



nami
National Alliance on Mental Illness

Maryland



PREVAIL

FY 2020 ANNUAL REPORT

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Columbia, Maryland, 21044



“

The mission of NAMI Maryland is to improve the quality of life for individuals and their families coping with mental illness. We are dedicated to providing education, support, and advocacy for persons with mental illnesses, their families, and the wider community.

It is our core principle that empowering family members and individuals is a critical factor in recovery, and a potent force in providing community education and bringing about systematic change.

NAMI Maryland is a unifying voice and a skilled provider of knowledge and skills at the grassroots level. We promise to work to build better lives.

”

NAMI Maryland's 2020 Fiscal Year ran from
April 1st, 2019 to March 31st, 2020.

A WORD FROM OUR PRESIDENT

Dear NAMI Members,

As NAMI and its partners continue to work towards eliminating the stigma around mental illness, the need for NAMI, its outreach, programs, and advocacy continue to grow. In response, NAMI Maryland supported emerging local affiliates in areas of the state where NAMI has not had a robust presence, restarted and expanded critical programs, and expanded our policy and advocacy efforts.

Because of redoubled outreach efforts, our visibility as a trusted and reliable resource on mental illness has increased to a network of over 51,000 families, individuals, community-based organizations and service providers. We have advanced as a trusted partner on over 45 state taskforces, coalitions, and other consensus-building opportunities that ensure we are able to positively influence policy decisions and improve the systems that affect our members.

We are now routinely consulted by policymakers, business and nonprofit leaders, and others. For example, when the Maryland Health Department created a private online platform for individuals and families recovering from the impact of the COVID-19 virus, NAMI Maryland was asked to consult and develop useful resources, webinars, and a peer support program. The site is so useful that the State will be making it public in 2021!

No annual report could hope to contain or represent the incredible amount of effort and energy expended by our caring membership over the past year. We thank all our affiliates and volunteers for their efforts and dedication to helping improve the lives of Marylanders affected by mental health conditions.

I look forward to our efforts together and wish you all a healthy, fruitful, and positive new year.



JOE ASHWORTH
DIRECTOR OF THE BOARD



NAMI MARYLAND & NAMI AFFILIATES

NAMI, THE NATIONAL ALLIANCE ON MENTAL ILLNESS, IS A NATIONAL MOVEMENT. IT IS MADE UP OF A NATIONAL HEADQUARTERS, STATE ORGANIZATIONS, AND LOCAL AFFILIATES THAT WORK TOGETHER TO BUILD BETTER LIVES FOR THE MILLIONS OF AMERICANS AFFECTED BY MENTAL ILLNESS. THERE ARE TWO TYPES OF NAMI AFFILIATES IN MARYLAND: MODEL A AND MODEL B.

Our "Model A" affiliates are legally and financially independent, incorporated organizations that are committed to NAMI's national Standards of Excellence. Most of our Model A affiliates operate at a high capacity with paid staff and active boards. Model A affiliates in Maryland are: NAMI Anne Arundel County, NAMI Howard County, NAMI Metropolitan Baltimore, NAMI Montgomery County, and NAMI Prince George's County.

Affiliates that prefer to focus on programs and outreach but do not have staff to run their daily operations can become a "Model B" affiliate. All Model B affiliates are integrated into the NAMI Maryland structure, so their finances and governance are the responsibility of the state organization. This allows volunteer leaders to focus on what they love most: helping those affected by mental illness. Model B affiliates in Maryland are: NAMI Carroll County, NAMI Frederick County, NAMI Harford County, NAMI Kent & Queen Anne's County, NAMI Lower Shore, and NAMI Southern Maryland.



With training and support by NAMI Maryland, local affiliates:

- Offer educational programs
- Hold NAMI peer-support groups
- Attend local outreach events
- Advocate for local and statewide public mental health systems



ENGAGING THE COMMUNITY

58

EVENTS ATTENDED

79K

PEOPLE ENGAGED
WITH NAMI
MARYLAND

NAMI Maryland engages in a vigorous and active outreach campaign, targeted not only on supporting our local affiliates, but also on reaching specific audiences like faith, veterans, ethnic and racial groups, as well as providers who interact with individuals with mental illness and their families.

