Dear NAMI Wisconsin Supporters,

A member recently told me that they joined NAMI Wisconsin because they want to be “part of a larger, collective voice.” It is a heavy responsibility and a great honor that NAMI Wisconsin is charged with mobilizing advocates from around the state who share our vision of improving funding, policy and understanding of mental illness. Most of us are drawn to NAMI because it is personal. It is our personal connection and collective voice that gives our cause and our movement strength.

NAMI Wisconsin has a strong history of being The State’s Voice on Mental Illness. In 2014 we took great strides to ensure that we remain a strong voice for all affected by mental illness in Wisconsin. We launched new programs, strengthened our statewide presence and developed local leadership and capacity. Our strategic focus included building capacity by expanding our outreach and inclusion efforts. Consequently, 2014 was a year of fruitful collaborations! We saw many successes in the area of advocacy, funding and outreach because of the strong relationships and partnerships we have cultivated.

I hope you enjoy reviewing all that we were able to accomplish in 2014, thanks to the dedication of many talented staff and volunteers.

Sincerely,

[Signature]

Julianne Carbin,  
Executive Director
COMMUNITY OUTREACH

We envision a future where all members of our community can talk openly about mental illness and access much needed support and treatment. Therefore, we have made diversity and inclusion one of our strategic priorities so that we can support all Wisconsin communities. In 2014, we reached more than 5000 people statewide by exhibiting or presenting at five state conferences and facilitating six hearing voices simulations. We appeared on radio shows including shows on Wisconsin Public Radio and published six issues of the Iris newsletter that reaches a statewide readership of 2000. Screenings of the film Call Me Crazy were shown in more than 10 communities. There was also an event held in partnership with Madison Capitols Hockey wherein players wore green laces to raise awareness about mental illness. We redesigned our website and print publications and expanded our social media presence to increase visibility, dialogue and collaboration with organizational and media partners.

1 DIVERSITY IN MOTION FLASH MOB In honor of National Minority Mental Health Awareness Month, around 50 advocates in lime green t-shirts swarmed the Capitol Square with a flash mob, Diversity in Motion, to raise awareness about minority mental health. Hundreds of people who were at the Capitol stopped to witness the dance, then spoke with dancers and picked up handouts afterwards. The event was over in minutes but forged new partnerships and spurred engaging conversations that continue to grow today.

2 WHY I JOIN CAMPAIGN The voices of NAMI members strengthen our ability to advocate for better treatment, funding and access to mental health services. Each year, NAMI touches tens of thousands of lives in Wisconsin but those numbers are not reflected in our membership. Therefore, in May, we launched a Why I Join campaign and called on members to share what their NAMI membership means to them. It was a fun and interactive way to hear from our members and learn what is important to them.

3 5TH EDITION FAMILY AND CONSUMER RESOURCE GUIDE The 5th edition of the NAMI Wisconsin resource guide, Navigating the Experience, was launched. Now, the guide functions like an interactive workbook, helping people easily navigate and understand the complex issues that arise when experiencing mental illness. Five thousand copies of the guide were distributed to families, consumers, clinical staff and crisis workers throughout the state.

4 MENTAL ILLNESS AWARENESS WEEK Events and outreach that take place during Mental Illness Awareness week continue to grow for NAMI Wisconsin and our affiliates. In 2014, more than 15 affiliates hosted local events and NAMI Wisconsin hosted three events, including the 8th Annual Healing Art Show. The Healing Art Show was a great success with more than 15 artists showcasing their work and press coverage including a full length article in the Wisconsin State Journal.

I joined the flash mob because I think there’s a lot of discrimination and stereotypes about those who have mental illness. People need to know that people with mental illness are just like everyone else and we have our own hopes and dreams.

