ANNUAL REPORT
2018
A year of growth
A MESSAGE FROM NAMI WISCONSIN

In an organization with a rich history like NAMI Wisconsin, one of the consistent points of discussion centers around how to adapt without losing that core essence of where we came from. How do we thread that needle of continuing to broaden our reach while not compromising that sense of family that brings our community so much peace and comfort?

In 2018, NAMI Wisconsin was able to reach more people throughout the state, increase the scope of new initiatives and programs, and successfully advocate for people affected by mental illness throughout all levels of their experience within the mental health system. We were able to do that not by working to simply empower ourselves, but working to empower each other and focusing less on how we’re different, and more on how we are alike. By leaning on those common threads that bond us, we continue grow not only as individuals, but as a family, too.

We hope you appreciate everything we have accomplished in 2018. Thank you to our entire NAMI family for making it possible.

Sincerely,
NAMI Wisconsin Staff & Board of Directors

FINANCIALS

2018 INCOME - $527,082
Grants - $385,876
Donations - $72,000
Events - $35,000
Membership - $23,876
CHC - $19,493
Misc. - $8,365

2018 EXPENSE $428,136
Personnel - $235,716
Training - $165,389
Outreach - $3,000
Operating - $7,993
Supplies/Postage/Printing - $5,000
Accounting & Audit- $4,500
Occupancy - $3,000
Insurance - $3,000
Board Expense - $1,500
NAMI & Affiliate - $2,000
Supplies/Maint. - $1,842
Bureau Other - $3,000
Building Maintenance - $19,188

NAMI Wisconsin is so grateful to have such overwhelming and continued support from donors, sponsors, and partners. These funds directly support our mission of improving the lives of people affected by mental illness. Your kindness and generosity allows us to continue to grow and increase the impact of NAMI’s mission in Wisconsin.

STAFF
Jessica Gruneich, J.D.
Executive Director
Nate Schorr
Executive Director
Chrisanna Manders
Associate Director
Gina Leahy
Administrative Coordinator
Jamie Gurgul
Operations Director
Emily Grebner
Communications and Events Director
Crystal Hester
Public Policy and Advocacy Director
Mary Kay Battaglia
Program Coordinator

VOLUNTEERS
Nancy Abraham Linda Froehlich Zach Birney
Chelsea Crane Mary Kelly Hannah Ruet
Heather Ehnert Morgan Gald Miles Logan
Bob Fox Christy Moore Mark Ferrell
Carol Grogan Tara Allert Laura Klatt
Sara Moldenhauer Peggy Herman Hannah Ruet
Leah Rolando Hannah Glasrud Lucy Noegel
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COMMUNITY EVENTS & OUTREACH

ANNUAL CONFERENCE 2018
The 2018 Annual Conference, Honoring the Past, Envisioning the Future brought in over 350 mental health advocates at the Osthoff Resort. With special addresses from NAMI Founder Nancy Abraham and Joanne Juhnke of Wisconsin Family Ties, this year’s conference focused on the past and future of our community. Highlighted by keynote speakers Dr. Jasmine Zapata and Melanie Schmid, attendees had the opportunity to participate in a number of workshops and presentations on topics such as the common struggles with mental illness within law enforcement, legislative advocacy and art therapy.

HEALING ART SHOW
In honor of Mental Illness Awareness Week, NAMI Wisconsin coordinated the 12th Annual Healing Art Show. Hosted this year at the Lakeside St. Coffee House, the Healing Art Show is an exhibit of artists from all over the state who have experienced mental illness at some point in their lives. It was created to break down stigma surrounding mental illness and to spread awareness. This year’s exhibit proved to spread more awareness than ever before with over 50 participating artists. On September 28th, we kicked the special exhibit off with an opening reception which was attended by over 200+ community members.

Warm Winter Wishes: A Winter Supply Drive
NAMI Wisconsin a warm winter wishes drive to collect new scarves, hats, blankets, coats and warm clothing to help provide warmth and let community members affected by mental illness know that they are not alone in facing mental health challenges. The collected items were sent to persons affected by homelessness and Dane County Detox. In total, over 200 items were donated to our drive.

NAMI WISCONSIN LEADERSHIP SUMMIT
On November 3rd, over 70 affiliate leaders from across the state gathered at the American Family Insurance Training Center for this year’s Leadership Summit to share, brainstorm, and collaborate with one another. The summit kicked off with a warm welcome address from Jessica Gruneich, our new Executive Director. We then heard an inspiring keynote address from Elieen Abrams, PsyD, about Fostering collaborations with the community. Throughout the remainder of the day, over 15 experts spoke on topics like growing a NAMI affiliate, program updates, and much more.

#StickItToStigma Magnet Challenge
During this year’s Mental Illness Awareness Week, NAMI Wisconsin created the Magnet Challenge and distributed customized magnets all across the state. We asked everyone to place the magnets somewhere and share what they do to #StickIttoStigma. The responses we received through social media were unbelievably inspiring. We would like to thank all the people who took time to and share their personalized message with their social media network. Because of these stories, NAMI’s mission of advocacy around mental illness was able to be seen by thousands of people throughout Wisconsin.
ADVOCACY

ACTION ON THE SQUARE
On May 3rd, over 150 NAMI advocates from around the state (including more than 50 high school students) gathered in Madison to advocate for mental health. This event included a morning session where attendees learned about legislative issues that affect mental health care, a rally where our advocates made their voices heard by public, and then one-on-one meetings with their elected officials at the capitol. At the meetings with their legislators, attendees discussed the necessity of affordable mental health treatment services, transportation in and around their communities and the important role employment plays in recovery.

