Celebrating 30 Years of Support, Education and Advocacy

2013-2014 Annual Report
Mission Statement

The mission of NAMI North Carolina is to promote recovery and optimize the quality of life for those affected by mental illness.

About Us

NAMI North Carolina is a grassroots non-profit 501(c)3 organization, founded 30 years ago, serving the needs of those living with mental illness and their families in North Carolina by providing education, support, and information and referral services. We also provide advocacy at individual, community, state and federal levels to motivate policy change and increase funding and services for those with the greatest need.

In FY 2013-2014, there were 1,600 members from 34 affiliate partners across the state that share the mission of NAMI North Carolina. Our organization is a chartered state organization of NAMI, one of the country’s largest and most trusted voice on mental illness advocacy.

Membership

Your membership helps support our efforts to provide support, education and advocacy. As a member, you become a part of NAMI at the national, state and local levels. Not a member? Consider joining NAMI today and to bring help and hope to all who have been touched by mental illness.

Volunteer

Volunteers are the heart of NAMI NC. They provide family and consumer peer education and support, they advocate on our behalf, and represent NAMI at health fairs and community groups. They serve on boards and they help plan our conferences and special events. Special thanks to all of our wonderful volunteers!

Donate

NAMI’s success is a direct result of contributions from our generous donors. There are many ways to give—consider participating in NAMIWalks, make a donation in honor of a loved one, or visit us online to make a donation anytime: naminc.org. For information on planned gifts, call us at 919-788-0801. Thank you to all of our donors who make the work of NAMI North Carolina possible!
In 2014, the NAMI NC Board of Directors took a historic leap—they decided that in order to keep up with our mission, we needed increased capacity to do the work. They had a vision that the money would follow, and they were exactly right, it did. So we built capacity in order to attract new members, offer more programs, and do more advocacy. Our affiliates are growing in their strength and numbers, many are far down the path to secure re-affiliation, and we need to visit, nurture, and help them in completing this work.

Our presence at the General Assembly was vastly increased through the addition of a full time advocacy staff member who has already worked with affiliates to build advocacy liaisons. We were able to get an allocation to help individuals have necessary funding to pay for their group home if that is their choice. We also have developed a new advocacy fund thanks to a major donor.

Our new communications specialist helps in every way possible to put a professional face on all of our events, to assist affiliates in these efforts, and for the first time, we had a professionally produced public service announcement aired on TV.

In the program arena, we launched NAMI Homefront for veterans and military, Mental Health First Aid and NAMI Smarts for Advocacy. We are gradually becoming more diverse—with more youth and people from different ethnic groups. Our consumer council is growing in numbers and sense of purpose.

We are very, very proud to be associated with such a vital, growing, mission driven organization. We could not do it without the amazing number of dedicated members, board members, teachers and trainers. Thanks to all of you.

Mike Mayer, PhD   Deby Dihoff, MA
President    Executive Director
NAMI Peer-to-Peer is a recovery-focused educational program for adults who wish to establish and maintain wellness. The course provides critical information and strategies related to living with mental illness.

- 8 Peer-to-Peer classes were offered by 8 affiliates.
- Peer-to-Peer celebrated 93 graduates.
- 13 Peer-to-Peer mentors were trained.

NAMI In Our Own Voice (IOOV) unmasks mental illness using stories to illustrate the realities of living with mental illness. You gain a better understanding of what it is like to live with mental illness and stay in recovery. In Our Own Voice can change attitudes and stereotypes regarding mental illness.

- 534 people were reached by 30 IOOV presentations.
- 12 presenters were trained.

NAMI Family-to-Family is a psycho-educational course for family, caregivers and friends of individuals living with mental illness, and is designated as an evidence-based practice.