During FY2020, NAMI Maryland attended over fifty outreach events and engaged with 79,000 individuals, family members, providers, and organizations.

In addition to attending events, NAMI Maryland also conducts provider trainings with state corrections and law enforcement and hosts three signature events annually: NAMIWalks, Voices of Experience: Living Well with Mental Illness, and our Annual Education Conference.

NAMIWalks is the nation's largest and most successful mental health awareness and fundraising event, with over 100 walks across the US. Nationally, it raised almost 11.9 million dollars in 2018 alone.

NAMI affiliates in Maryland partner with NAMI Maryland to hold NAMIWalks Maryland to energize and motivate individuals and organizations across the state. Funds raised for NAMIWalks go right back into our communities, allowing our affiliates to continue to offer free support and education programs.

In 2019, NAMIWalks Maryland took place at Rash Field in Baltimore's Inner Harbor, attracting over 1,500 participants and raising \$216,890 - \$39,456 over 2018's total and \$16,890 over the original goal.

NAMIWalks is about our community rallying together to raise awareness and eliminate stigma. It gives people a chance to come together and walk for a cause they believe in.

Thank you to everyone who took part to help us raise awareness for mental health!

My stepfather is the reason I participated. He was falsely incarcerated & hospitalized. He said it was a very emotional day for him. I'm so happy and blessed that my family got to participate in this event & look forward to more!

- NAMIWalks Participant

Voices of Experience: Living Well with Recovery is a free presentation where six to eight trained individuals and family members share their personal journeys with mental illness and recovery. A pre-event VIP reception is held and attended by speakers, host partners, decision-makers, statewide and local NAMI staff and volunteers, and other VIPs.

NAMI Maryland conducted two *Voices of Experience* events in FY2020 -- one in Prince Frederick with NAMI Southern Maryland on January 14th, 2020, and one in Annapolis on March 10th, 2020.

The Prince Frederick *Voices of Experience* was held at the St. John Vianney Catholic Church in conjunction with NAMI Southern Maryland as a means to bolster

NAMI's overall presence in the region. Over 100 people attended with special guests including members of the Calvert County Health Department, Recovery Centers of America, the Nurse Practitioner Association of Maryland, and the Southern Maryland Community Network.

Voices of Experience in Annapolis was held at the Historic Inns of Annapolis to connect NAMI Maryland with state and local decision-makers, partners, and legislators. Almost 200 people were in attendance, with representatives from the Maryland Department of Disabilities, DPSCS, the Maryland Department of Labor, the Behavioral Health Administration, and several state legislators.



Community Engagement & OUTREACH

"Each time I come to this conference, I walk away with new knowledge. Thank you for your hard work in providing another amazing event!"

2019 Annual Conference Attendee

Nearly 200 people gathered at the Conference Center at Sheppard Pratt on October 18th and 19th, 2019 for the **37th NAMI Maryland Annual Conference**.

This conference offered two days of practical and skill building workshops for individuals with mental illness, family members, mental health service providers, community leaders, individuals working in criminal justice, and local NAMI leaders.

Plenary speakers on both days updated us about mental health programming, criminal justice reform, insurance rights and parity, as well as suicide prevention programs and health care reform.

Plenary speakers included:

- **Robert Green**, Secretary of the Maryland Department of Public Safety and Correctional Services
- **Al Redmer, Jr.**, Insurance Commissioner for the State of Maryland
- **Janel Cubbage**, Director of Suicide Prevention at the Maryland Department of Health

More than 35 workshops were presented, covering a wide range of topics. These included suicide prevention, housing options and resources, children and adolescent issues, crisis response services, and more. Attendees also had the opportunity to receive information and resources from 25 exhibitors.