NAMI'S NATIONAL HILL DAY
Representatives from NAMI Wisconsin joined 1,000 mental health advocates stormed NAMI's Hill Day in Washington DC. This enormous advocacy day was a chance for all attendees to share their personal stories and experiences with the Senate and House of Representative offices. As a group, Wisconsin attendees met with staff representatives from Senator Ron Johnson’s office, and then again with Senator Tammy Baldwin’s office. Afterwards, we split up into smaller groups to take on our House of Representative’s offices including a face-to-face with the Speaker of the House, Paul Ryan.

LEGISLATIVE UPDATES
The state budget that was passed earlier this year contained many “wins” for children and youth including: $500,000 of additional funding for the Child Psychiatry Consultation Program along with a Department of Public Instruction school mental health package which aims to provide more mental health screening and intervention.

Funds were included in the budget to create a veteran’s peer run respite center in Milwaukee along with discussions of a bill that would create a zoning exemption for peer run respite centers.

NAMI Wisconsin met with the offices of Senators Tammy Baldwin and Ron Johnson to discuss proposed cuts to the federal mental health block grant (MHBG). The MHBG provides funds and technical services to states to help develop and sustain comprehensive community-based mental health services for adults and children.

Lastly, mental health advocates joined forces with millions of Americans to defeat multiple versions of bills that aimed to repeal

2697
Family and Consumer Resource Guides were distributed to our statewide network to help individuals better navigate the mental health system in Wisconsin.

518
Consumers, family members, and service providers were given individual information, support, and referral via phone or email.
One of NAMI Wisconsin’s most rapidly growing initiatives is our coordination and support of Crisis Intervention trainings throughout Wisconsin. Through the structure of the CIT/CIP Expansion Grant, NAMI Wisconsin is continuing to build upon long-standing partnerships with existing training teams as well as helping to foster new training teams to help bring CIT/CIP to more Wisconsin communities. As interest and confidence in this program grows, NAMI Wisconsin is proud to be in the center of this initiative as we help to build connections, share resources, and provide support to community partners throughout the state.

**HONORING COLLABORATIONS**

One of the incredible parts about NAMI Wisconsin’s involvement with CIT is the collaboration that is fostered between NAMI leaders and local law enforcement agencies. At our 2018 Annual Conference, we were honored to award Deputy Doug Christianson with the CIT Officer of the year award. Deputy Christianson personifies the characteristics of hard work and cooperation that are crucial to Crisis Intervention trainings becoming a reality throughout the state.
As the state organization of NAMI in Wisconsin, our organization thrives when our local affiliates are successful. In order to best serve the local affiliates in increasing their capacity, NAMI Wisconsin provides one-on-one technical support, administers mini-grants, produces resource materials, and hosts trainings to help affiliates serve more people in their local community.

2017: 1,642 members

2018: 1,698 members

31 local affiliates

- Barron County
- Brown County
- Chippewa Valley
- Dane County/ UW-Madison
- Dodge County
- Door County
- Douglas County
- Fond du Lac County
- Fox Valley
- Greater Milwaukee/ UW-Milwaukee
- Green County
- Jefferson County
- Kenosha County
- La Crosse County
- Manitowoc County
- Monroe-Juneau
- Northern Lakes
- Northwoods
- Oshkosh/ UW-Oshkosh
- Ozaukee
- Portage - Wood/ UW-Stevens Point
- Racine County
- Rock County
- Sauk County
- Southwestern WI
- St. Croix Valley
- Trempealeau County
- Vernon County
- Walworth County
- Washington County
- Waukesha County
PROGRAMMING

STATE TRAININGS
An ever-increasing efficiency to our training infrastructure coupled with a higher demand of NAMI’s programming throughout Wisconsin means NAMI Wisconsin continues to train more people than it ever has.

87 Support Group Facilitators trained through 7 training events (Peer Support Group and Family Support Group)

42 Teachers trained through 3 training events (Family-to-Family, Peer-to-Peer, Basics, Homefront, and Provider Ed)

66 Presenters trained through 8 training events (In Our Own Voice and Ending the Silence)

LOCAL PROGRAMMING
The concept of peer-led support and education is at the core of NAMI’s mission. Here in Wisconsin, affiliate leaders throughout the state work tirelessly to provide their community with access to education and support through a wide array of programming.

SUPPORT GROUPS
1,674 meetings reaching ~12,153 people
(Peer Support Group, Family Support Group, Connection, etc)

EDUCATION CLASSES
96 classes reaching 1,208 people
(Peer-to-Peer, Family-to-Family, Homefront, Basics, etc.)

PRESENTATIONS
787 presentations reaching 19,714 people
(In Our Own Voice, Ending the Silence, Stories of Hope, etc)
NAMI Wisconsin’s mission is to improve the quality of life of people affected by mental illness and to promote recovery.

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