- 32 Family-to-Family classes were held throughout N.C. and 438 graduates completed the program.
- 18 new teachers were trained in Family-to-Family.
**Mental Health First Aid**

Mental Health First Aid (MHFA) is the initial help given to a person showing symptoms of mental illness or in a mental health crisis. MHFA equips the public to help persons with mental illness connect to care. NAMI NC launched this program in the Spring of 2014.

- 54 people attended MHFA for Adults in Henderson and Beaufort, NC.
- 22 people attended MHFA for Veterans in Goldsboro, NC.
- 20 people attended Youth MHFA in Beaufort, NC.

**NAMI Connection**

NAMI Connection is a weekly 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.

- 14 affiliates have one or more NAMI Connection groups for a total of 18 groups.
- 15 new facilitators were trained to provide Connection groups.

**NAMI Family Support Group**

NAMI Family Support Group is a peer-led support group for family members, caregivers and loved ones of individuals living with mental illness. The hallmark of a NAMI support group is leveraging the collective knowledge and experience of the other participants.

- 23 affiliates offer 52 different support groups throughout the state.
  - 14 Support Group facilitators were trained.

**Program Highlights - Education and Support**

- 96 certified in MHFA
NAMI on Campus clubs are student-run and led organizations that provide mental health support, education, and advocacy on campuses with the goal of improving the lives of students who are directly or indirectly affected by mental illness.

The following 8 colleges and universities have active NAMI on Campus Groups: NC State University, Appalachian State University, UNC Wilmington, East Carolina University, Cape Fear Community College, Sandhills Community College, Guilford Tech Community College and Elon University.

**Program Highlights - Education and Support**

**NAMI Basics**

NAMI Basics is an educational program for parents and caregivers of children and adolescents living with mental illnesses.

- 4 NAMI Basics classes were offered by 4 affiliates.
- NAMI Basics celebrated 32 graduates.
  - 12 new NAMI Basics teachers were trained.
- 32 graduates

**Parents & Teachers As Allies**

This two-hour in-service program helps school professionals identify the early warning signs of early-onset mental illnesses in children and adolescents in schools.

- 3 presentations were made reaching 26 school professionals in 3 affiliates.
- 10 presenters were trained.

**On Campus**

NAMI on Campus is a student-run and led organization that provides mental health support, education, and advocacy on campuses with the goal of improving the lives of students who are directly or indirectly affected by mental illness.

The following 8 colleges and universities have active NAMI on Campus Groups: NC State University, Appalachian State University, UNC Wilmington, East Carolina University, Cape Fear Community College, Sandhills Community College, Guilford Tech Community College, and Elon University.
The NAMI North Carolina Consumer Council works to advance the involvement of those members who have personally experienced a serious mental illness by actively participating in advocacy issues and program development. This year the Consumer Council:

- Worked on improving internal procedures by developing a template for meeting agendas and minutes.
- Now includes a monthly education segment for each call.
- Developed a PATH for the NAMI NC Consumer Council at the Retreat—resulting in the Council defining goals and desired outcomes.
- Expanded affiliate representation.

NAMI Homefront is a six-session adaptation of the evidence-based NAMI Family-to-Family Education Program. This program focuses on the unique needs of families of military service members and veterans who are living with mental illness and often face post-deployment or post-discharge challenges.

- There are 2 trainers and 5 NAMI Homefront teachers in NC.

The purpose of the NAMI Veterans Council is to advocate for veterans with serious mental illnesses and their families. The Council covers active military personnel and their dependents with serious mental illness.

- NAMI NC Veterans Council has grown from 5 members to 13 members representing 8 affiliates.

WRAL-TV in Raleigh featured NAMI NC Board Member and veteran, Mike McMichael, along with NAMI NC Executive Director, Deby Dihoff, to promote the NAMI Homefront program during the evening news.
NAMI NC Helpline

The NAMI NC Helpline provides three main services: education, support and referrals. It provides education by talking to callers about mental illness and specific diagnoses, while allowing plenty of time for the caller to discuss their anxieties or concerns.

