



2011 ANNUAL REPORT



PRESIDENT AND EXECUTIVE DIRECTOR

DEAR FRIENDS:

Despite a tough economic climate, the National Alliance on Mental Illness of Massachusetts (NAMI Massachusetts) made gains in realizing its mission to improve the quality of life for people with serious mental illness and for their families.

NAMI's staff worked with dozens of volunteers to offer *free* education and support programs statewide. We offered 21 Family-to-Family (F2F) classes in FY 2011 and sponsored two F2F teacher training weekends that trained 13 new teachers. F2F celebrated 20 years and is now officially an "evidenced-based" practice as determined by Dr. Lisa Dixon and her research team at the University of Maryland.

NAMI also offered 123 In Our Own Voice (IOOV) presentations around the state to high schools, colleges, churches, health plans, Rotary Clubs, and more. IOOV is a powerful anti-stigma tool that erases many stereotypes about individuals with mental illness and what recovery looks like.

NAMI's 20 local affiliates offered support groups for family members and other caregivers who have a loved one with mental illness and need support and encouragement. Local affiliates also sponsored 90-minute NAMI Connection support groups at 16 different venues across the Commonwealth. NAMI Connection is facilitated by trained NAMI leaders who are in recovery from their mental illness.

And finally, we offered four NAMI programs for parents and caregivers with younger children. NAMI Basics is a six-week program designed to address mental and behavioral issues in children and adolescents. Children's Challenging Behavior (CCB) is a one-day course for parents, caregivers and professionals such as school personnel and day care providers. NAMI Massachusetts offered three CCB classes in FY 2011.

NAMI's Advocacy Day on March 31, 2011 was tremendously successful with more than 300 NAMI members coming to the State House to let their elected officials know what mental health programs mean to them and their loved ones. Our biggest accomplishment last year was making NAMI's voice heard when the Governor proposed a \$21.4 million cut from an already reduced Department of Mental Health (DMH). On the chopping block were 160 inpatient psychiatric beds, cuts to Clubhouses, and DMH child and adolescent programs for 175 families.

NAMI members and friends showed up at the State House; attended rallies; contacted elected officials by personal visits, phone, letter and email; and distributed our NAMI position paper showing the glaring inequity of these cuts. As a result of these efforts, the Legislature passed a larger budget for DMH. Signed by the Governor in July, 2011, the budget for FY12 restored more than \$20 million of the proposed DMH cuts.

On May 21, 2011, over 5,000 people walked in the NAMI Massachusetts Walk at Artesani Park in Boston. With sunny skies after a week of rain, we enjoyed inspiring words from Kitty Dukakis and Boston Mayor Thomas Menino. Beacon Health Strategies, our Lead Corporate Sponsor, raised over \$20,000 by its WALK team in addition to donating \$30,000. Many other WALK Teams and Corporate sponsors participated in our WALK, and we are very grateful to them all and to our staff and volunteers.

As we celebrate these accomplishments, we also know a lot more needs to be done. We couldn't have done all this without countless inspired volunteers, the hard work of the affiliates, and our dedicated staff and board.

On behalf of our Board of Directors and the NAMI staff, thank you.



Guy Beales, NAMI Mass Board President



Laurie Martinelli, Executive Director

GUY BEALES
President, NAMI Mass Board of Directors

LAURIE MARTINELLI
Executive Director, NAMI Mass

FINANCIAL RESULTS FOR FY2011

(July 1, 2010 – June 30, 2011)

REVENUE AND SUPPORT

DMH Grant	\$244,738
Special Event - NAMIWalks	\$439,523
Special Event - Board	\$7,768
Contributions	\$104,783
In-Kind Donated Services and Software	\$26,989 ^A
In-Kind Donated Furniture	\$27,354 ^B
Other Operating Income	\$37,294
Interest Income	\$2,922
Net Assets Released from Restrictions Used for Operations	\$52,943
Total Revenue and Support	\$944,314

A = Donated services for enhanced website design of \$16,450 and donated software of \$10,539, offsetting expenses included under Professional Fees and Operating Supplies and Expenses, respectively

B = One time donation of furniture valued at fair market value on date of the donation (\$27,354), the furniture has been capitalized and is being depreciated over seven years.