50,933

Our outreach activities are varied and vigorous, targeting every part of the state. NAMI Maryland works with a network of over 50,000 individuals and organizations from every socioeconomic, racial, ethnic, professional, and community audience who share our interests and mission.

NAMI Maryland offers free trainings for individual and family member graduates of our local peer programs to deliver effective scripted workshops using their personal experience for a variety of audiences. We also provide special presentations and supplemental resources for various audiences including local government agencies, civic organizations, professional organizations, faith leaders and congregations, emergency room staff, corrections and law enforcement officers, universities, education staff, parents, students, behavioral health service providers, social service agencies, and multicultural forums.

NAMI In Our Own Voice: A presentation about living with mental illness is presented by intensively trained individuals who use their personal experience in a structured workshop for the community, providers and others living with mental illness.

Ambassadors: Graduates of NAMI programs for family members can be trained to deliver workshops including:

- Basics About Mental Illness
- Effective Family Engagement
- Caring for Every Child's Mental Health
- Working with Families in Crisis
- Improving Patient and Family Experience in the Emergency Department

Other Workshops Include:

- **What is Recovery?** A workshop delivered by trained individuals with mental illness and family members
- **Raising Mental Health Awareness:** College campuses
- **Sharing Hope:** Faith communities
- **Ending the Silence:** K-12 school communities
- **Hearing Voices: A Transformative and Experimental Workshop**
- **The Uncertain Journey: Families and Mental Illness**
- **Effective Police Response to Mental Illness**

When the pandemic hit in March, NAMI Maryland took the initiative and dedicated a section of our website to COVID-19 resources and support. We also immediately surveyed our stakeholders, to find out what was most needed in our community. Using the responses as a guide, we began to develop webinars, fact sheets, and other resources to meet the overwhelming need. By April, we saw a drastic **49% increase in activity** to our website, culminating in nearly nine thousand new visitors, and our free resource hotline has been inundated with more requests for help and more complex calls for support.

NAMI MARYLAND PROGRAMS & TRAININGS

I was impressed by how well the emotional material was covered with empathy and compassion. It left me with a deeper understanding of my son's condition and how I can be positively involved with his healing process.

- NAMI Family-to-Family Teacher
Training Participant

"The experience helps me grow and brings comfort and hope to myself, aiding further in my own recovery."


- NAMI Peer-to-Peer Teacher
Training Participant

NAMI provides effective trainings for individuals and families to deliver free peer education, support, advocacy, and outreach. NAMI accepts peer-to-peer programming as a best practice model, where families and individuals with mental illness are the experts.

NAMI Maryland provides the trainings for family members and individuals living well with mental illness to become effective NAMI support group facilitators, NAMI education course teachers, and NAMI advocacy and outreach speakers. After being trained by NAMI Maryland, these individuals deliver NAMI programs in their local communities at the affiliate level or directly through NAMI Maryland. We utilize the train-the-trainer model, recruiting individuals with lived experience to pass on their knowledge and expertise to individuals and family members who truly need it.

NAMI Maryland supports local affiliates and volunteers in delivering signature programs across the state. We assist our affiliates with program planning, recruitment, community outreach, and problem-solving when needed.

NAMI Maryland also coordinates statewide outreach and offers programs in under-served parts of the state where no NAMI affiliate currently exists.



Support, Education, Outreach & Advocacy PROGRAM & TRAINING



TAKING PROGRAMS AND TRAININGS VIRTUAL

The COVID-19 pandemic and has affected us all. When COVID-19 stuck in March, we knew people would need NAMI Signature Programming now more than ever, and so we rose to the challenge. Since March, the NAMI Maryland programs team has worked diligently to adapt NAMI Signature Programs and Trainings to an online format.

We developed over 30 brand new materials for online programming, including a 23-page Online Support Group Facilitator Manual, and worked to train hundreds of facilitators and mentors on how to operate in this online format. By April, we had already held 5 online facilitator trainings and trained 56 program leaders on how to deliver NAMI Family Support Group and Connection Peer Support Groups in a virtual world.

WHY IS IT SO IMPORTANT TO TAKE NAMI SIGNATURE PROGRAMS ONLINE?

