



2016 ANNUAL REPORT

 **NAMI** Mercer
National Alliance on Mental Illness
Serving Mercer County, New Jersey

EXECUTIVE DIRECTOR'S MESSAGE

Dear Friends,

The following quote offers insight into what 2016 was like for NAMI Mercer; "We cannot change the direction of the wind but we can adjust our sails." This year was still one of transition for our organization and transition is challenging. It requires us to let go of some things and ordinarily takes longer than we would like. However, if we are open and patient, the process can lead to exciting rebirth, new growth, and increased accomplishment.

We saw the beginnings of this in some highlights from 2016. Our documentary, *Passage to Hope*, was a shining volunteer achievement and despite a rocky road to release, it received top honors at the recent Nassau Film Festival. Attendance at public education events increased by more than 30% because of strategic partnerships with local community organizations. Our Walk generated more revenue for NAMI Mercer than any one prior.

Although we ended the year in a deficit position, we are fortunate our cash reserves allow us to manage this shortfall. We understand the factors that contribute to current funding challenges and are taking appropriate steps to address these. It will take time to fully bridge the gap created by reductions in corporate grant-funding but we believe we are heading in the right direction. We are building for the future through more creative programming, increased strategic partnerships, and greater investment in Development initiatives.

Thank you for your ongoing commitment to NAMI Mercer!

Janet Haag



We are proud to have such a dedicated Board of Directors. We are grateful to them every day for drawing on their talents, expertise, and influence to guide NAMI Mercer to a bright, sustainable future.

NAMI Mercer NJ CURRENT BOARD OF DIRECTORS EXECUTIVE COMMITTEE

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Jeremy Mann

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Executive Director

Christine Bakter
Development Director

Danita Saunders-Davis
Operations Director

Janice Schroeder
Graphic Designer

Mission: NAMI Mercer serves the Greater Mercer County area, providing education and support for individuals and families affected by mental illness, and advocating for lives of quality and respect, free of stigma and discrimination.

We Educate



We Educate - ensuring individuals and families obtain the support and information they need to manage mental illness and live in recovery. *Family-to-Family* helps caregivers develop critical coping strategies and become more effective advocates for their loved ones. Through public education sessions, *In Our Own Voice*, *Parents and Teachers As Allies*, *Spotlight Speakers Series* presentations and our *Harvest of Hope* Wellness Conference, the community becomes more knowledgeable about mental health issues and challenges.



"Family-to-Family has helped us to learn more about our son's illness—to understand him better and love him more." ~ Tom & Janice

We Advocate

We Advocate — helping shape the public policy landscape for people with mental illness and their families and providing local volunteer leaders with the tools, resources and skills necessary to advocate for mental health reform and systems that are more responsive to those with mental health conditions.

“The power of NAMI’s advocacy is not in having a large team of lobbyists or a political action fund. In fact, we have neither. NAMI’s advocacy power comes from being a nonpartisan organization with passionate grassroots members who are willing to speak up.”

~Mary Gilliberti



2016 SPONSORS, SUPPORTERS, AND MEMORIAL DONORS

Our momentum for mission is powered by the support of our wonderful donors, helping families to move toward hope, health, and recovery and transforming our communities into more welcoming, supportive places for everyone.

In 2016 980 people donated 71,226.00 online in support of NAMI Walks. In 2016, 615 people made contributions of less than \$100 for a total of \$18,707.55.

\$25,000

The Merancas Foundation, Inc.

\$10,000-\$24,999

County of Mercer, New Jersey
Johnson & Johnson

\$5,000-\$9,999

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\$1,000-\$2,499

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We Listen

We Listen - responding personally to hundreds of requests each year through our *Helpline*, providing information, resources, and support when people don't know where to turn for help. Our peer support programs, *NAMI Connection* and *WRAP* (Wellness Recovery Action Plan), along with our social support groups, *Just Friends* and *Becoming Friends*, and our *Social Anxiety Workshop*, offered in partnership with *Find Your Voice*,

help individuals restore hope and sustain recovery. Additionally, in partnership with *Intensive Family Support Services (IFSS)*, we offer family members/caregivers a weekly support group and short-term individual counseling.



