Dear NAMI Wisconsin Supporters,

As a grassroots advocacy organization, our charge is to effectively engage members from all backgrounds in order to ensure that we are the state's representative voice on mental illness. Our priorities over the last year and a half have recognized that NAMI's growth and strength depend upon our ability to meaningfully engage all communities in Wisconsin, especially those who are underserved. It is a heavy responsibility, but also a great honor that we are part of the solution.

Last year we took great strides to bring the voices of lived experience to the forefront in order to influence policy, funding and program decisions. Our success in large part is attributed to the strength of our partnerships. Together, we were able to mobilize advocates from around the state who share our vision of improving funding, policy and understanding of mental illness. NAMI has always been an organization full of passion and captivating personal stories of resiliency. It was an inspiring year to see these voices mobilize throughout local communities, the arts, film, politics and the criminal justice system.

I hope you enjoy reviewing all that we were able to accomplish in 2015, thanks to the dedication of many talented staff and volunteers.

Sincerely,

Julianne Carbin,
Executive Director

Honors

NAMI Wisconsin is recognized with NAMI's 2015 Multicultural Outreach Award in honor of our efforts to ensure that ethnic, cultural and other minorities are a strong, vital and valued part of the NAMI family. The award was presented in San Francisco at the NAMI national convention.

NAMI Wisconsin's campus group, NAMI UW-Madison, was awarded not only one, but two 2015 Bucky's Awards! The esteemed Social Justice Advocacy Award recognizes campus leaders that go above and beyond to serve the UW-Madison campus community. The highest honor, the Dean's Award of Excellence, recognizes the organization that excels in three pillars: Wisconsin Experience, Discovery and Innovation.
COMMUNITY OUTREACH

We envision a future where all members of our community can talk openly about mental health and access much needed support and treatment. In 2015 NAMI Wisconsin maintained an active Build It Together diversity and inclusion advisory committee of the board of directors that focused on building partnerships and completing projects with community groups that serve the African American, Hispanic and Latino and youth communities. NAMI Wisconsin is committed to ensuring that the voice of underrepresented communities is empowered to influence policies at the local and state level.

In 2015, we reached more than 10,000 people statewide by exhibiting, presenting at or hosting 30 state conferences, meetings or events. We appeared in various media sources and published 6 issues of the Iris newsletter that reached a statewide readership of 2,000 people each. Awareness campaigns were launched in recognition of May Mental Health Month, July National Minority Mental Health Awareness Month and October Mental Illness Awareness Week. Below are some of the highlights.

1 MENTAL ILLNESS AWARENESS WEEK

MIAW kicked off with the Healing Art Show that showcased the work of 40 Wisconsin artists who live with mental illness. The show took place in a new venue, VSA of Wisconsin, and incorporated interactive elements such as paint your own iris, artist feedback and awards, artist video and more! NAMI UW-Madison students shared the power of spoken word at the Speak Out! Open Mic event. Seven courageous students spoke, sang, played music and created new bonds with their peers. You have heard that a picture is worth a thousand words, so we called on our supporters to show us! More than 800 pieces were submitted for the community quilt that symbolizes the bond we have as Wisconsinites, friends, families and supporters. Each piece tells a story and together it reminds us we are working towards one vision and each piece is an important part of that journey!

2 HOME SCREENING

In recognition of Black History Month to raise awareness of mental illness, NAMI Wisconsin partnered with 21 community organizations to screen the film, Home. The writer/director Jono Oliver and lead actor, Gbenga Akinnagbe traveled to Madison for the screening and facilitated a community discussion which drew over 200 community members.

3 VIDEO PROJECT

In partnership with the UW-Madison Counseling Psychology department, 15 personal stories that illustrate lived experiences of mental illness and recovery were captured on film. The short films will be used to educate emerging mental health professionals about the diverse ways that mental illness affects individuals, families and professionals.

Sharing my story of living with mental illness is always rewarding. No matter who is listening, if they HEAR what is said and are affected enough to say something, to ask for help, to search for more information. That is my hope, every time I have the opportunity to share, to inspire someone to DO something, no matter how small the act.

- Annette
In 2015 we harnessed the power of our grassroots members to take part in advocacy at all levels. We developed and distributed NAMI Wisconsin 2015 Legislative Priorities that were developed with input from hundreds of statewide members and partners. We developed a state budget narrative and then supported advocates from Barron, Milwaukee and Sauk Counties and the Fox Valley region to testify before the Joint Finance Committee as part of the 2015-2017 budget hearings. NAMI Wisconsin registered in support of three proposed bills and in opposition of two proposed bills that would deeply affect our members; participated in advocacy efforts for responsible gun legislation; met with legislators to discuss barriers to accessing mental health treatment and suicide prevention, and continued service on the Legislative and Policy committee of the Governor's Council on Mental Health, Criminal Justice Coordinating Committee and the Recovery Implementation Task Force.

