



# Wisconsin



**Find Help.  
Find Hope.**

The mission of NAMI Wisconsin is to improve the quality of life of people affected by mental illnesses and to promote recovery.

NAMI Wisconsin focuses on three cornerstones of activity that offer hope, reform, and health to our community: Support, Education & Advocacy. Through a network of 31 local affiliates, NAMI Wisconsin offers 13 programs statewide and touches the lives of more than 42,000 people each year.

NAMI Wisconsin accomplishes its mission through the following:

- Establishing local affiliates in keeping with NAMI principles and guidelines.
- Advocating at all levels of government and throughout the public sector.
- Supporting affiliates by providing follow-up advice and counsel, educational and training programs and materials, access to financial resources as appropriate, and by offering conferences, seminars, and presentations.
- Promoting public education and understanding of mental illnesses.

National, state and local NAMI... how they fit together

Affiliates and state organizations identify and work on issues most important to their community and state.

Membership Dues: All levels are managed independently but membership dues are split to support the local, state and national offices. Therefore, members have a connection to levels of NAMI.

Other Income: All other funds, grants and donations stay with the organization they are directed to. This means that 100% of funds given to NAMI Wisconsin stay with NAMI Wisconsin.

## The History of NAMI:

NAMI was formed in 1977 when two mothers, each with a son with schizophrenia, met over lunch to discuss their shared experiences and challenges. At a second lunch the women decided to assemble people with similar concerns.

In 1977, the second meeting drew about 13 people who met at a nightclub in Madison, Wisconsin. The name, Alliance for the Mentally Ill, was suggested, partly because its acronym, AMI, meant "friend" in French. Within six months, 75 people had joined.

Upon hearing about similar organizations around the country, they decided to hold a national conference. They hoped 35 people would come to Madison in September, 1979, but 284 representatives from 59 groups (representing 29 states) were in attendance.

By the end of the conference, a national group, The National Alliance for the Mentally Ill had been formed, named and financed. NAMI, renamed The National Alliance on Mental Illness to further reduce stigma and the discrimination associated with mental illness, is now based in Arlington, Virginia with over 1,000 local affiliates.

## NAMI Wisconsin

As a state organization, NAMI Wisconsin provides training for 31 local affiliates. NAMI Wisconsin trains approximately 125 teachers and facilitators throughout the state at no cost to the affiliates.

Support for the state organization is crucial because NAMI Wisconsin provides technical assistance, training and mini-grants for rural affiliate development and growth of NAMI programs such as Family to Family and Veterans Services.

NAMI is in the process of implementing national standards of excellence, which means that affiliates need additional support to ensure that they are able to successfully meet the standards and achieve re-affiliation. Additional funds would allow NAMI Wisconsin to expand specialty programs such as veterans Family-to-Family and increase rural support, education and advocacy efforts to ensure that local affiliates continue to grow and thrive.

NAMI Wisconsin actively raises funds and pursues grant opportunities to enhance and expand programs.

Fundraising initiatives include:

- Community Health Charities annual workplace giving campaign
- Corporate sponsorships
- Individual donor solicitation

Grants awarded include:

- The UW Center for Tobacco Research and Intervention - smoking cessation for adults with severe & persistent mental illness
- Dartmouth Johnson & Johnson Supported Employment Family Advocacy initiative
- Pharma rural outreach grant

Current funding supports one annual statewide conference, printed resource materials, 10 state-wide trainings, 4 regional affiliate conferences, start-up and sustainability grants for affiliates and staff time to provide outreach, training, advocacy and technical assistance to affiliates.

For the last two years, NAMI Wisconsin has operated at a deficit because our training and outreach needs were far greater than the income we were able to achieve. In 2010, NAMI Wisconsin went through an in-depth strategic planning process and is working to build its financial partners and increase its revenues so that it is able to continue its important work.

