored four people instrumental in advancing the cause of mental health and working to see that Marylanders with mental illnesses are better served:

- **Senator Barbara Mikulski** who has championed the Workforce Development Initiative for the Mentally Ill.
- **Senator Ben Cardin** has worked to end discrimination and require insurance parity for mental health services.
- **Dr. Joyce Burland**, Retired National NAMI Director of the Education, Training, and Peer Support Center, is the author of the signature national program, NAMI Family-to-Family Education, and has been recognized as a leader in the field of peer education.
- **Dr. Brian Hepburn**, Executive Director of the Mental Hygiene Administration of Maryland, has been instrumental in leading the MHA in improving clinical care and examining alternative financing strategies to achieve increased quality and consumer recovery, while balancing an inadequate budget.



Senator Cardin accepting his award.

SAVE THE DATE! The 2012 NAMI Maryland Education Conference is Friday October 26 and Saturday October 27 at Sheppard Pratt Conference Center in Towson. Keep informed by emailing info@namimd.org with your contact information. Become a member! Get involved!

2011 NAMIWalks

In May of 2011, over 2,000 people gathered for the two NAMIWalks in Silver Spring at Veterans Plaza and in Baltimore, at Rash Field in the Inner Harbor. Many walkers made a day of sightseeing and spending time at the venues after the walks. Both locations were close to restaurants, shops, museums and entertainment. Each Walk kicked off with a Proclamation from Governor Martin O'Malley declaring the day: NAMIWalks Day.

NAMI Maryland runs the two NAMIWalks in Maryland to spark conversations about mental illness. Local NAMI affiliates in Maryland partner with us to energize individuals and organizations across Maryland, raising awareness and funds for local and statewide NAMI work to fight stigma, help people through crises, and provide much needed support and education about mental illness.



2011 Walk at the Inner Harbor

Our sincerest thanks to the people who walked, the people who asked others to participate, and the people who raised money by reaching out to their network of friends and acquaintances. You helped raise awareness about the vital work that NAMI does and helped to begin the public conversation about mental illness. Even more people got involved in the May 2012 NAMI Walks in Maryland! We're already planning the 2013 Walks: *Get in touch and get involved.*

Standards of Excellence

NAMI Maryland believes in the value of the new NAMI Standards of Excellence, which define the roles, responsibilities and vision for all parts of the NAMI organization. The Standards include required practices as well as aspirational goals.

Required Practices: The required practices express the necessary requirements for NAMI State Organizations and NAMI Affiliates to be chartered and affiliated with NAMI. NAMI National will enter into agreements with each NAMI State Organization and NAMI Affiliate. These agreements spell out the mutual accountability expected of us all and serve as the foundation for what it means to be NAMI, a NAMI State Organization or a NAMI Affiliate. NAMI Maryland is in the first wave of state offices participating in the re-chartering process. We have completed the uploading of required documents and operational information. The Standards of Excellence team at NAMI National are currently reviewing our documents. Once NAMI Maryland is re-chartered, we will assist our affiliates with their re-affiliation process. NAMI Maryland will help assess affiliate operations, and will provide logistical and training to help them meet affiliation requirements and sign an Affiliation Agreement with NAMI National.

Aspirational Goals: Beyond re-chartering and re-affiliation, the Standards of Excellence provide us with a roadmap to ensure that this state NAMI and every NAMI affiliate in Maryland continues *to grow as organizations and to reach, to serve and to empower individuals with mental illness, their families and their communities.* Join us in this journey.

Advocacy

NAMI Maryland is a strong voice on mental illness, carrying out ongoing advocacy for a public policy agenda to improve mental health services throughout the state, reduce the stigma associated with mental illness, and support effective treatment and recovery programs.