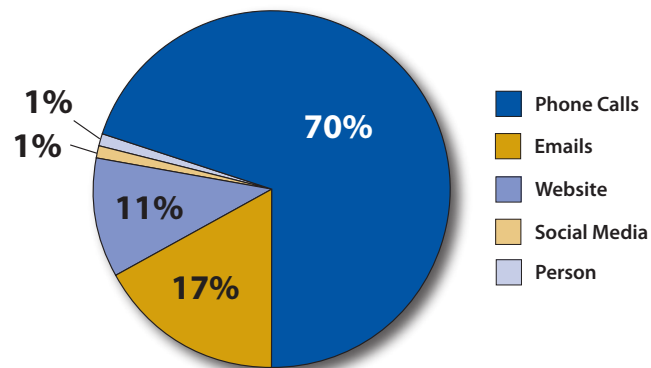
OPERATING EXPENSES

Salaries and Related Expenses	\$350,024
Employee Benefits	\$63,139
Professional Fees	\$77,456
Occupancy Costs	\$42,622
Operating Supplies and Expenses	\$147,282
Insurance, Other	\$5,165
Travel Expenses	\$18,589
Training and Education Expenses	\$20,222
Donation Expenses	\$1,075
Payment to Affiliates	\$71,460
Payment to NAMI National	\$39,650
Dues	\$7,899
Depreciation	\$4,792

Total Operating Expenses **\$849,375**

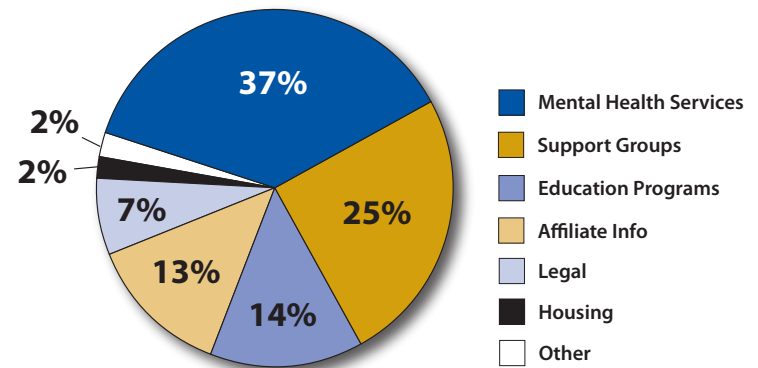
Surplus - Unrestricted **\$94,939**

HELPLINE SOURCE OF INQUIRIES



Number of calls received during FY2011 was 1,786.

HELPLINE TYPE OF INQUIRIES



NAMI Mass is grateful to the following Foundations for funding our work in FY 2011:

- The Health Foundation of Central Massachusetts – *Sustainable Approaches to Decriminalization* (in collaboration with the Association for Behavioral Health and consultants from DMH Health Strategies).
- NAMI National – Diversifying NAMI's Education programs.
- May & Stanley Smith Charitable Trust – Teacher training for Family to Family.
- Danversbank Charitable Foundation – Presenting In Our Own Voice (IOOV) to cities and towns in Danversbank service area.
- Blue Cross Blue Shield of Massachusetts Foundation (through NAMI Berkshire County) – DMH/NAMI Directory of Decriminalization efforts in Massachusetts.
- Eli Lilly – NAMI's Advocacy Day at the State House.
- Boston Medical Center – collaborative programming with the Metro Boston Recovery Learning Community.

NAMI WALKS MASSACHUSETTS



Walkers at the 2011 Massachusetts walk.

All Walk Photos including cover: Carolle Photography.

FROM OUR WALKERS:

“So many people have been “transformed” by NAMI support and that’s what your donation will do.”

“NAMI has made a huge difference in our lives, providing support for us, enriching our lives through the many friends we have made, and greatly expanding our knowledge and ability to advocate for those affected by mental illnesses.”

“I can say with all honesty without the NAMI organization I would still be in the dark regarding mental illness.”

NAMI Mass’ eighth Walk, held on Saturday, May 21, 2011 at Artesani Park along the Charles River in Boston, was a year of firsts. NAMI Mass had the first Walk to raise over \$400,000 out of over 80 NAMI Walks across the nation. We also raised more corporate dollars than had ever been raised before—receiving donations in the amount of \$162,100. Beacon Health Strategies (BHS), our lead sponsor, added to the year of firsts by being the first corporate sponsor to contribute \$50,000 to our Walk campaign between their sponsorship and Walk team. To everyone at BHS who contributed, especially CEO/President Tim Murphy and Briana Duffy, NAMI Mass is infinitely grateful.