- Diversity in Motion dancer

2013: 1471 members
2014: 1534 members
In 2014 we harnessed the power of our members to take part in advocacy at all levels. We continued to distribute Action Alerts to more than 400 advocates statewide who personally requested to receive the call-to-action-alerts. We provided individual information, support and referral to more than 300 people statewide. We continued our partnership with the Wisconsin Department of Corrections and expanded our speaker pool of consumers and family members who present at Crisis Intervention Partners (CIP) trainings to share their personal story and speak about mental health stigma. Staff served on statewide committees including advocacy coalitions and state department work groups. NAMI Wisconsin members responded to a survey which provided input to create our 2015 legislative priorities. We also coordinated advocates to testify at senate hearings about a variety of employment, criminal justice and diversion related legislation. Our expertise in collaborative advocacy earned our Advocacy Coordinator a speaking engagement at the national NAMI convention. She spoke on a state advocacy leaders panel about building strong collaborations to advance mental health advocacy initiatives and the successes these partnerships achieved in Wisconsin in 2013.

1 **GOVERNOR SIGNS LEGISLATION**

2014 was a year of action for mental health advocacy. NAMI Wisconsin advocates were invited to witness the Governor sign bills into legislation that were introduced by the Speakers Taskforce on Mental Health. While in Green Bay for the signing, Governor Walker took a personal tour of NAMI Brown County to meet NAMI members and discuss issues important to us.

2 **SUPPORTED EMPLOYMENT**

Individual Placement and Support (IPS) supported employment is an initiative that NAMI Wisconsin has helped educate our members about for several years. We presented a workshop on “telling your story” at the Wisconsin IPS learning collaborative to train people how to promote and market IPS and empower consumers to share their story of recovery through work. We also had the opportunity to partner with Governor Walker on the Better Bottom Line Initiative and educate his staff on IPS to ensure that mental illness remained part of the initiative rather than being eclipsed by other types of disabilities. NAMI Wisconsin staff even provided input for the IPS legislation that was developed and signed by the Governor.

3 **VOICES IN ACTION**

Voices in Action is an advocacy training curriculum that draws from the NAMI Smarts for Advocacy program, was developed using a train-the-trainer model to allow affiliate leaders to offer advocacy training to their local communities. Voices in Action is a 1–1.5 hour interactive workshop where participants develop a concise, effective version of their personal experience with mental illness. After the Voices in Action workshop, participants use their story as an advocacy and awareness-building tool in many different settings, including legislative hearings, informal meet-and-greets, county board meetings and city council events. In 2014, 40 members received advocacy training to learn how to use their personal story for advocacy.
ADVOCACY

4 PRESENCE ON CAPITOL HILL Wisconsin advocates visited four representatives and our State Senator at Capitol Hill in Washington D.C. as part of the national NAMI convention. The primary focus of our meetings was to build relationships – simply give a face to our organization and provide stories for them to remember us by. That we did! Our advocates brought poise, professionalism and personality to the visits as they shared personal stories of recovery, ways the “system” has failed them, ways that NAMI programs have helped their family, and so on. These visits were energizing but were just a piece of our advocacy work. Staff at NAMI Wisconsin continue to build these relationships. We have met with legislators to prepare for 2015-2017 biennial budget and legislative sessions, including educating new legislators, strengthening current relationships and working with the newly formed standing mental health committee (formerly the Speaker’s Task Force on Mental Health).

5 ACCESS TO HEALTHCARE Governor Walker rejected billions of dollars in federal health care funds to support BadgerCare, resulting in a loss of coverage for thousands of Wisconsinites, including many who live with mental illness. NAMI Wisconsin partnered with eight local affiliates and other advocacy organizations to mobilize members on the BadgerCare expansion issue. NAMI Wisconsin members attended press conferences and referendum briefings with elected officials. Their hard work resulted in the inclusion of a BadgerCare referendum on ballots in 20 counties. An overwhelming 73% of voters voted YES on the Nov. 4th referendum ballot question demanding the state accept federal funds for BadgerCare.