Some advocacy is **Legislative Advocacy**. The 429th Session of the Maryland General Assembly came to a close at midnight on April 9, 2012. Due to disputes related to expansion of slots, the House and the Senate did not come to an agreement regarding revenue measures and the “doomsday budget” which makes across the board cuts with no revenue increases was passed. However, a special session was called on May 14- 16 to restore severe budget cuts by passing



Press conference with Secretary Josh Sharfstein and the Lorraine Sheehan Coalition to celebrate allocation of Alcohol Tax funding to community and health services

increases in revenue measures including an increased income tax on individuals making more than \$100,000.

During the regular session, the proposed budget included \$30 million in cost containment measures which would adversely and unfairly affect individuals with mental illness.

NAMI Maryland and other mental health advocates successfully convinced the Governor to propose a supplemental budget to significantly reduce the cuts. This was achieved by NAMI Maryland members and other advocates who inundated Governor O'Malley and legislative committee members with emails and calls in opposition to cuts and urged the Governor to submit a supplemental budget. As a result, the Governor's sup-

plemental budget was introduced including \$10.5 million for mental health services (\$9 million after amendment). This restored some of the cuts that were initially proposed and supported necessary funding for crisis services and for the uninsured.

Advocacy Training and Advocacy Day in Annapolis

In preparation for Advocacy Day at the state legislature, NAMI Maryland hosted a special introductory advocacy training conference call. Participants learned how important it is to effectively share their personal connection to mental illness and how they have been helped by funded mental health services. Telling your story is one of the most powerful and effective tools to educate elected officials about the need for effective, funded, mental health services. There was also a short advocacy training and demonstration at Advocacy Day itself. We made our mark with legislators in Annapolis in January 2012. NAMI activists shared how mental illness impacted their lives, expressed opposition to further budget cuts, and gave out NAMI Maryland resource packets, which included our new *Vision of an Ideal State Mental Health System* leaflet. The *Ideal State Mental Health System* leaflet developed by NAMI Maryland staff has become very popular. National NAMI asked to use our Advocacy Day packet and especially the *Ideal State Mental Health System* as a template for other states.

Advocacy training is an ongoing process. NAMI Maryland has added and will continue to add opportunities for such training. This past year we added free advocacy issue teleconferences and numerous advocacy workshops at the annual state conference. More to come, including web-based advocacy tools and training on Telling YOUR story! Let us know if you are interested.

Advocacy

Mental Health Parity

NAMI Maryland has partnered with the Maryland Parity Project to support efforts to ensure that private insurers in Maryland comply with the federal parity law. NAMI signed on to letters to the Insurance Commissioner citing insurance parity violations and is co-sponsoring Congressional Field Hearings on parity in June 2012. (We also continue to educate our grassroots on this issue through workshops, emails, teleconferences, and other means).

Health Care Reform and the Maryland Health Benefit Exchange

At the end of June, the Supreme Court will determine whether the Affordable Care Act is constitutional and if portions of the act need to be changed. Meanwhile, the State of Maryland administration is moving forward with the development of a Health Benefit Exchange. Advisory committees have been established and members of the committees have been appointed. A number of behavioral health stakeholders and supporters, including NAMI Maryland activists, have been appointed to committees.

Mental Health Care Gets My Vote!

NAMI launched the Mental Health Care Gets My Vote! Project in Maryland with an exhibit at the Baltimore NAMIWalks. These exhibits are a vital part of NAMI's nationwide campaign to register voters, raise candidate awareness of our issues and increase voter turnout among the thousands of people who attend NAMI Walks and other community events. Contact us for more details.

Behavioral Health Integration Efforts

The Department of Health and Mental Hygiene (DHMH) is currently planning the integration of mental health and substance use disorder services to ensure individuals receive comprehensive services. This includes the merger of the Mental Hygiene Administration (MHA) with the Alcohol and Drug Abuse Administration (ADAA) into one behavioral health administration and to develop a new funding mechanism that would be the same for all behavioral health services. The goal is for DHMH to make a decision by September 30, 2012 regarding funding options and for legislation to be introduced next session. NAMI Maryland has been and will continue to be engaged in the process as decisions are being made. NAMI Maryland provided DHMH with the *Ideal Mental Health Treatment System* leaflet and is providing input to workgroup leaders concerning our position on the services that should be covered in the continuum of care.