With the economic malaise continuing and the Department of Mental Health’s ongoing budget woes, the Walk provides a welcome breath of fresh air and an opportunity to celebrate dignity, hope and recovery while delivering an anti-stigma message and educating the public about mental illness.

We were successful because our volunteers, walkers, staff and board members work together to make the Walk an event to be remembered year after year. Our NAMI Mass supporters know how important the Walk is to our financial welfare and come through for us because they believe in NAMI’s mission.

At the 2011 Walk, we had 154 teams and just over 2000 Walkers. For the second year in a row, our top team was NAMI Cambridge-Middlesex with \$20,607 just beating out Beacon Health Strategies at \$20,000, and NAMI Central Middlesex at \$16,651 and Massachusetts Behavioral Health Partnership (MBHP) at \$15,309.65 were not too far behind. Congratulations to Team Sunovion which had our largest team by amount of Walkers with 189, nipping out MBHP at 180. Volunteers are the life blood of the Walk on the day of the event. We had over 70 capable volunteers who made the Walk look effortless. Special thanks must go to Naresh Gajera, Marilyn DeSantis, Larry DeAngelo, Karen McGravey Gajera, and Cindy Nelson, our Operating, Registration, Safety, Parking and Volunteer leads respectively.

Finally, this year we set a new record: distributing over \$70,000 to the 16 affiliates which participated in the Walk.



Boston Mayor Thomas Menino with walkers from Joey’s Voice team.

CORPORATE SPONSORS & IN-KIND DONATIONS

LEAD SPONSOR

Beacon Health Strategies

MAJOR SPONSORS

Massachusetts Behavioral Health Partnership
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Massachusetts Nurses Association
Massachusetts School of Professional
Psychology
Neighborhood Health Plan
Network Health
North Suffolk Mental Health Associates, Inc.
Pfizer
PhRMA

We extend our sincerest thanks to the 89 corporate sponsors of NAMIWalks Massachusetts 2011 as well as those companies who generously provided in-kind donations.

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Walden Behavioral Care
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Gary Zalkin, Counselor at Law

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Mental Health Association of Greater Lowell
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IN-KIND DONATIONS

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New England Patriots
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Iggy's Bread of the World
Whole Foods
Costco
Food Should Taste Good
Hannaford
Market Basket
Shaw's
Stop and Shop
Table Talk Pies
Trader Joe's
Boston Duck Tours
Cheesecake Factory
Coolidge Corner Theater
Huntington Theatre Company
Improv Asylum
Isabella Stewart Gardner Museum
Loon Mountain Recreation Corporation
Mount Sunapee Resort
New Repertory Theatre
Simons IMAX Theater – Aquarium
Wachusett Mountain
Charles River Canoe and Kayak
Grossman Marketing
Legal Seafood

While we have made every effort to include all the generous businesses that gave in-kind donations, if we have inadvertently omitted any entity, or misspelled any names, please accept our apologies and contact our office.

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EDUCATION AND SUPPORT PROGRAMS

FAMILY TO FAMILY— NOW AN EVIDENCED BASED PRACTICE

Family to Family (F2F) is a *free* 12 week course for family and friends of individuals with a serious mental illness taught by volunteer family members.

In Fiscal Year 2011, the Family to Family course celebrated its 20 year anniversary and was officially designated as an “evidenced based” practice by Dr. Lisa Dixon and her team of researchers at the University of Maryland.

A randomized trial study of Family to Family courses offered through NAMI of Maryland revealed a number of positive outcomes that many F2F graduates feel—but now it is official. Taking a Family to Family course:

- Reduces stress;
- Increases empowerment;
- Increases knowledge and problem solving skills;
- Reduces “subjective burden,” (i.e. the worry factor).

In Fiscal Year 2011, NAMI offered 21 F2F courses in Massachusetts: Cambridge, Concord, Boston, Weymouth, Taunton, Woburn, Salem, Holyoke, Framingham, Martha’s Vineyard, Gloucester, Jamaica Plain, Lowell, Lexington, Worcester, and Great Barrington. Some sites had multiple courses throughout the year with Cambridge being the leader with three!

We didn’t offer a course specifically for Veterans and their families. However, NAMI National has since renewed its partnership with the Veterans Administration to offer more courses at their sites.

We would like to thank Vinfen, Baycove, Eliot Community Human Services and Advocates for underwriting F2F classes and helping us bring F2F to their client’s families.

