

NAMI by the NUMBERS: 2020

Published March 2021

Pivoting to Virtual – Our New Front Door

Before COVID-19, our country was experiencing a mental health, substance use and suicide crisis. Now, with the global pandemic, economic downturn and growing political discord, people are struggling more than ever. Today one in three people in the U.S. have symptoms of anxiety or depression, with even greater increases for Black and Asian Americans. People with severe mental illness also face stigma and daunting barriers to getting the intensive services and emergency care they need.

NAMI GMV is working to effectively use virtual platforms to provide information on mental health services and ensure that people have access to support and services. However, COVID, and related crises, reveal the challenges to shift

to proven scripted NAMI education and support programs to virtual. With that in mind, NAMI GMV began the process of retooling its front door. The 90-minute NAMI Family & Friends Seminar has been reworked to better engage friends and families in an online environment.

The COVID crisis also underscored the need for more effective virtual social outreach and intercultural training to support underserved populations. We are grateful to our **NAMI GMV education and support group volunteers** for their willingness to train for this new reality. As a grassroots organization, volunteers are the engine of our organization.

We would like to thank the **Eastern Iowa Mental Health Region, The**



▲ *Family & Friends Seminar welcomes new families looking for support. Register for a seminar at www.namigmv.org/register.*

Regional Development Authority, Quad Cities Community Foundation and NAMI national organization for grants supporting this project.

EDUCATION

50 persons attended our education programs for family members supporting an adult or youth. In 2020, these programs expanded to Henry and Muscatine Counties.



▲ *A Family-to-Family class was held for the first time in Kewanee, Ill.*

ADVOCACY

1,385 individuals heard our message of hope and recovery through 57 community presentations, events, and meetings.

53 individuals worked with our volunteers to access community and NAMI services through 11 Family & Friends Seminars.

SUPPORT

288 individual support group sessions for peers and family with 45 new people joining us for the first time.

100 office inquiries taken with 53 community referrals.

Board of Directors

President – Terry Haru, M.Ed, PhD,
retired Heritage Behavioral Health
Center

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Club of the Mississippi Valley

Aaron Van Lauwe, MSHR, Group O

Dora Villareal, JD, Rock Island County
States Attorney

Board Strategic Goals and Work Completed in 2020

This was the second year of a three-year strategic plan. Highlights include:

Goal 1. Provide individuals living with a mental health condition and their families NAMI evidence-based and other nationally-developed education and support programs designed to improve the quality of their lives. These are provided at no cost to participants.

- **A Board Education Committee will increase the impact of education and support programs.** Data analysis for education programs were completed and will be used to more directly drive continuous improvement efforts. Established a collaboration with St. Ambrose University to use student interns to assist in data gathering and analysis of our education programs as well as outreach efforts.

Goal 2: Raise public awareness of mental illness and its impact on lives and advocate for improving the lives of those affected.

- **Identify and promote effective practices to reach underserved populations.** A standing board committee was established to increase participation of African American, Latinx, LGBTQIA, and Veterans populations to our education and support programs.
- **Increase public awareness about what NAMI does.** Board members were recruited and trained for Make It OK program and other speaker bureau opportunities. A Family & Friends Seminar is held virtually as our main community education channel.

Goal 4. Use nationally-recognized non-profit governance best practices.

- **A Board Governance Committee recruited three new board members** to expand the group, established a board mentor program, tracked its participation via monthly dashboard tool and initiated its first self-assessment process.



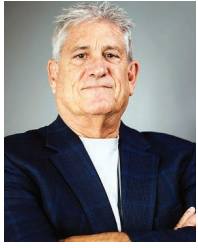
▶ Thanks to a generous \$15,000 donation from Bob and Blenda Ontiveros, founders of Group O, Milan, Ill., NAMI experienced a successful Birdies for Charity fund drive.



▶ Linda, Pat and Randy Lewis celebrated NAMIWalks virtual day with a stroll. Team Lewis Lightning was the top team, raising \$6,290 for NAMI programs.

NAMI GMV Virtual Pioneers

Pivoting to a virtual world would not have been possible without the time and expertise of these individuals.



Dr. Lloyd Kilmer, an online learning expert, is helping NAMI GMV move its front door program to a virtual environment. An enhanced version of Family & Friends Seminar is rolling out in April 2021.