"The need is increasing, not decreasing. It's important that our facilitators and trainers know how to take their in-person meetings to an online platform. We may not reach everyone online, but we are reaching people who are very vulnerable right now, and they need that extra support."

"Our stakeholders need that sense of community and togetherness, and to know that they are not alone."

- NAMI Connection Support Group
National Trainer



Statewide Policy & Systems Change ADVOCACY

OUR ADVOCACY PRIORITIES

NAMI Maryland will focus on advocacy efforts on measures to **hold insurance carriers accountable on parity requirements** (similar accessibility and cost for mental illness as for other kinds of medical treatment), protect the rights of Marylanders to get affordable treatment quickly, and strengthen the way behavioral health and substance use services are delivered to the 300,000 children and adults in our public behavioral health system.

NAMI Maryland will advocate for **stronger coordination and supports for local crisis intervention teams and expansion of crisis services**, timely behavioral health evaluations performed in criminal justice settings, and increased availability for forensic patients and community-based providers.

NAMI Maryland will advocate for **full funding of the “Keep the Door Open” priorities**, support increased funding for school-based mental health services, and suicide prevention programs.

*These priorities, along with the NAMI and NAMI Maryland Policy Platforms, guide our advocacy **all year long**. Though our Advocacy Day may be more visible, NAMI Maryland engages with legislators and **participates in over 45 different taskforces, partnerships, and committees** throughout the year.*

We meet to discuss policy and programmatic objectives with legislators, decision makers, and leaders in the Maryland Department of Health, the Maryland Behavioral Health Administration, the Maryland Department of Human Resources, the Maryland Department of Disabilities, the Maryland Insurance Administration, and the Maryland Department of Public Safety and Correctional Services. At NAMI Maryland, health disparities have always been a major priority. In FY 2020, we redoubled our efforts to address racial injustice and inequality.

NAMI Maryland and our advocates across Maryland prevailed on several major bills:

- **HB 607/SB 305 CIT Center of Excellence PASSED**, which will create a Crisis Intervention Team (CIT) Center of Excellence for state agencies and local jurisdictions bringing together law enforcement, behavioral health, and the resources necessary to help divert individuals with mental illness from the criminal justice system and into the treatment they need.
- **HB 455/SB 334 Health Insurance Coverage for Mental Health Benefits and Substance Use Disorder Benefits PASSED**, which will help address all parity concerns like cost, lack of access, wait times, available providers, and more by helping us identify where the gaps are by requiring a report from health insurance carriers and other health plans in Maryland.
- **Increased State Funding for Behavioral Health in the Fiscal Year 2021 Budget.** Governor Hogan's Fiscal Year 2021 budget came in low on funding for community behavioral health providers. The funding fell short of promised increases legislatively mandated in the 2016 Keep the Door Open Act and in the 2019 legislation to raise the minimum wage. We worked with our partners at the Mental Health Association and Community Behavioral Health Providers to discuss our concerns about what a lack of funding meant for the behavioral health community. Thanks to these efforts, the FY 2021 budget includes a full 4% increase of a \$25 million for behavioral health in Maryland. Thank you to everyone who helped achieve these victories with us!