We also held two trainings this year for 13 new F2F teachers, thanks to a grant from the Rite Aid Foundation. A February, 2011, training was held in Wrentham and was taught by Maureen Couto and Karen McGravey-Gajera. A second F2F training weekend was held in Deerfield in June, 2011. Thanks to Larry and Tina DeAngelo for conducting this training.

We graduated over 400 family members who now know they are not alone!



F2F teacher training in Deerfield, June 6-7, 2011.

John and Sara Sharp
Merri Lea Shaw
George Shea
Stephen Shea
Dr. Miles Shore
Ken Shulman
Hyman Siegal
Rachel Silver
Leeann Simons
Dr. Blake Smith
Edwin and Katharine Smith
Constantine Souris
Susan Spector
Henry and Lorraine St. Laurent
Valerie and John Stelling
Margaret Stephens-North
Danielle Stevens
John Liza Straus
Barbara Stromsted
Marylou Sudders
Frances Sullivan
Nancy Sullivan
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Frank Sweet
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EDUCATION AND SUPPORT PROGRAMS

FAMILY TO FAMILY:

"When I am fearful and scared, I can become calm and hopeful by drawing on the education and support and caring I have experienced these past 12 weeks."

"I have looked forward to every class. I know more than before, not just about my loved one but about me. I need to continue learning, I want to! You opened the door."

IN OUR OWN VOICE:

"In Our Own Voice is the keystone to my recovery...I feel I am doing something real and concrete for others living with mental illnesses by educating anyone, everyone who comes to listen...to show them living proof of the reality of recovery."

- Rachel K., IOOV Presenter

"The thank you's and positive feedback I get from an In Our Own Voice audience make me feel good that I've made a difference in the fight to breakdown the stigma of mental health."

- Rita P., IOOV Presenter

IN OUR OWN VOICE

In Our Own Voice (IOOV) is an hour-long, *free* presentation given by two trained people about living with their mental illnesses. The program includes personal testimony, a video portion, and discussion with the audience. The goal of IOOV is to address stigma in the community and to enrich the audience's understanding of how people cope with serious mental illness.

In Fiscal Year 2011, NAMI Mass gave 123 IOOV presentations and reached an audience of 2,617 people. There were a variety of venues where IOOV was presented; including the MASSPRA Conference; a series of presentations for The Cambridge Health Alliance; Work, Inc; eight presentations for our NAMI Walks sponsor Beacon Health Strategies; Northeastern University; Bridgewater State Hospital; and the American Sign Language (ASL) version of the DVD was used five times for deaf or hard of hearing audiences.

There was an IOOV weekend training in April, 2011, and we now have seven new IOOV presenters. May, 2011, was a record breaking month with 22 presentations and our largest audience ever for 200 people at the Spectrum Conference. Karen Sulesky, our Membership Coordinator, assisted Julie Langbort for a six month period using grant monies from Bristol-Myers Squibb and Danversbank. This assistance allowed Julie to do more outreach by attending Deaf and Hard Hearing Recovery Conferences, The Massachusetts Suicide Prevention Conference, and visiting the NAMI Berkshire County and NAMI Western Mass offices.

NAMI CONNECTION

NAMI Connection is a peer-run support group for people with mental health conditions, where experiences are shared, coping strategies are discussed, and encouragement and understanding are offered. In Fiscal Year 2011, NAMI Mass sponsored 18 Connection support groups across the state. Thank you to these groups and their NAMI-trained facilitators.

Agawam	Easthampton	Lowell (Veterans Friendly)
Bedford (Veterans Friendly)	Fitchburg	Orleans
Boston (Two locations)	Framingham	Somerville
Boston (Spanish speaking)	Gloucester (Three Groups)	Waltham
Clinton	Hyannis	Westfield

Throughout the year, we held three state facilitator trainings sponsored by local affiliates:

- A training by NAMI Central Middlesex graduating seven new facilitators;
- A training by NAMI Central Massachusetts and NAMI MetroWest graduating six new facilitators;
- A training sponsored by the Metro Boston Recovery Learning Community graduating seven new facilitators.

We held our first NAMI Connection refresher session in Agawam at the NAMI Western Massachusetts office. One of our state facilitator trainers, Jackie Martinez, was selected by NAMI National to teach the first “Conexion” class, the first class ever taught entirely in Spanish.

Over 1,250 people came to the peer run support groups last year with an overwhelming majority returning time and time again. We formed a state-wide advisory committee of selected Connection facilitators that started to meet in April, 2011.