“You have helped me already—just by listening.”
~ Colin

2016 SPONSORS, SUPPORTERS, AND MEMORIAL DONORS ...continued

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Robert & Barbara Wolfe
The WAWA Foundation

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Heart to Hearts
Hopewell Valley Community Bank
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\$100-\$249

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Eric & Hinda Haskell
Steven Haut
Mary Jo Herbert
High Focus Centers
Hope Yoga, LLC
Robert Houck
David & Julia Huse

We Lead – through public awareness events and outreach activities such as *NAMIWalks* Mercer County we successfully combat stigma, increase understanding, and foster compassion, making Mercer County a healthier, happier place to live.



“I walk because mental illness does not discriminate. NAMIWalks is a time to make our voices heard. We share our stories to break down the stigma surrounding mental illnesses and to show others they are not alone.”
~ Jane (Walk Captain)

2016 SPONSORS, SUPPORTERS, AND MEMORIAL DONORS ...continued

International Association of Firefighters Local 38
Akshay & Swati Javeri
Alan Justin, DMD
Jane Kammer
Michael Kosloski
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Barbara Trattler
Thomas & Theresa Tucker
Don & Ellen Wallover
Jean Ward
F. Helmut & Caroline Weymar
Ralph Wright
John Yates
Barbara Zarzeczny
Klaus & Michelle Zechner

NAMI Mercer is deeply grateful for all contributions and we apologize in advance if any gift was inadvertently omitted. Please contact us any errors or omissions.

OUR IMPACT 2016

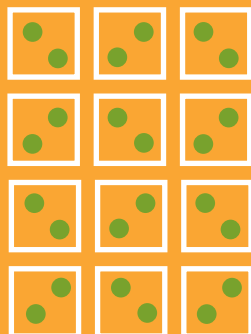
NAMI National Signature Programs

Family to Family:



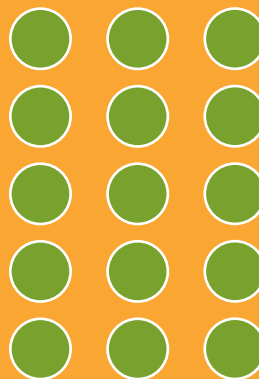
15 completed the program
(75% retention rate)

Connection:



2 sessions per month;
~10 participants per session;
10 new peer facilitators trained

In Our Own Voice (IOOV)



15 presentations; 340 attendees;
6 new presenters trained;
2 state trainers certified

Parents and Teachers As Allies:



3 presentations; 50 participants;
2 new presenters trained

NAMI Mercer Initiatives

Helpline:

588 ÷ 20

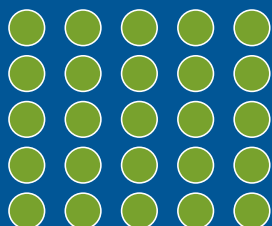
588 inquiries fielded by 20 volunteers

Just Friends & Becoming Friends:

94 for 135

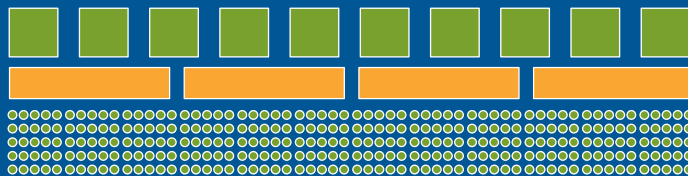
94 activities for 135 members (825 total participation)

Wellness Recovery Action Plan (WRAP) & Holiday WRAP:



24 participants

Public Education:



10 presentations with 4 community partners; 300 attendees

Intensive Family Support Services (IFSS) Family Support Groups:



3 support groups for approx. 30 participants per week

LEVERAGING TECHNOLOGY IN SUPPORT OF MISSION

- Implemented Microsoft Office 365, providing better security, remote access
- Effected Voice Over IP Phone System, enabling quick, easy telephone and videoconferencing, and maintaining a complete call log
- Secured capacity-building grants to implement a new CRM database and re-design our website

Average Number of Member Households: 326

“NEW” in 2016



Film Screening & Talk Back: “No Letting Go” at Robbinsville High School; 100 attendees