1 GRASSROOTS ADVOCACY
Your voice makes a difference!
In 2015, we launched an online version of the NAMI Wisconsin Voices in Action training. Now, it is easier than ever to join the network of grassroots advocates speaking out for change... visit our website to see for yourself!

In 2015: 6 Action Alerts engaged a network of more than 300 advocates statewide who responded to the call-to-action-alerts; More than 350 people received individual information, support and referral via our warm line; 95 consumers and family members received training to tell their personal story for advocacy purposes.

2 ACTION ON THE HILL
More than 100 community members from across the state gathered on the capitol steps to rally for mental health. Joined by several state legislators, the crowd listened and cheered as speakers shared their stories of recovery and called for greater investment in mental health services, reduced stigma and discrimination and more community conversations about mental health. We are so grateful to our amazing speakers who shared powerful personal stories of empowerment and recovery.

Fired up after the rally, 55 advocates from across the state then gathered for a briefing on current legislative issues and a training to prep them for afternoon visits with elected officials. Some had met or talked with legislators before, others had never set foot in the capitol building. But everyone was ready to let our legislators know what we need to support recovery. By the end of the sunny April day, our group of advocates had reached 25 legislative offices. NAMI Wisconsin received calls from several legislators requesting more information and offering to work with us. Overall, Action on the Hill was a huge success and a tradition we hope to continue in years to come!

355 individuals received support, information & referral via the support line!
Wisconsin was awarded a five-year state grant to expand Crisis Intervention Team training for law enforcement and Crisis Intervention Partners training for correctional officers. In 2015, we brought on a full time CIT/CIP Program Director to coordinate the expansion and serve as a single point of contact for all Wisconsin CIT & CIP initiatives. In just one year, it is amazing to see what has been accomplished in partnership with new and long-standing training teams. Together, we developed standard Wisconsin CIT/CIP documents and evaluation processes, established 3 new training teams, created a central database to track training, speaker and presenter information, developed a website that communicates the WI standards, showcases the work happening statewide and includes a Trainers Portal. It is truly remarkable to see such dedicated people from diverse disciplines such as law enforcement, corrections, mental health providers, consumers and families all come together around a common vision.

So many of our contacts involve citizens battling some form of mental illness. Learning to recognize the signs, how to best communicate and what to avoid saying will translate well into most calls for service. Learning more about local services was invaluable.

Police Officer, Madison PD
AFFILIATE SUPPORT

In order to meet the needs of affiliates and provide support to grow and strengthen their capacity, we provided one-on-one technical support, monthly e-newsletters, administered mini-grants and maintained an affiliate leader resource website.

Facilitated peer learning and mentorship through:
three leadership development conferences that drew 44 leaders for a day of information sharing, networking and skill-building
a networking session at the state conference that gathered 56 local leaders
ten Peer Led Calls that engaged 92 affiliate leaders
and a Teacher Leadership Summit that engaged 44 local program leaders.

32 NAMI WISCONSIN AFFILIATES

5 AFFILIATES ENDORSED:
Barron, Dane, Fond du Lac, La Crosse, & Washington Counties

3 CAMPUS AFFILIATES:
UW-Madison, UW-Milwaukee & UW Steven’s Point

PROGRAMMING

Expanding NAMI programs at the local level is an important part of supporting the growth of affiliates. In 2015, we offered train-the-trainer events including the new signature program, NAMI Ending the Silence, an in-school presentation designed to teach high school students the signs and symptoms of mental illness. Per affiliate demand, a new state training, NAMI Wisconsin Peer Support Group, was also developed and launched in 2015!

The Annual Conference 2015, We’ve Got the Power, focused on the theme of wellness and advocacy. More than 380 attendees from all corners of the state joined together in Madison to hear two engaging keynote speakers, 37 breakout sessions and a music performance by Veteran Jason Moon. The event also included a student leadership track that engaged 25 youth participants.

STATE TRAININGS:

2 Family-to-Family teacher trainings

1 Peer-to-Peer, 1 In Our Own Voice and 1 Ending the Silence presenter trainings

2 Peer Support Group and 1 Family Support Group facilitator trainings

FAMILY PROGRAM TRAININGS

new teachers 28
local classes 35
reached 461

CONSUMER PROGRAM TRAININGS

new presenters 42
local classes 224
reached 8063

SUPPORT GROUP TRAININGS

new facilitators 39
local groups 609
reached 5580

2014: 1534 members
2015: 1569 members
2015 AFFILIATE HIGHLIGHTS

Affiliates hosted more than 150 outreach events that collectively reached more than 10,000 people statewide. Events ranged from film screenings, health fairs, open mics, art shows and guest lectures to community walks, bike and hike awareness events.

When asked about their biggest success for 2015, here’s what they said:

NAMI BARRON COUNTY
Held a 5k walk/run fundraiser that financed a 16-week Public Service Announcement supplied by NAMI. The PSA aired at the local movie theatre and on the public access television channel in the Rice Lake area.