CHILDREN AND ADOLESCENT PROGRAMS



The Children and Adolescents department provides education, support, information, and advocacy to families with young people living with mental illness. We provide current information and resources on mental illness in childhood which is an ever increasing share of the population. Just one data point is that from 1996 to 2007, the rate of psychiatric hospital discharges rose by more than 80 percent for five to thirteen year-olds and by 42 percent for older teens according to the Archives of General Psychiatry. It wasn't so long ago that many in medicine didn't recognize that mental illness existed in children.



NAMI strives to serve parents and caregivers, as well as professionals, who have a child or adolescent living with mental illness in their lives—with a strong focus on schools. Working with our statewide affiliates, NAMI offers two primary educational programs: NAMI Basics and Children's Challenging Behavior.

NAMI Basics is a recently-designed course. The course is *free* and consists of six-sessions for parents and other primary caregivers of children and adolescents living with mental illness. We offered the following NAMI Basics courses in FY 2011:

- NAMI MetroWest held a NAMI Basics course in Westborough in September, 2010;
- NAMI Central Middlesex affiliate which joined with The Edinburg Center to deliver a class in Lexington in the fall of 2010;
- NAMI Berkshire County offered a NAMI Basics class in Pittsfield in September, 2010;
- The NAMI state office in Woburn offered a NAMI Basics course in May, 2011 that was sponsored by the Metro Boston Recovery Learning Community.

Children's Challenging Behavior (CCB) is a one day workshop for families that provides information on childhood mental health disorders and offers strategies for home and school, along with resources and information that offer hope and encouragement. This workshop is geared to parents/guardians, teachers and any adults who are parenting, raising or working with a child under age 18 with emotional, social and behavioral disorders. In Fiscal Year 2011, three CCB classes were held. The NAMI Western Massachusetts affiliate held a class in Springfield, and NAMI Cape Ann held a class in Gloucester. A CCB class was also held at the Woburn Public Schools.

NAMI MASS SAYS GOODBYE (AND THANK YOU) TO TOBY FISHER AND HIRES NEW LOBBYIST—JOSEPH GIANNINO



NAMI Advocacy Day, March 31, 2011, in Nurses Hall, State House.



Registration area at Advocacy Day.



During Fiscal Year 2011 NAMI Mass spruced up its office. The organization received a generous donation of over \$25,000 worth of attractive office furniture, a refrigerator and a microwave from Windham Capital Management. NAMI Mass Executive Director Laurie Martinelli is pictured with Mark Kritzman, President and Chief Investment Officer of Windham, the firm making the donation. We remain very grateful for this upgrade.

After nine years of dedicated service, Toby Fisher left NAMI Mass during the summer of 2010 to work for SEIU 509. Toby served as the Executive Director of NAMI Mass for six years, then served as the part time NAMI Mass lobbyist for three years. Toby was in his element strolling through the halls of the State House talking to Representatives and Senators to promote NAMI's legislative priorities. Toby did a great job and we thank him for his years of service to NAMI.

Toby's departure left a giant hole in NAMI's advocacy efforts. NAMI Mass moved into high gear and last fall hired a cracker-jack lobbyist, Joe Giannino of Government Relations Group. Joe Giannino has 25 years of experience representing clients in advocacy efforts in the State House and has earned an excellent reputation with issues involving state or local government. Joe has a strong network of contacts on Beacon Hill that has served NAMI well over this past year.

Under Joe's leadership, NAMI has refocused its legislative priorities and reinvigorated its Board Committee on Advocacy and Public Policy. NAMI Board member, Chris Previtera chairs the Committee on Advocacy and Public Policy. Working with Joe and Executive Director Laurie Martinelli, Chris' Committee has met several times over this past year.

NAMI has focused its efforts on two legislative priorities:

- H. 1424; *An Act Establishing A Crisis Intervention Training (CIT) Working Group* sponsored by Representative Elizabeth Malia, of Boston who co-chairs the Committee on Mental Health and Substance Abuse; and
- S. 1103; *An Act Relative to the Closing of Hospital Essential Services*, sponsored by Senator Jennifer Flanagan of Fitchburg.

Both of these issues are critically important for NAMI members. H. 1424 would set up a working group to look at issues regarding CIT and other jail diversion efforts and make recommendations to the Legislature for moving a statewide training initiative forward. Training law enforcement about mental illness is essential, especially with so many people with mental illness in jail and prison. NAMI hopes to make this issue more prominent with the passage of this bill.