## **NAMI Wisconsin Programs include:**

### **FAMILY-TO-FAMILY EDUCATION PROGRAM**

The Family-to-Family Education Program is an evidenced based practice that offers a free 12-week course for families, partners and friends of individuals with severe mental illness. The class is taught by trained family members and brings hope, understanding and acceptance to families affected by mental illness. Many describe their experience in the program as life-changing.

A specialized Veterans Family-to-Family program is offered and includes an extra class about Post Traumatic Stress Disorder. Family-to-Family is also offered in Spanish in some communities.

### **FAMILY SUPPORT GROUP**

Family Support Group is a meeting of caregivers of individuals with mental illness where family members can talk frankly about their challenges and help one another through their learned wisdom. Meetings are facilitated by trained NAMI facilitators.

### **NAMI BASICS**

The NAMI Basics Education Program is a six-week peer-directed education program developed specifically for parents and other caregivers of children and adolescents who have either been diagnosed with a serious mental illness/serious emotional disturbance or who are experiencing symptoms but have not yet been diagnosed.

### **PARENTS AND TEACHERS AS ALLIES**

Parents and Teachers as Allies is a two-hour mental health education in-service for school professionals that focuses on helping school professionals and families better understand the early warning signs of mental illnesses in children and adolescents and how best to intervene so that youth are linked with services. It also covers how schools can best communicate with families about mental health related concerns.

### **NAMI PEER-TO-PEER**

Peer-to-Peer is a ten-week, peer led, recovery education course open to any person with a serious mental illness. Peer-to-Peer emphasizes recovery from mental illness as a feasible, supportive goal and challenges the stigma often wrongly associated with mental illness.

### **NAMI CONNECTION**

NAMI Connection is a weekly, 90-minute, recovery support group for people living with mental illness in which people learn from each others' experiences, share coping strategies, and offer each other encouragement and understanding.

### **IN OUR OWN VOICE**

In Our Own Voice (IOOV) is a unique public education presentation that offers insight into hope and recovery possible for people living with mental illness. Trained individuals living with mental illness lead a brief, comprehensive and interactive presentation about mental illness.

### **CRISIS INTERVENTION TEAM TRAINING**

Crisis Intervention Team Training is a 40-hour training program designed to help law enforcement personnel learn to recognize basic signs and symptoms of mental illness along with skills to de-escalate a crisis situation. The training is intensive and includes fifteen hours of experiential training through tours of community sites, ride-along experiences with human service workers and role playing scenario training.

### **PLANNING FOR THE FUTURE**

Planning For the Future is a training developed by NAMI Wisconsin addressing the concerns and needs of aging, older families who want to assure the quality of life for their loved one with a disability through the use of life plans, trusts, estate planning, and other provisionary tools.



NAMI is the nation's largest grassroots mental health organization dedicated to building better lives for those affected by mental illness and their families. NAMI operates at the local, state and national levels and each level provides advocacy, education, support and information and referral to support the 11.4 million Americans who live with serious mental illness.

\* 10 program trainings, 4 regional conferences, 1 state-wide conference, teleconferences, publication of *The Iris*, maintenance of a resource filled website, state-wide resource distribution, individual technical assistance to affiliates.

NAMI Wisconsin 2011 Revenue	
Grants	\$259,120
Contributions	\$35,610
Conference	\$21,455
Membership Dues	\$29,476
Other Income	\$27,123
<b>TOTAL \$372,793</b>	

NAMI Wisconsin 2011 Expenses	
Personnel	\$193,577
Public Awareness	\$43,269
Equipment	\$1,044
Insurance	\$3,820
Postage	\$4,159
Printing & Copying	\$2,730
Training & Resource dissemination*	\$92,579
Supplies	\$3,484
Telephone	\$4,228
Utilities	\$15,282
Depreciation	\$27,961
Board Admin	\$3,379
Interest	\$9,349
Dues to affiliates	\$6,270
Other	\$11,698
<b>TOTAL</b>	<b>\$422,829</b>

2011 Expenses:

Program	89%
Administrative	11%