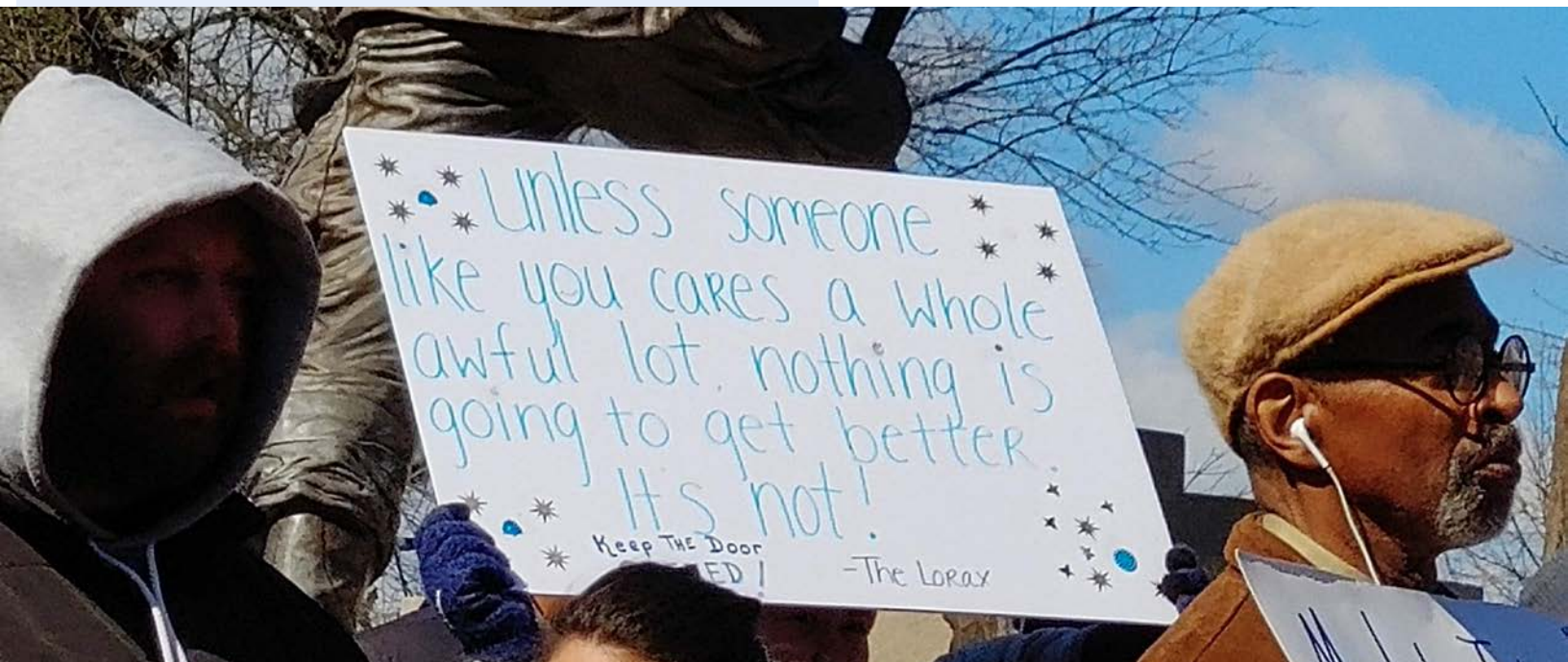
"The Maryland General Assembly announced they would adjourn 'Sine Die' on March 18th - ending their legislative session more than three weeks early."

#NAMIMDAvocate



NAMI Maryland proactively pursued a number of legislative advocacy priorities this session, including the creation of a Crisis Intervention Team Center of Excellence to divert more individuals from the criminal justice system, pursuing better access to crisis services for kids, and successfully advocating for a funding increase for behavioral health services and providers in Maryland. We actively engaged on more than 40 individual bills and monitored approximately 95 pieces of legislation this session.

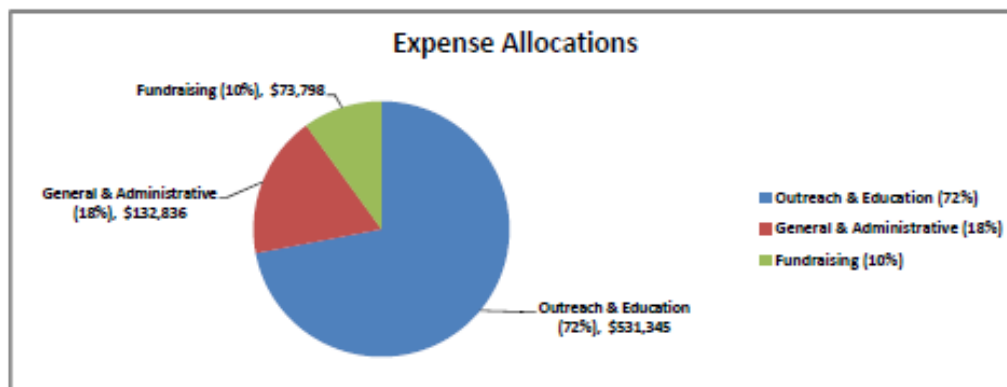
The coronavirus, COVID-19, threw a wrench into those plans. Mental health advocates across Maryland mobilized online quickly when the Maryland General Assembly announced they would adjourn 'Sine Die' on March 18th - ending their legislative session more than three weeks early.