Stage Reading of “Sanism” at NJ PAC with Panel Discussion: 80 attendees



Premiere Screening of NAMI Mercer Film, “Passage to Hope.” 100 attendees



Patient Advocacy Summit (with BioNJ); 75 attendees



Interfaith Clergy Breakfast (in collaboration with Kingdom Church): 30 attendees



WebMD: Interviews with 2 NAMI Mercer members were posted online



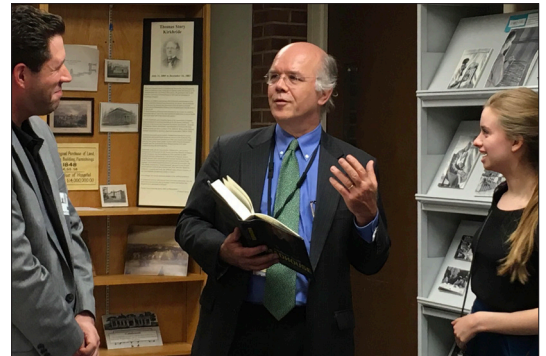
Harvest of Hope “Keynote Only” with Facilitated Conversation: 45 attendees



Letter Writing Campaign to patients at TPH: 100 supportive letters were delivered

Advocacy & Awareness

CIT: Convened a “stakeholders” meeting, met with the Chiefs of Police, met with the Mercer Co. DA



Trenton Psychiatric Hospital:

Completed several monitoring visits, attended a Board Meeting, advocated for a NAMI Mercer family

Outreach Events/Wellness Fairs:

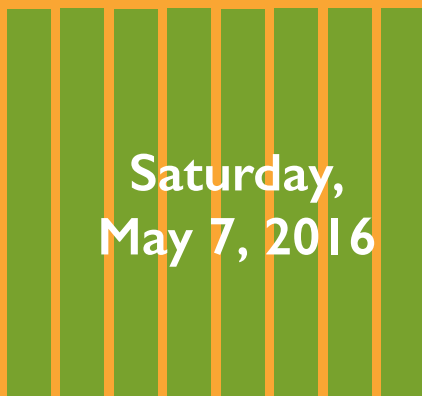
participated in 19 events



The next generation of Mental Health Advocates Mentored 7 student intern/volunteers from 6 different educational institutions (Harvard, Princeton Theological Seminary, Syracuse University, Lafayette University, College of New Jersey, Temple University)

SPECIAL EVENTS

NAMI Walks
Mercer County 2016



Saturday,
May 7, 2016

800 people walked to show we are
#StrongerThanStigma

Harvest of Hope Annual
Wellness Conference:



Saturday,
October 1, 2016

171 attendees + 45 “keynote only”
attendees

Night Out With NAMI



Saturday,
November 6,
2016

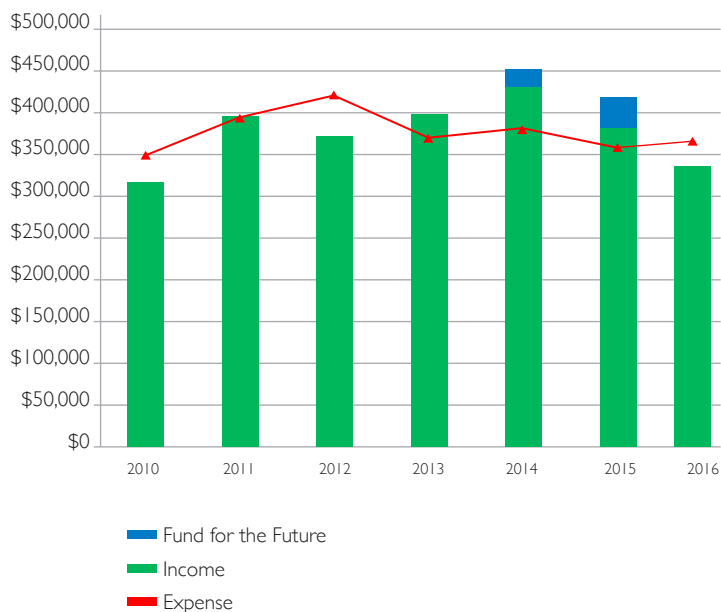
150 attendees

TREASURER'S REPORT

During fiscal year 2016, NAMI Mercer was challenged by the overall downturn in corporate grants and changes both in the timing of awards and the funding criteria for several foundations from whom we have traditionally received support. This resulted in an operating deficit of \$30,613, adjusted by other income to a bottom line loss of \$23,145. Although our fundraising events were highly successful, they did not close the gap and the shortfall was offset by cash reserves. Our Year-End 2016 total net assets totaled \$370,180 including \$115,369 in Fund for the Future.