Advocacy is at the heart of all we do. We asked our members what advocacy means to them and here’s what they said:

“Not taking ‘no’ for an answer... when the cause is right; Speaking up for what you believe in; Opening a conversation; Passion; Telling my story; Taking action to make change.”
In order to meet needs of affiliates and provide support to grow and strengthen their capacity, we reorganized staff positions and created an Associate Director position which focuses solely on affiliate and membership development. Consequently, in 2014 we saw the beginning of improved relationships and increased partnerships with our local affiliates.

Hosted **three leadership development conferences** that drew 51 leaders from 22 affiliates. The regional conferences provided information sharing, networking and skill-building opportunities for affiliate leaders.

Gathered affiliate leaders for a **networking session** at the conference, drawing representatives from 22 affiliates!

In order to meet the unique needs of larger affiliates, we hosted our first annual **executive directors luncheon**.

Offered **one-on-one technical support** and **monthly e-newsletters** and created a **special affiliate website** that houses templates, resources and information for organizational development and re-affiliation.

Expanding NAMI programs at the local level is an important part of supporting the growth of affiliates. In 2014, we offered train-the-trainer events for a number of family and consumer programs, including the new NAMI signature program, NAMI Homefront that offers support to veteran and military families, training 10 teachers from four affiliates. NAMI Familia-a-Familia was expanded in Kenosha County because we were able to train two new Spanish speaking teachers. The Teacher Leadership summit drew 51 family teachers, including two Spanish-speaking teachers, thanks to the availability of interpreters. The consumer leadership summit drew 16 leaders to attend a master class with Mike Veny, a nationally renowned drummer who uses music in his recovery.

The Annual Conference 2014, *Perspective Makes a Difference*, focused on the theme of diversity and inclusion. More than 380 attendees from all corners of the state joined together in Appleton to hear two engaging keynote speakers, 35 breakout sessions and a high school theatrical performance of Behind the Door. We had our first ever youth track and Crisis Intervention Team track drawing new audiences. The conference was a huge success because it was a collaborative event that drew on the expertise and support of more than 100 volunteers!
FINANCIALS

NAMI Wisconsin was awarded a five-year, $750,000 state grant to expand Crisis Intervention Team (CIT) training for law enforcement and Crisis Intervention Partners (CIP) training for correctional officers. This funding will allow NAMI Wisconsin to work with partners statewide to formally expand and streamline CIT and CIP trainings.

A grant in partnership with the UW- Center for Tobacco, Research & Intervention (UW-CTRI) was awarded to expand our work to help Community Support Program (CSP) clients quit smoking. This two-year, $150,000 implementation grant was provided by the Wisconsin Partnership Program at the UW School of Medicine and Public Health and will allow us to develop and prepare Certified Peer Specialists to work as tobacco cessation advocates within CSPs.

Other Grants Included: $2,350 from NAMI to expand our diversity & inclusion initiatives. $1,500 Dartmouth grant to support IPS supported employment work. $1,700 Community Foundation of the Fox Valley Region grant to fund the 2014 Conference Youth Track.

2014 Income $399,319
Grants $280,114
Donations $60,124
Conference $23,896
Membership $23,568
Other $11,617

2014 Expense $420,089
Personnel $234,549
Training $98,716
Outreach $7,049
Operating $35,427
Contracts & Audit $11,452
Supplies/Postage $18,017
Printing $13,419
Other $1,460

We are so grateful for the countless individual donors, sponsors and partners who give so generously to support NAMI Wisconsin. All funds directly support the mission of the organization.

THERE ARE MANY WAYS TO GIVE.
In 2014 we created new ways for people to support NAMI Wisconsin with options now including vehicle donation through V-Dac, allocation of funds through Thrivent Choice Dollars and a Tree of Hope donation program that allows donors to honor those who symbolize strength, resilience and hope.

To view the 2014 financial audit, please visit: namiwisconsin.org\annual-reports

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