NAMI Maryland
Statement of Activities
For the twelve months ending March 31, 2020
(Preliminary & Unaudited)

| | FY 2020 Actuals <i>(unaudited)</i> | FY 2020 Budget | Dollar Variance CY Actuals to Budget |
|--|--|-------------------|---|
| REVENUES: | | | |
| Grants & Contracts | \$371,880 | \$370,225 | \$1,655 |
| Contributions | 119,078 | 99,500 | 19,578 |
| Combined Charity Campaigns | 13,565 | 20,000 | (6,435) |
| Membership Dues | 9,710 | 10,000 | (290) |
| NAMIWalks, net (Income \$217,218 net of expenses \$111,125*) | 106,093 | 95,000 | 11,093 |
| Fees for Service | 21,464 | 10,000 | 11,464 |
| Program Events & Development | 69,330 | 82,000 | (12,670) |
| Community Supporter Program | 5,385 | 10,000 | (4,615) |
| Sales | 574 | 600 | (26) |
| Investment Income (includes unrealized gains/losses) | (13,757) | 10,000 | (23,757) |
| Miscellaneous Income | 3,953 | 1,500 | 2,453 |
| Total Revenues | \$707,275 | \$708,825 | (\$1,550) |
| EXPENSES: | | | |
| Salaries & Benefits | \$384,472 | \$439,819 | (\$55,347) |
| Contracted Services | 152,606 | 160,500 | (7,894) |
| Program Training Expenses | 24,657 | 30,000 | (5,343) |
| Program Events & Development | 45,484 | 44,125 | 1,359 |
| Educational Materials | 7,320 | 6,500 | 820 |
| Furniture/Equipment & Related Expenses | 23,993 | 30,841 | (6,848) |
| Office Supplies & Postage | 6,385 | 5,500 | 885 |
| Travel | 5,541 | 4,000 | 1,541 |
| Printing (external) | 1,790 | 2,000 | (210) |
| Online software/services & Dues & Subscriptions | 13,292 | 11,800 | 1,492 |
| General & Administrative | 4,885 | 7,500 | (2,615) |
| Merchandise for Resale | 1,240 | 0 | 1,240 |
| Communications | 6,863 | 7,000 | (137) |
| Insurance | 4,827 | 5,000 | (173) |
| Occupancy (Rent, Utilities, Repairs & Maintenance) | 48,688 | 48,756 | (68) |
| Depreciation Expense | 5,936 | 0 | 5,936 |
| Total Expenses | \$737,979 | \$803,341 | (\$65,362) |
| Net Income/(Loss) | (\$30,704) | (\$94,516) | \$63,812 |

* Expenses include affiliate payments of \$76,366 and NAMI's Walk fees of \$20,197. Expenses do not include expenses such as salary and contractual costs that are included in other expense lines.