As a member of the Maryland Mental Health Coalition, NAMI Maryland has collaborated with other advocates to share our concerns regarding the pace of the process and the need for DHMH to develop white papers to provide advocates the chance to review and to provide comments.



2012 Financials

NAMI Maryland
Statement of Financial Position
March 31, 2012 (Unaudited)

ASSETS

| | |
|--------------------------------|-----------------|
| Cash | \$48,119 |
| Grants & Contracts Receivables | 22,956 |
| Other Receivables | 1,299 |
| Prepaid Expenses | 13,810 |
| Deposits | 2,791 |
| Total Current Assets | <u>\$88,975</u> |

T.Rowe Price Investment, at fair value 273,525

Fixed Assets, net of depreciation 27,199

Total Assets **\$389,699**

LIABILITIES & NET ASSETS

| | |
|----------------------------------|-----------------|
| Accounts Payable | \$28,138 |
| Other Payables | 298 |
| Accrued vacation | 4,047 |
| Deferred Revenue - NAMIWalks | 24,185 |
| Total Current Liabilities | <u>\$56,668</u> |

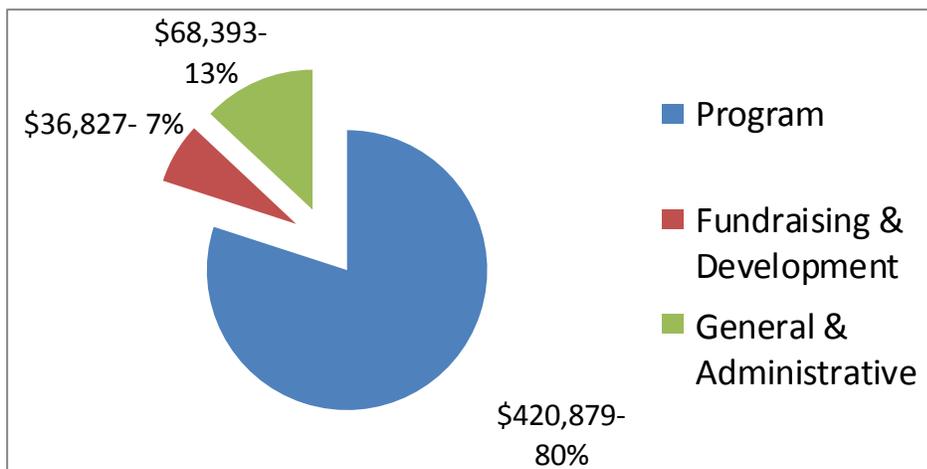
Net Assets:

| | |
|------------------------|--------------|
| Unrestricted | |
| Undesignated | \$245,008 |
| Board Designated | 86,023 |
| Temporarily Restricted | <u>2,000</u> |

Total Net Assets **\$333,031**

Total Liabilities & Net Assets **\$389,699**

EXPENSE ALLOCATIONS



2012 Financials

NAMI Maryland
Statement of Activities
For the twelve months ending 3/31/12
(Unaudited)