The Helpline also refers callers to our support groups and psycho-educational classes held by local affiliates, and helps individuals navigate the system of care. Literature, such as brochures, flyers and other educational materials, is provided as well.

Total Helpline calls

- 73% adults
- 27% children

Reason for calling

Helpine calls by diagnosis

### Adults

- Bipolar Disorder: 27%
- Depression: 17%
- Schizophrenia: 15%
- Schizoaffective Disorder: 15%
- Anxiety Disorders: 9%
- Substance Abuse: 7%
- Suicidal thoughts: 6%
- Psychosis: 5%
- Posttraumatic Stress Disorder (PTSD): 4%

### Children

- Attention-Deficit/Hyperactivity Disorder (ADD/ADHD): 39%
- Bipolar Disorder: 30%
- Anxiety Disorder: 19%
- Depression: 16%
- Schizophrenia: 5%
- Behavioral Disorder: 4%
- Suicidal thoughts: 4%

Text 4 Teens

Text 4 Teens is designed to help reach teenagers who are trying to cope with various crises and give them the support and help they need in a form of communication they use everyday...texting!

Text 4 Teens is available in Forsyth, Davie, Stokes and Rockingham counties and is provided by NAMI NC and Centerpoint Human Services.

- In FY 13-14, 371 texts were received.
NAMI NC’s 2013 Annual Conference: Creating Community Solutions Post Sandy Hook

Focusing on creating safer schools after the tragedy that struck Sandy Hook was the theme of the 2013 Conference and it drew a record breaking crowd of over 400 people over two days. Keynote speaker, Ms. Nelba Marquez-Greene, touched the audience as she shared the story of how her family has been affected by the Sandy Hook shooting as her daughter was one of the victims. Her message of hope inspired all. Other topics included bullying, gun violence and mental health, clinical research updates, behavior intervention and support, and the affordable care act. Day two of the conference focused on affiliates as we brought the crowd together to talk about diversity initiatives, reaching and engaging new audiences, spotlighting successes and membership.

Friday evening guests were invited to attend a dinner with Alex McKeithen, who talked about his book, The Seventh Angel. He entertained the crowd with his wonderful sense of humor and inspired everyone as he now celebrates recovery.

The NAMI NC Annual Awards highlighted the successes of affiliates, members, advocates and various members of the community.

Other special guests included: Attorney General Roy Cooper, Representative Nelson Dollar, guests from NAMI Majose Carrasco, Valerie Hunter and Sita Diehl, Dr. Jeff Swanson (Duke University School of Medicine), Dr. John Diamond (Brody School of Medicine at East Carolina University), Michael Cohen (Dartmouth Psychiatric Research Center), and Dr. Ben Matthews (Department of Public Instruction, Safe and Healthy Schools).

NAMI NC’s Eastern Regional Conference: Crisis Solutions

On March 29, 2014 NAMI North Carolina held its Eastern Regional Conference at Coastal Care in Wilmington. Over 100 people attended the event. The keynote was on Crisis Solutions by Dave Richard, DHHS Deputy Secretary. Other speakers included Loretta Schwartz-Nobel, who spoke about a Mother’s Journey Through Mental Illness and Drug Addiction, and the closing session, Ultimate Goal: Recovery, by Susan Taggart, Community Development Director Coastal Care.
2014 NAMIWalks Highlights

We kicked off the NAMIWalks Season with a super hero themed Walk Information and Recognition meeting where new and familiar faces joined together to brainstorm ideas for walk day, outreach and fundraising. A few months later, the Team Captain Kick-Off Luncheon scored with its Olympic theme—complete with gold medal winning Team Captains, a staff Olympic parade and a game that engaged the entire audience. Singer-songwriter Brandon McSwain touched the hearts of audience members as he told his story of growing up with a father living with mental illness and performed an original song dedicated to his father.