Looking ahead to 2017, the Development Committee has proposed realistic and responsible turnaround strategies, including greater Board engagement in fundraising, refined local-donor-cultivation, and investment in increasing our fundraising capacity.

Tom Nied, *Treasurer*



Volunteers

These dedicated volunteers generously gave of their time and talent to teach our classes, lead our support groups, respond to Helpline inquiries, table outreach events, serve on our Board and Committees, advocate both on the personal level and in the public forum, and lend administrative support.

Lauren Agoratus
William Agress
Shanice Allen
Tony Allen
Luis Alvarez
Sue Anderson
Jerilyn Angotti
Liliana Attar
Malik Ayyash
Suzette Ayyash
Meena Bakshi
Joe Bakter
Libby Bartholomew
Deborah Batchelor
Nancy Bayerlein
Janet Befi
Nancy Behrendt
Juliet Beier
Adrienne Bell
Hannah Berenberg
Melissa Berger
Louise Beste
Brian Boni
Agapi Bouraki
Dan Brady
Joan Brame
Belinda Brown

Brianne Brown
Stephanee Brown
Alicia Bruney
Amanda Buchner
Beau Burrus
Coleen Burrus
Joyce Campbell
Julie Cannon
Lori Carswell
Ryan Casserly
Barbara Cavagnaro
Kim Cenzo-Mackney
Jacalyn Chadwick
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Bhushan Chhatpar
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Turba Contento
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Prasna Daryanani
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Lucretia Davis

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Hope Fisher
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Martha-Lisa Flinsch
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Christabel Foster
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Mary Hayes
Robert Hedden
Rachel Hendrickson
Alex Hilsen
Irene Hosszu
Robert Hui
Tracy Hunter
Chinelo Ike
Lori Jacobi
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William Levy
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Taylor Lis
Sharon Logue
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Kayla Mackney
Claire Maddocks

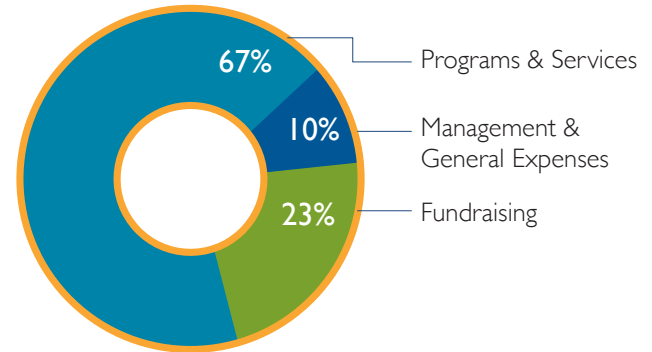
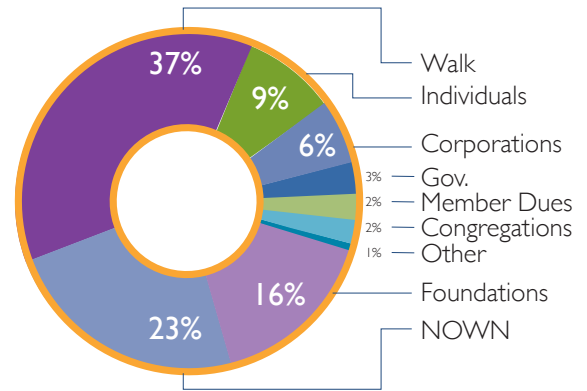
2016 Audited Financial

| | | |
|----------------|------------------|-----|
| Revenue | \$335,649 | |
| Gov | \$10,400 | 3% |
| Congregations | \$7,160 | 2% |
| Corporations | \$20,500 | 6% |
| Foundations | \$54,000 | 16% |
| Individuals | \$29,479 | 9% |
| Member Dues | \$8,217 | 2% |
| Walk | \$125,033 | 37% |
| NOWN | \$78,547 | 23% |
| Other | \$2,333 | 2% |

| | | |
|----------------------------------|------------------|-----|
| Total Expenses: | \$366,262 | |
| Programs & Services | \$244,027 | 67% |
| Fundraising | \$83,734 | 23% |
| Management & General Expenses | \$38,501 | 10% |

| | |
|----------------------------|-------------------|
| Net Ordinary Income | (\$30,613) |
| Total Net Income | (\$23,755) |

The deficit in 2016 was covered by cash reserves.
Year-End 2016 total net assets: \$370,180, including \$115,369 in Fund for the Future.



