



nami
National Alliance on Mental Illness

Massachusetts

ANNUAL

IMPACT

REPORT

2023

NAMI Massachusetts
331 Montvale Avenue, Suite 200
Woburn, MA 01801-4675

www.namimass.org

OUR MISSION

At NAMI Massachusetts, we seek to improve the quality of life for people living with mental health conditions, their families, and their caregivers. We work to ensure that all people impacted by a mental health condition receive the support they need when they need it. We use our voices as people and families with lived experience to challenge discrimination and advocate for a more equitable and just world.

OUR VISION

NAMI Massachusetts envisions a society that humanizes the experience of mental health challenges, promotes the values of respect, agency, self-determination, non-coercion, and non-violence, and supports individuals and families wherever they are in their journey of healing and recovery.

NAMI MASS CONSTITUENTS

NAMI Massachusetts is committed to supporting all individuals, families, and communities across the Commonwealth of Massachusetts whose lives are disrupted by mental health challenges. We center the voices of individuals and families with lived experience and draw from this wisdom to shape our priorities, policy agenda, and programs. We view a person's mental health as synonymous with a person's overall health. Incidences of traumatization and oppression directly shape a person's health and we strive to create societal conditions that promote health, advance justice, and prevent physical and psychological distress.

A MESSAGE FROM OUR INTERIM EXECUTIVE DIRECTOR ELIZA T. WILLIAMSON:



Dear NAMI Mass Community,

As the Interim Executive Director of NAMI Massachusetts, I am honored to present to you our 2023 impact report. Despite facing numerous challenges, our commitment to our shared mission of improving the quality of life for people living with mental health conditions, their families, and their caregivers has remained unwavering. Whether it was expanding access to mental health resources, raising awareness about mental health, or providing support to those in crisis, our efforts have made a meaningful difference in the lives of countless individuals and families in Massachusetts. I am proud to share with you the progress we have made and the impact we have achieved together.

This report offers a snapshot of our impact in 2023—the numbers of programs offered, and people reached, however, the numbers only tell part of the story. Last week I received a letter from a woman I spoke with back in September—a mother of an adult daughter struggling with her mental health. I listened to her situation, suggested a Family-to-Family class in her community and connected her with our Compass Helpline. This was not unlike the many calls and emails staff at NAMI Mass and our local affiliates receive every day. She wrote, *"Thank you for helping my family. In the 15 years we've been in the mental health world we've not been met with such kindness, wisdom or relevant resources. NAMI Mass has offered each of us options for getting the type of support that makes sense without being prescriptive. Most of all, I had no idea how much I needed to be with other families facing similar issues. Nothing is perfect, but today we are less alone."* Her words are an important reminder of the personal impact of our collective efforts. Together, we have made a tangible difference in the lives of those we serve, and we are committed to building on this momentum in the year ahead.

None of this would have been possible without the generosity and support of our donors. Your continued belief in our mission and your investment in our work are invaluable. As we look to the future, we remain optimistic and determined to continue our work. Together, we have made strides in destigmatizing mental health, expanding access to mental health care and supports, lifting up the voices of people living with mental health conditions and their families and promoting overall well-being in our communities. Thank you for your continued support and partnership.

With gratitude,
Eliza



nami
National Alliance on Mental Illness

Massachusetts

IMPACT SUMMIT AGENDA

9AM - WELCOME/BREAKFAST

**10AM - BUILDING BRIDGES
WITH ELIZA T. WILLIAMSON,
JOE DI MAURO, &
HAL FORTNA**

**11AM - BREAKING BARRIERS
WITH NIEISHA DEED,
EUAN DAVIS, LINDSEY VEZINA,
& KAYLA GAJDASCZ**

**12PM - STATE OF THE
ORGANIZATION ADDRESS
WITH MAURA BUXTON**

12:30PM - LUNCH/CLOSING

SUMMIT SPEAKERS



Nieisha Deed
Founder & CEO of PureSpark

Lindsey Vezina
Director of Quality Management &
Interim RLC Director of KivaCenters



Kayla Gajdascz
President & Co-Founder
of Mental Houseplants



Euan Davis
Founder & CEO of BarberTime+



SUMMIT SPEAKERS



Hal Fortna
Representing PLAN of MA & RI

Maura Buxton
NAMI Mass Board President



Eliza T. Williamson
Interim Executive Director



Joe Di Mauro
Deputy Director of Development



2023 AT A GLANCE

NAMI Massachusetts, a leading mental health advocacy organization, continued its impactful work in 2023, making significant strides in supporting individuals and families affected by mental health conditions. While the year brought many unique challenges, our Programs team worked hard to advance our mission.

This year was marked by:

- **Amplifying voices:** Through our programs and advocacy efforts, NAMI Mass championed policies that promote equitable access to care, address systemic challenges, and fight stigma.
- **Building bridges:** Initiatives focused on connecting individuals and communities, fostering understanding and breaking down barriers.
- **Empowering individuals:** Education and Support programs equipped individuals with mental health conditions and their families and supporters with the tools, resources and supports they need to thrive.
- **Breaking down stigma:** Through Community Education and Outreach NAMI Mass created conversations about mental health in an array of venues, challenging discriminatory attitudes and promoting compassion and understanding.

	PROGRAM	DETAILS
3999	Compass Helpline inquires	Compass provides information, ideas, resources, and support to help people navigate the complex mental health system and related systems of care.
1347	Support Group Meetings	NAMI peer-led support groups are free for participants and led by people with lived experience.
385	Educational Presentations reaching 8645 audience members	NAMI In Our Own Voice is a powerful presentation that aims to change attitudes, assumptions, and stereotypes about people living with mental health conditions. NAMI Mass Sharing Our Stories is an impactful presentation delivered by family members of people living with mental health conditions.