Walk Day was a success! On May 3, 2014 we welcomed well over 1,000 people to the Dorothea Dix Campus in Raleigh where people from all over the state gathered to celebrate recovery. Hosts from the Latino Radio Show at NC State deejayed the event and the Honor Guard from the Wake County Sheriff’s Office kicked off the walk with their impressive honoring of the colors.

Team Captains, walkers, sponsors, exhibitors, volunteers, entertainers, board members and staff all made this year’s walk a huge success. We ended the walk season with over $121,000 and made many new friends of the organization. Bruce Mildwurf, anchor and reporter with WRAL-TV, served as the Honorary Chair and Melissa Arkin with Strategic Behavioral Health served as this year’s Business Team Chair. Thanks to all who were involved in the 2014 NAMIWalks!

May is Mental Health Month

To celebrate National Mental Health Awareness Month and National Children’s Mental Health Awareness Day, NAMI NC hosted a Connect and Learn: “Real People, Real Communities” on May 30, 2014 at Marbles Kids Museum in Raleigh to share best practices when working with children and families affected by mental illness. The event was made possible through partnership with North Carolina Families United.
Legislative and Advocacy Activity

The legislative short session focused on amending the biennial budget. While there was an increase in the overall budget for the Department of Health and Human Services, almost $25 million was cut from the Division of Mental Health, Developmental Disabilities, and Substance Abuse Services (MHDDAS) for the 2014-2015 fiscal year. Within this cut includes a worrisome provision: in order to achieve a net rebate of $12 million, DHHS may now require prior authorization, utilization review, and other restrictions after first making changes to the preferred drug list with mental health medications. NAMI NC and its members worked tirelessly to prevent this policy through grassroots efforts, letter writing campaigns, and direct meetings with legislators. While this was a particular issue that was hard fought but ultimately passed, there were a number of proposals that were averted due to strong advocacy efforts. These include changes in Medicaid eligibility and services, closure of the Wright School, and dismantling the public mental health system as we know it. NAMI NC played an integral role in advocating for additional funds for those living in group homes to replace funds lost with changes to personal care services last year, which was ultimately passed in the budget.

NAMI NC has continued to work closely with affiliate leaders to build capacity for grassroots advocacy through identifying advocacy point of contacts in each affiliate, visiting affiliates to offer support, and bringing NAMI Smarts for Advocacy to affiliates. We have continued to focus on building our grassroots advocacy efforts across the state in order to effectively mobilize our strong and collective voice!

NAMI Smarts for Advocacy

NAMI Smarts for Advocacy is a new program. The state office has a trained instructor, along with four others who represent different geographic areas of the state. This one day training is focused on developing strategies and skills to help individuals become powerful advocates for those living with mental illness. NAMI Smarts for Advocacy helps develop skills to tell your story to a legislator, contact your legislator through email and phone, and to have a successful in person meeting with your legislator.
## Revenue and Expenses Statement