Strengthening the current "essential services" law when it comes to the closure of psychiatric beds at private hospitals is another huge issue for NAMI members. H. 1103 is designed to put teeth into the oversight authority of the state Department of Public Health to prevent the closure of more psychiatric beds when a hospital has a budget surplus.

On March 31, 2011, NAMI Mass had its annual Advocacy Day at the State House with over 300 NAMI members in attendance. The purpose of Advocacy Day is to bring NAMI members to the State House to tell their elected officials in their own words how critical services to the mentally ill assist them and their family members.

NAMI MASS BOARD OF DIRECTORS

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Some Board members at the 2011 Walk, l. to r.: Guy Beales, Marylou Sudders, Rita Sagalyn, Howard Trachtman, Tim Wing, Lynda Cutrell, Constantine Souris and Laurel Landon.

NAMI MASSACHUSETTS AFFILIATES

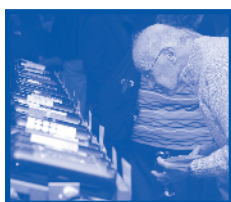
NAMI Massachusetts (NAMI Mass) has 1500 members and 20 Affiliates (local chapters). Affiliates are the source of hundreds of volunteers who give thousands of hours to educate, support, and advocate on behalf of persons with mental illness and their families.

NAMI MASS AFFILIATES AND BOARD PRESIDENTS:

NAMI Berkshire County Marilyn Moran
 NAMI Cambridge/Middlesex Jane Martin
 NAMI Greater Boston-Consumer Affiliate Network.....
 Howard D. Trachtman
 NAMI Cape Ann Debra Pacheco
 NAMI Cape Cod Dave Munsell
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 NAMI Greater North Shore..... Lisa Rose
 NAMI Latino Metro Boston..... Carmen Rivera
 NAMI Newton/Wellesley..... Jean Acerra
 NAMI North Central Mass..... Guy Beales
 NAMI Northeast Essex Joyce Cejka
 NAMI Plymouth Jean Childers
 NAMI South Norfolk Ray Breton
 NAMI South Shore..... Barbara Sullivan
 NAMI Western Mass Bernice Drumheller,
 Linda Blouin-Roy (co presidents)

NAMI MASS WINE TASTING FUNDRAISER



Photos: Carolle Photography.

Sunday, November 14, 2010 from 6–8 pm, Wine Gallery in Brookline, Mass.

NAMI Mass hosted its first wine tasting event on Sunday night November 14, 2010, to benefit Family-to-Family Training and veterans outreach. NAMI Board member, Lynda Cutrell and the Fundraising and Marketing Committee coordinated the event. It was a great success, bringing in 200 guests, many new to NAMI. One goal was to create an event that would reach new folks unfamiliar with NAMI as we increase our presence in new circles. Interestingly, several people came looking for help from NAMI for a family crisis.

The Brookline Wine Gallery was a gracious host. The owner, Igor Ostrovsky, donated his staff and was a great help in many ways. Jo-Ann Ross was the Chief Wine Educator and donated her time. Several NAMI Affiliates members came including NAMI Cambridge Middlesex, Newton Wellesley, North Central (Fitchburg) and Cape Ann.

All ticket revenue and 20% of all sales were donated to NAMI Mass, including wine purchases for the holidays. It was very festive with 48 different types of wine for tasting, the sale of artwork and jewelry, photos, a performance by Michael Mack “*Hearing Voices*,” classical music by Drew Ricciardi, and a silent auction.

Special thanks to the Committee:

Lynda Cutrell, Chair	Lisa Driscoll	Jane Martin
Mary Pat Prado	Sharon DeVos	Larry Ouelette
Hope, Joe and Drew Ricciardi	Joyce Calogero	Kippy Goldfarb
Michael Mack	Carolyn White	Chris Previtera



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www.namimass.org



Mission

The mission of NAMI Massachusetts is to improve the quality of life both for people with mental illnesses and for their families.

Vision

We seek to extend the education, support, and advocacy programs of NAMI Massachusetts so that we will reach out to all Massachusetts consumers and their families; improve the public's awareness and understanding of mental illnesses; and advocate at all levels to ensure that all persons affected by mental illnesses receive, in a timely fashion, the services that they need and deserve.

Values

Central to NAMI Massachusetts is a commitment to programs that are both peer/consumer-driven and family-driven; to the key concepts of recovery, resiliency, and support that are essential to wellness and quality of life; and to full and meaningful lives for all persons.