FY 2020 GRANTS, CONTRACTS, AND MAJOR DONORS

***NAMI Maryland's fiscal year 2020 runs from April 1, 2019 to March 31st, 2020.
Thank you to all our generous donors for helping NAMI Maryland achieve its mission.***

The Anne R. Eckfeldt Fund (InFaith Community Foundation)

Elaine Amir

Joe Ashworth

Fanta Aw

Baltimore CONNECT

Eugenia Barnett

David Bazell

Behavioral Health System Baltimore

Melissa Benda

Stephanie Birnbaum

Donald & Janet Boardman

Dana Buchman-Farber

Carroll County Health Department

Carroll County Public Library

Center for Tobacco Prevention and Control

The Charles Crane Family Foundation

Susan Church

The Colleen and Lester Prosser Foundation

Community Foundation of Frederick County

Susan Conley

Steven Daviss

Denise Evans

Kate Farinholt & Michael Ward

Frank Fillmore

Antonius (Ton) Gardeniers

Jonathon & Robyn Glass

Governor's Office on Crime, Control, and Prevention

Barbara Goyette

Rene & Marilyn Grace

W. Daniel Hale

The Harry and Jeanette Weinberg Foundation

Loring Hawes

Douglas Heinrichs

Sean Heitt

Laura Heymann

Robert Hoffman

Leslie Holt

Karen Hussey

Ronald Hyde

IBM Employee Services Center

The Jim and Linda Humphrey Foundation

Diane Johnson

Bernard Kanstoroom

The Kate Spade New York Foundation

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Norma Killebrew

Young & Suh Kim

Carolyn Knight

C.H. Lanzi

Trude Lawrence

Ernest & Anne Levering

Louis B., II And Josephine L. Kohn Family Foundation

Shani Mack

Maryland Center of Excellence on Problem Gambling

Douglas McDaniel

Edward Meigs

Patricia Mendoza

Eve Marie Morra

Scott & Jane Morrill

The Morton K. and Jane Blaustein Foundation

Motorola Solutions Foundation

Paula Murphy

National Institute of Mental Health

Kathy Nicodemus

Northrop Grumman Corp Charity Trust (directed by John Kessler)

Alexandria Panehal

Linda Pardoe

Michael Paxson

Pledgeling Foundation (directed by K. Houston, Y. McMillan, E. Tilahun, & R. Smith)

Presbyterian Church of Chestertown

The Progress Family Foundation

Donald Reed

Rebecca Reese

Lawrence Rosenblum

Jane Sanders

Security Risk Advisors (directed by Anonymous)

Melanie Shanty

Dr. Steven Sharfstein

Don Slater

Susan Snyder

Starbucks Foundation (directed by Jason Arthur Blassman)

Lainie Surette

Stuart TenHoor

Garth Thompson

Henry & Ann Trentman

Dr. Stuart Varon

Sara Wagschal

William Waugh

Andy & Lauren Wayne

Wells Fargo Community Support Campaign

We Work for Health

Richard & Debbie Werner

Lynn Winkler

William Wrench

Every effort has been made to include the names of all donors who have given more than \$250 to NAMI Maryland in FY2020. Anonymous donors have been omitted.

This list does not include donations to the NAMIWalks Maryland as these donations are split with affiliates. We apologize for any names that have been inadvertently omitted.

NAMI Maryland's Workplace Charity Numbers

4186: The United Way of Central Maryland

80114: CFC of the Chesapeake Bay Area and
National Capital Area

521295484: Maryland Charity Campaign

Contact us for more information!

Let us know if your workplace has
a grant or a matching gift program!

NAMI Maryland FY 2020 Community Partners:



Learn more about our Community
Partnership Program at:
http://namimd.org/community_partners

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This list consists of all members who served on the Board of Directors during this period.

MEET OUR STAFF

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THANK YOU TO OUR FY2020 INTERNS

Denise George, Katelyn Lowe, Megan Biemesderfer,
Allison Coleman, Nina Parekh, Oluwasayofunmi Akinrodoye

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April 1st, 2019 to March 31st, 2020.



NAMI AFFILIATES IN MARYLAND

NAMI Anne Arundel County

NAMI Carroll County

NAMI Frederick County

NAMI Harford County

NAMI Howard County

NAMI Kent & Queen Anne's County

NAMI Lower Shore
(Wicomico, Somerset, & Dorchester Counties)

NAMI Metropolitan Baltimore

NAMI Montgomery County

NAMI Prince George's County

NAMI Southern Maryland
(Charles, Calvert, & St. Mary's Counties)



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