NAMI BROWN COUNTY
Trained 180 Brown County Sheriff’s Department guards at the jail about mental illness. It was an 8 hour training offered on 6 different days.

NAMI DANE COUNTY
Expanded educational programs including Ending the Silence and CIP.

NAMI DODGE COUNTY
Presented two signature programs – Parents and Teachers as Allies and NAMI Family-to-Family – and held 3 fundraisers.

NAMI DOOR COUNTY
Worked on a strategic plan which resulted in forming an ad-hoc merger committee that is looking at merging JAK’s Place with a larger non-profit organization with a similar mission statement.

NAMI DOUGLAS COUNTY-WI
Held our very first steering committee meeting in September and achieved affiliate status in December.

NAMI FOND DU LAC
Cultivated memberships, and took pride in now offering NAMI Peer-to-Peer in our community.

NAMI GREATER MILWAUKEE
Provided 3 CIT trainings for the Milwaukee County Sheriff’s Dept., 4 CIT trainings for the West Allis Police Dept. which included officers from 4 additional area municipal police departments and partnered with the Milwaukee Police Dept. to provide 8 CIT trainings, totaling over 425 officers receiving the training.

NAMI GREEN COUNTY
In addition to fulfilling requirements for NAMI re-affiliation, NAMI Green County had another terrific fund raising year through its participation in NAMI Walks.

NAMI KENOSHA
Volunteers who made this year’s fundraiser, Christmas Party, support groups and Family-to-Family Class such a success.

NAMI LA CROSSE COUNTY
Merged with NAMI Vernon County, strengthening two affiliates in leadership, financial and membership support. Kathy Rohr and Barb Martinez from Vernon County have been tremendous assets to our team.

NAMI MANITOWOC
Updated our bylaws and policies and procedures manual that were all approved as part of the re-affiliation process.

NAMI MONROE COUNTY
Began a Mental Illness Recovery Support group that is very well attended.

NAMI NORTHERN LAKES
Ramped up two major initiatives to serve people in Forest, Vilas and Oneida counties.

NAMI NORTHWOODS
Received training and started our first NAMI Family-to-Family. The open discussions contained in the course have definitely been a highlight for us.

NAMI OZAUKEE
Offered NAMI Family-to-Family in the spring and fall as well as three CIT trainings and participating in the NAMI Greater Milwaukee Walk and Mel’s Pig Roast.

NAMI PORTAGE-WOOD COUNTIES
The response we experienced from people celebrating Marv’s retirement as president and the financial support we’ve received.

NAMI RACINE COUNTY
Honored the work of Luann Simpson, who retired from our agency after 18 years of energetic and dedicated support, education and advocacy within the Racine Community.

NAMI ROCK COUNTY
Obtained office space, expanded our support groups including the introduction of a Spanish-speaking group and grew our board from 4 to 14 members.

NAMI SAUK COUNTY
Accomplished a major re-organization, allowing board members to do the tasks to which they are better suited.

NAMI ST CROIX VALLEY
Grew our Peer Support Group from 3 members to approximately 10. We have also added wonderful new members to our board.

NAMI TREMPLEASEAU COUNTY
Had a wildly successful MIAW event that helped increase education and reduce stigma in our community. A big thank you to our partners, who made this a success.

NAMI WALWORTH COUNTY
Had nine members of our group attend the NAMI Wisconsin Annual Conference in Madison, with excellent reporting at our regular meeting in May.

NAMI WAUKESHA
Was instrumental in planning and implementing the first Youth Focused CIT and CIP offered in Wisconsin. During 2015 we facilitated a total of 5 week-long CITs, 2 two-day CIPs and a 1 day Advanced CIT providing training for more than 260 patrol officers and other first responders.
FINANCIALS

2015 Income $752,383
Grants $581,818
Donations $59,381
Youth Donations $41,000
Events $26,573
Membership $20,169
CHC $9,943
Misc. $5,484
Affiliate $2,778
Training $5,237

2015 Expense $669,247
Personnel $298,979
Training $267,849
Outreach $10,119
Operating $10,664
Supplies/Postage/Printing $11,486
Accounting, Audit & Contract $8,709
Occupancy $4,669
Insurance $5,163
Board Expense $1,006
NAMI & Affiliate $4,322
Supplies/Maint. $2,097
Bureau Operating $10,124
Bureau Outreach $24,520
WPP Grant Misc $9,540

Grants Included:
$240,876 Consumer & Family Education state grant
$285,820 CIT/CIP state grant
$53,168 WI Partnership Program grant
$1,000 NAMI diversity & inclusion grant
$954 Dane Arts Healing Arts Show grant

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.
Options range from one-time and ongoing gifts, vehicle donation through V-Dac, allocation of funds through Thrivent Choice Dollars and a Tree of Hope donation program that allows donors to honor and/or remember those who symbolize strength, resilience and hope.

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