Julie Maddocks
Jeremy Mann
Karen Marquis
Mike Marquis
Joanne Marshall
Carol Marsland
John Marsland
Paul Marsland
Kathy McLaughlin
David McMillin
Cathy McTigue
Elizabeth Mertyris
Katie Mertyris
Meghan Mertyris
Ted Mertyris
Sue Method
Amanda Migden
Avikam Mittal
John Monahan
Madeline Monheit
Susan Moors
Louise Morse
Bonnie Mukerjee
Susan Mulhern
Patricia Muniz
Kevin Murphy
Kalyan Muthusamy

Joan Mysiak
Hannah Nacht
Lauren Nacht
Angela Nagy
Priya Nallan
Nina Narang
Sharon Nemeth
Tom Nied
Ann Norz
Jabeen Obaray
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Bill Wilmot
Elise Wilmot
Phyllis Wilmot
William Wolfe
Bob Woods
Lori Woods
Jessica Wu
Thaddeus Wysocki
Elizabeth Wysokowski
Jay Yudof

Names that appear in bold chaired a committee or led an initiative in 2016. If anyone's name does not appear, we apologize. The omission was unintended.

Organizations: Boy Scouts Troop 63, The Hun School, Hunterdon Central High School, Janssen Pharmaceuticals, Princeton High School, Robbinsville High School

Fundraisers

NAMIWalks

\$132,000

raised by 1,200 contributors —
producing more revenue for NAMI
Mercer than any previous Walk!

Night Out With NAMI

\$78,547

netting the second highest profit in
this event's history with 150 Guests
revisiting the Ragtime era.

Volunteer Service

Value

Priceless

for 8,882 hours at \$24.24 (est. by Independent
Sector 2016). Total: **\$219,431** (incl. **\$13,734** in
professional services)

“NEW” for 2017 –Twice the Fun for Night Out With NAMI!

Benefit Concert

On Sunday afternoon, Oct. 8th, Tanya Gabrielian, an accomplished concert pianist and powerful advocate for art as a symbol of hope, will perform a benefit concert for NAMI Mercer at the Pennington School in Pennington, NJ. The concert will be preceded by our Patron Reception in the Art Gallery, including a special “Meet & Greet” with the artist

This is part of a Weekend of Wellness activities during which Tanya will also lead at Master Class at The Pennington School, perform a concert at Trenton Psychiatric Hospital, and conduct a Music Wellness workshop at Harvest of Hope.

NOWN

On Saturday evening, Nov. 4th, we will Rock ‘n Roll the night away at an old-fashioned dinner dance, like those you attended in your high school gym. This one will be located at the Windsor Athletic Club in West Windsor, NJ. Guests are encouraged to dress in attire from the 50s and 60s. Poodle skirts, leather jackets, bell bottoms and tie-dyed clothing are all fitting for the occasion. There will be music, dancing and games from the era.

**Hope you will join us for these
two special events!**



Thank You for being part of the NAMI Vision, making the world a place where all those affected by mental illness can live full and productive lives.



Looking Ahead - 2017 We are excited to be:

- Exploring a Parent Support Network in partnership with The Youth Mental Health Project
- Partnering with Mental Health Association in New Jersey (MHANJ) to expand access to evidence-based WRAP training across the state
- Exploring a Kids/Youth WRAP program
- Launching a social anxiety support group in partnership with *Find Your Voice*
- Launching a Hearing Voices Network Support Group
- Expanding our educational outreach with customized MH presentations (ie. MH and Aging, Depression in the Workplace, etc.)
- Training young adults to present in school settings, sparking conversations with teens about mental health issues (Spotlight Speaker Series).
- Piloting municipality-based anti-stigma campaigns
- Exploring participation in *Coffee with a Cop* programs across Mercer County
- Formalizing and marketing our College Intern Program
- Implementing Donor Perfect
- Redesigning our website
- Increasing our fundraising capacity
- Planning our office re-location





NAMI Mercer NJ
3371 Brunswick Pike, Suite 124
Lawrenceville, NJ 08648
609.799.8994
Namimercer.org