| | 3/31/2012 | FY 2012 | Dollar |
|---|-------------------|-------------------|-------------------|
| | Actuals | Budget | Variance |
| | | | CY Actuals |
| | | | to Budget |
| REVENUES: | | | |
| Grants & Contracts | \$323,862 | \$378,581 | (\$54,719) |
| Contributions | 29,498 | 26,000 | 3,498 |
| Combined Charities | 8,512 | 17,000 | (8,488) |
| Membership Dues | 4,871 | 13,000 | (8,129) |
| NAMIWalks (Income of \$237,008 net of expenses of | 89,849 | 67,863 | 21,986 |
| Fees for Service | 2,371 | 1,000 | 1,371 |
| Program Events & Development | 35,671 | 35,000 | 671 |
| Community Supporter Program | 5,000 | 3,000 | 2,000 |
| Investment Income | 2,398 | 1,000 | 1,398 |
| Miscellaneous Income | 618 | 350 | 268 |
| Total Revenues | \$502,650 | \$542,794 | (\$40,144) |
| EXPENSES: | | | |
| Salaries & Benefits | \$249,360 | \$235,929 | \$13,431 |
| Contracted Services | 102,784 | 105,335 | (2,551) |
| Training Expenses | 43,690 | 57,500 | (13,810) |
| Educational Materials | 10,229 | 0 | 10,229 |
| Program Events & Development | 24,128 | 27,700 | (3,572) |
| Affiliate Development* | 764 | 7,500 | (6,736) |
| Furniture/Equipment/Software | 13,495 | 5,200 | 8,295 |
| Equipment Lease/Rentals/Maintenance | 10,500 | 8,576 | 1,924 |
| Printing (external) | 2,905 | 1,000 | 1,905 |
| Office Supplies & Postage | 7,320 | 6,000 | 1,320 |
| Travel | 4,411 | 2,000 | 2,411 |
| General & Administrative | 7,224 | 6,300 | 924 |
| Communications | 10,302 | 10,500 | (198) |
| Insurance | 1,895 | 1,595 | 300 |
| Occupancy (<i>Rent, Utilities, Repairs & Maintenance</i>) | 35,092 | 38,847 | (3,755) |
| Grants - Affiliate Fund* | 2,000 | 10,000 | (8,000) |
| Capitalized Expenditures | 0 | 35,000 | (35,000) |
| Total Expenses | \$526,099 | \$558,982 | (\$32,883) |
| Net Income/(Loss) | (\$23,449) | (\$16,188) | (\$7,261) |

* During the fiscal year, the procedures for expenditures for both affiliate development and affiliate fund grants were being reviewed and revised. Therefore, spending was discontinued until the processes could be revised to better meet the needs of the affiliate in the coming fiscal year.

NAMI Maryland

Board Members serving in Fiscal Year 2012:

Don Slater—President
Christopher Griffin— 1st Vice President
Suzanne Harvey— Secretary
Sue Diehl- Treasurer
Watchen Harris Bruce
Janet Edelman
Tamara Ervin
Jenn Peyok
Royal Riddick
Steven S. Sharfstein, MD
Jane Tambree
Bill Toohey

Staff:

Kate Farinholt— Executive Director
Karin Hack— Communications and Fund
Development Coordinator
Kristin Opalacz — Program, Training, and
Event Coordinator
Penelope Freire— Administrative Assistant

Local NAMI Maryland Affiliates

| | |
|-----------------------------|--------------|
| NAMI Anne Arundel County | 443-569-3498 |
| NAMI Carroll County | 410-857-3650 |
| NAMI Cecil County | 443-955-4963 |
| NAMI Frederick County | 240-379-6186 |
| NAMI Harford County | 410-879-8570 |
| NAMI Howard County | 410-772-9300 |
| NAMI Lower Shore | 443-229-2744 |
| NAMI Metropolitan Baltimore | 410-435-2600 |
| NAMI Montgomery County | 301-949-5852 |
| NAMI Prince George's County | 301-429-0970 |
| NAMI Southern Maryland | 301-737-1988 |
| NAMI Washington County | 301-824-7725 |

NAMI Maryland's workplace charity numbers:

4186: The Maryland Charity Campaign & Central Maryland— Private Sector

80114: CFC of the Chesapeake Bay Area and National Capital Area

8568: The United Way

Other? Call NAMI Maryland for information.

Let us know if you workplace has a grant or matching gift program

NAMI Maryland

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AWARENESS

A VOICE



HOPE

 **nami** | **Maryland**
National Alliance on Mental Illness

NAMI Maryland — www.namimd.org — 877.878.2371