St. Ambrose University intern **Hailey Sponeman** produced education program data

analysis. However, it was the lighter side of Hailey that saved NAMIWalks with some major overnight video edits and a rocking rendition of our traditional favorite – the “Hokey Pokey” song.



Retired John Deere IT expert **Gary Parker** volunteered to produce NAMIWalks livestream events via YouTube, Twitch and Facebook. His experience in the entertainment business as **DJ Gary Lee** was invaluable in helping us navigate these social media channels.



A favorite fundraiser, Life is Beautiful Concert, was livestreamed for the first time over three evenings in

August. **Heartland Connections John Taylor and Jason Bates** volunteered to work with promoter Joe Lee and artists to keep the beats rolling live from Bishop Hill, Ill.

Thank You to our 2020 Local Sponsors



Presenting: UnityPoint Health -Trinity & Robert Young Center

Silver: DJ Gary Lee, Eagle View Behavioral

Health, GreenState Credit Union, Lundbeck, St. Paul Lutheran Church

Starting Line: Advance Homes Inc., iHeart Radio Group, Randy & Linda Lewis, Modern Woodmen of America, Necker's Jewelers

Bronze: Janssen, Dr. Richard & Judy Kreiter, Northwest Bank & Trust, Martin D. & Barbara H. Rich Family Foundation, UnitedHealthcare, Vera French CMHC

Supporter: Anderson Lower, Whitlow PC, AmiCare Pharmacy,

Batteries Plus Bulbs, Bucktown Center for the Arts, KALA Radio, Kiwanis Club of Rock Island, Dr. Alta L. Price, Printers Mark, Psychology Health Group, Transitions Mental Health Services, Pamela Spear

Kilometer: Blackhawk Bank & Trust, Bridgeway, Happy Joes LeClaire, Dr. Hamdan-Allen, GT Sports, Hornbuckle Heating & Air, IMEG Corp., McLaughlin Motors, Inc., Molyneaux Insurance, Inc., Quad City Federation of Labor, SSAB Iowa Inc., Dr. John & Connie Stecker, Vietnam Vets of America #299

Friends: Chick-Fil-A Moline, Eastern Iowa Light & Power

2020 Key Funding Sources

Our largest fundraiser NAMIWalks and the spring grant season were interrupted by COVID.

COVID Emergency Operational Funding \$53,800

- CARES Act PPP1 Small Business Administration Loan (forgiven 3/2021) – \$18,800
- CARES Act Iowa Economic Development Authority Nonprofit Recovery Fund grant – \$25,000
- Quad Cities Community Foundation Disaster Recovery Fund grant – \$10,000

General Donations & Campaigns, Memorial Donations \$41,762

NAMIWalks Net Revenue \$45,206

In-Kind Donations \$ 6,325

Grantors Supporting 2020 Program Delivery & Upgrades \$83,226

- **Muscatine classes & seminars:** Muscatine Health Support Granting Fund, Community Foundation of Greater Muscatine Continuity Fund
- **Connection facilitator training:** Friendly Thrift Center
- **Family-to-Family programs:** Rock Island County Mental Health 708 Board, Henry County 708 Board, Henry County Mental Health Alliance
- **Family support for youth suicide prevention:** UnityPoint Health Robert Young Center/Telligen grant
- **Mental Health on Campus Project:** The Moline Foundation, Rock Island Community Foundation, and Theisens Stores
- **Reframing NAMI's Front Door Project:** Quad Cities Community Foundation capacity building grant funds, Eastern Iowa Mental Health Region CARES Act funds, The Regional Development Authority, NAMI national COVID grant



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About Us

NAMI GMV is a 41-year old affiliate of the National Alliance on Mental Illness, the nation's largest grassroots organization dedicated to building better lives for individuals living with a mental health condition and their families.

NAMI offers nationally-developed evidence-based education programs proven to help families move through trauma. These programs are delivered by trained volunteers with lived mental illness experience. NAMI does not offer counseling or social services. Rather, it focuses on education, advocacy, and support. We serve residents of eastern Iowa and western Illinois. Funds raised here – stay here – for local programs. IRS ID #42-1188963



Let's Keep Pace

with the rising need for mental health care.

1 in 5 Adults
in the U.S. experience mental
illness in the average year

— and now —

1 in 3 Adults
report experiencing symptoms
of anxiety or depression



NAMIWalks Greater Mississippi Valley
Saturday, September 18, 2021

Veterans Memorial Park,
Bettendorf & Livesteam

www.namiwalks.org/greatermississippivalley