THE YEAR IN HIGHLIGHTS



JAN – MAR HIGHLIGHT

The Compass Helpline team began holding bi-monthly meetings with Affiliate helplines. NAMI Mass also participated in an exhibit at the Boston Museum of Science, Building Balance: A Mental Health Wellness Event on January 21-22, 2023. Through our tabling efforts that weekend, we reached an estimated 1,000 youth and families, which led to opportunities for additional programming for youth and families in communities around the state.



JUL – SEPT HIGHLIGHT

We reached our highest number of Compass Inquiries at 1,056 and Family Support Group meetings at 156!



APR – JUN HIGHLIGHT

We hosted Advocacy Days and NAMIWalks 2023! And offered 3 NAMI Smarts for Advocacy trainings preparing 42 people to speak to legislators.



OCT – DEC HIGHLIGHT

We hosted trainings for Family Support Group facilitators and Sharing Our Stories speakers, expanding the reach of these important programs. We also successfully executed our End of the Year campaign which brought in over \$200,000 of generosity from donors!

TESTIMONIAL

"NAMI helps to bring dignity to those dealing with Mental Illness. We use the money we raise, not only to continue these programs, but also to enable us to host events for the community. We can fight stigma by educating the public with these events to better understand Mental Illness and not be afraid of it or people affected by it. Advocacy is also critical. This money goes toward fighting for rights and advocating at the state and federal level for laws for protection and services. I Walk and lead Cape Ann's Walk for all these reasons and I will never give up. Cape Ann's symbol is the Sailboat, and we are called Wind Jammers. Cape Ann is on the North Shore coast of Massachusetts. Our office is in Gloucester, and we service many coastal communities. This symbol was adopted when the affiliate was established. It is our tradition. Our motto is: **"We can't control the wind...but we can adjust our sails"**. We have no control over whether we have a Mental



Karin Caves

Affiliate Board Member
& Walk Leader
Cape Ann Affiliate

Illness or are affected by it, we do have control over how we react, what we do about it, and how we live with it. Our Walk motto continues that thought process: **"Walking to set our sails"**. By that we mean, we take this journey, with its twists and turns, stormy and calm waters, and learn to navigate the best and most supportive way we can. With the help of NAMI, and the NAMI community, we are able to keep sailing, even when the wind is against us."

FUNDRAISING

NARRATIVE

As we move through 2023, NAMI Massachusetts remains dedicated to supporting individuals and families impacted by mental health conditions. However, to truly solidify our impact and expand our reach, we recognized the need to prioritize our fundraising efforts in key areas:

Expanding Sponsorship Opportunities:

- From transactional to transformational: We transition beyond simple logo placement, crafting impactful partnerships with aligned organizations. Sponsors will gain meaningful engagement while supporting crucial programs.
- Signature events amplified: We elevate signature events like NAMIWalks and the Impact Summit, offering tailored sponsorship packages that showcase partner values and connect with diverse audiences.
- Cause-based marketing: We forge collaborations with businesses on initiatives that raise awareness, generate revenue, and strengthen brand values for both parties.

Diversifying Our Revenue Portfolio:

- Beyond individual giving: While individual contributions remain vital, we explore new avenues. Grant funding, planned giving programs, and peer-to-peer fundraising campaigns broaden our support base.

Reconstructing Donor Relationships:

- From transactions to connection: We move beyond generic updates to build personalized relationships with donors. Stories of impact, transparent financial reports, and regular engagement opportunities will foster trust and loyalty. We recognize the diverse ways donors can support us. We offer volunteer opportunities, advisory councils, and advocacy initiatives to deepen their connection to NAMI Massachusetts.

NOTEABLE FUNDRAISING EFFORTS

\$479,321.96

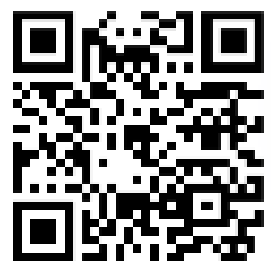
NAMIWALKS 2023

\$219,819.08

END OF YEAR APPEAL 2023



namiWalks
Massachusetts



LACE UP for
mental health



May 18th, 2024
Boston Common
9am – 1pm

Register to participate here:
namiwalks.org/massachusetts

**WE'D LIKE TO THANK
ALL OF OUR **IMPACT**
SUMMIT SPONSORS
FOR THEIR **GENEROUS**
SUPPORT. ***

ACKNOWLEDGEMENT

We are immensely grateful for your ongoing support and partnerships. With you by our side, we know our **impact** will make an impression in the lives of those we serve!

OUR CORPORATE SPONSORS



Preserve Assets | Protect Benefits | Live Well

Johnson & Johnson



HARVARD
BRAIN TISSUE
RESOURCE CENTER

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OUR PARTNER ORGANIZATIONS/ALLIES

- PureSpark
- Ellie Mental Health
- The Hopeful Elephant Organization
- Mental Houseplants
- KivaCenters
- BarberTime+

OUR INDIVIDUAL SPONSORS

- Monica Luke
 - Alison LeBlanc
 - Elizabeth Post
 - Heather Klish
 - Jonathan Delman
 - Judie VanKooiman
 - Sarah Davis
 - Sherron Colgram
-

Together we do more.

PLAN of MA & RI is a nonprofit organization offering special needs trust administration and social services for people of all ages with mental health, developmental and physical disabilities.

Our knowledgeable and compassionate licensed social workers, attorneys, and investment experts look forward to learning more about how we can help you and the people who are important to you.

Preserve Assets

Protect benefits

Live well



To discuss your options with a specialist, contact us today!