July 1, 2013 - June 30, 2014 compared to July 1, 2012 - June 30, 2013

<table>
<thead>
<tr>
<th></th>
<th>Year Ended June 30, 2014</th>
<th>Year Ended June 30, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PUBLIC SUPPORT:</strong></td>
<td></td>
<td></td>
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<tr>
<td>Contributions</td>
<td>$71,106</td>
<td>$61,867</td>
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<tr>
<td>Membership</td>
<td>12,412</td>
<td>14,556</td>
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<td>DMHDDSAS Contracts</td>
<td>399,868</td>
<td>199,825</td>
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<td>LME Contracts</td>
<td>315,642</td>
<td>273,243</td>
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<td>Grants</td>
<td>23,994</td>
<td>28,377</td>
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<td>Special Events</td>
<td>125,987</td>
<td>128,204</td>
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<tr>
<td>Workplace Giving</td>
<td>15,664</td>
<td>14,308</td>
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<tr>
<td><strong>Total</strong></td>
<td>$967,173</td>
<td>$720,380</td>
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<tr>
<td><strong>OTHER REVENUE:</strong></td>
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<tr>
<td>Conference Fees</td>
<td>$36,974</td>
<td>$68,521</td>
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<tr>
<td>Investment Income</td>
<td>12,998</td>
<td>10,803</td>
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<tr>
<td>Net realized and unrealized gain (loss) on investments</td>
<td>38,162</td>
<td>17,414</td>
</tr>
<tr>
<td>Other income</td>
<td>1,285</td>
<td>1,631</td>
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<tr>
<td><strong>Total</strong></td>
<td>$89,419</td>
<td>$98,369</td>
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<tr>
<td><strong>Total Public Support and Other Revenue</strong></td>
<td>$1,056,592</td>
<td>$818,749</td>
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<tr>
<td><strong>Total Revenues, Gains, and Other Supports</strong></td>
<td>$1,056,592</td>
<td>$818,749</td>
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<tr>
<td><strong>EXPENSES:</strong></td>
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<tr>
<td>Program (including Walk payments to affiliates)</td>
<td>$765,781</td>
<td>$724,742</td>
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<td>General and Administrative</td>
<td>35,280</td>
<td>38,660</td>
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<td>Fundraising</td>
<td>65,975</td>
<td>49,810</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$867,036</td>
<td>$813,212</td>
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</table>

The audit firm, Heroux & Company, LLP, issued an unqualified opinion to NAMI North Carolina at the conclusion of their audit on September 24, 2014: “In our opinion, the financial statements referred to above present fairly, in all materials respects, the financial position of NAMI North Carolina as of June 30, 2014.”
NAMI North Carolina wishes to recognize the following individuals and organizations who contributed to our Annual Fund during the period of July 1, 2013 - June 30, 2014. We are deeply appreciative and are grateful for your support. This list does not include the many donations we received from individuals and organizations for NAMIWalks.

*indicates deceased

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($5,000+)
Anonymous
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The Benevity Community Impact Fund
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Anne Whalen
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Elizabeth Laramie
Bobbie and Billy Leab
Ren Leathers
Susan Lebkes
Keith Letchworth
Carole Light
Sheila Loring
Mary Mandell
Howdy and Sally Marsh
D.T. Marshburn
James Martin
Jeffrey and Jill Mays
Wayne and Charlotte McAfee
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Paul and Carolyn McDonald
Christine and Philip McHugh
Alexa McKerrow
Lianne McLaughlin and Larry Daughtridge
Gladys McNatt
Diane Mehdova
Fred Mehrfar
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Ruth Miller
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Lorraine Reid
Francisco and Adela Reyes
George, Carole and George III Reynolds
Reynolds American Foundation
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Marjorie Riddle
Diane Riley
Donald and Katherine Riopel
Steve and Valentina Roach
Jeanette Rosenbaum
John Sandlin
Michelle Sauber
Many thanks to those who give to NAMI North Carolina as part of their workplace giving! NAMI North Carolina is very lucky to be a member agency of Community Health Charities where we are able to participate in a variety of Workplace Giving campaigns. Look for us if you are a State or Federal Employee (participating in the State Employees Combined Campaign—SECC and the Combined Federal Campaign—CFC campaigns) or a variety of municipal campaigns. If your employer runs a workplace giving campaign (either through the United Way or independently) check to see if you can give to NAMI North Carolina by looking up our name or by looking under Community Health Charities.

Giving at work has great advantages for both the employees who participate and the employers who conduct a workplace giving campaign.

- **Choice** – Employees can designate their gift to a charity that is important to them or their loved ones
- **Convenience** – Employees sign up annually and their gift is spread throughout the year, making it easier to give a larger gift
- **Confidence** – Community Health Charities annually reviews participating charities to ensure financial accountability

Want to learn more? Visit: [northcarolina.healthcharities.org](http://northcarolina.healthcharities.org)