



# **ANNUAL REPORT**

**2021**

## WHO WE ARE

# The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

What started as a small group of families gathered around a kitchen table in 1979 has blossomed into the nation's leading voice on mental health. Today, we are an alliance of more than 600 local Affiliates and 49 State Organizations who work in your communities to raise awareness and provide support and education.

## Our Vision

NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

## Our Mission

NAMI provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.

## Our Values

### HOPE

We believe in the possibility of recovery, wellness and the potential in all of us.

### INCLUSION

We embrace diverse backgrounds, cultures and perspectives.

### EMPOWERMENT

We promote confidence, self-efficacy and service to our mission.

### COMPASSION

We practice respect, kindness and empathy.

### FAIRNESS

We fight for equity and justice.

## FROM OUR CEO

# Millions cried out for help amid the unchartered waters of the pandemic. NAMI was there for them – with resources, strength and hope.

In times of unrelenting crisis, we must meet the overwhelming needs of the present while continuing our work for a better future.

As the insecurity and fear inspired by the pandemic felt amplified by daily events driven by racial and social strife, NAMI rose to meet every challenge. In this annual report, you will discover how our Alliance:

- Responded to the harsh new reality that **2 out of every 5 adults experienced mental health symptoms in 2021**, many for the first time in their lives
- Reached across boundaries and barriers to seek **justice, equity and fairness in the delivery of mental health care**
- **Relentlessly called for more research, investment and public policy support** for mental health initiatives in every part of the nation
- Reaffirmed **our commitment to the mental health of young people** through outreach efforts targeted to parents, educators and youth.

As we doubled and tripled the resources supporting the NAMI HelpLine and other crucial programs, we also launched three new task forces that are translating NAMI's five-year strategic plan into concrete, effective action. We are proud of the remarkable progress these task forces have already made in moving us closer to a world where all people affected by mental illness can lead healthy, fulfilling lives.

NAMI also recognized the toll the past year had on our staff and instituted a Rest Up Week in August, closing the national office to allow employees a break to refocus, recharge and reenergize.

There has never been a time when we have relied on your support more than we do right now. Because of you, NAMI is the community that cares. The vibrant, powerful, united force that delivers strength in the moment while carrying its healing vision ever forward.

**Daniel H. Gillison, Jr.**  
**NAMI Chief Executive Officer**



**Daniel H. Gillison, Jr.**  
**NAMI CEO**

**NAMI created three new task forces that advance our 2020–2025 Strategic Plan.**

- **Cross-Cultural Innovation and Engagement**  
PAGE 4
- **Youth and Young Adult Initiatives**  
PAGE 6
- **Justice Diversion**  
PAGE 8

## REACHING UNDERREPRESENTED COMMUNITIES

# Working from a place of wisdom and cultural insight to achieve mental health equity for all.

With the addition of our Cross-Cultural Innovation and Engagement Task Force, NAMI sought to deepen our impact in underserved communities while assuring that all NAMI programs are culturally responsive, equity-focused and aligned with our growing understanding of trauma-informed care.

### GROUNDBREAKING PROGRAMS FOR COMMUNITIES OF COLOR

went live as we introduced NAMI Sharing Hope and NAMI Compartiendo Esperanza. Aimed at the specific needs of Black and Hispanic/Latinx communities, these programs help NAMI grassroots leaders address racism, institutional bias, discrimination and other issues that stand in the way of better mental health care for these populations. Both programs — featuring new videos and facilitation guides — launched during Bebe Moore Campbell National Minority Mental Health Awareness Month in July.

**A NEW PARTNERSHIP WITH THE STEVE FUND** helped NAMI expand mental health support for Black families and communities of color. More than 6,000 people viewed the virtual town hall discussion, where leaders examined structural inequities and the financial strain of the pandemic, sharing support options for people of color.

### NAMI-LED CONVERSATIONS ON LGBTQIA MENTAL HEALTH

captured 365,000+ impressions across all media platforms.



## NAMICon workshops & webinars reached thousands

with virtual discussions on topics surrounding mental health equity, fairness, discrimination and more.

- **Anti-Semitism**
- **Advocating with Black Voices**
- **Anti-Asian Racism and Mental Health**
- **Culturally Competent Education to Address Disparities**
- **Mental Health Conversations in LGBTQIA and Black Communities**

**OUR NAMI ASK THE EXPERT SERIES** hosted “Promoting Mental Health Equity in Black Churches,” an insightful session where leaders discussed the role that faith-based organizations play in advancing mental well-being and equity in Black communities.

**NAMI HOMEFRONT MENTAL HEALTH RESOURCES** launched on Veterans Day in November, offering free online resources that active duty service members, veterans and their families can access anywhere, anytime. These new offerings build on the value of NAMI Homefront, the first and only evidence-based, peer-taught mental health course focused on families of active duty service members and veterans.

# 315,000+

**PAGE VIEWS**

**Strong website traffic showed the value of new and updated content on the intersection of identity, culture and mental health on NAMI.org.**



## FOCUSING ON YOUTH

# Facing the mental health crisis among children, teens and young adults.

In the wake of the pandemic, young people in every community struggled to cope with unrelenting stress, fear, anxiety and loss. NAMI's new Youth and Young Adult Initiatives Task Force was created to focus on youth mental health and tackle the issue head on.

**NAMI JOINED PEDIATRIC EXPERTS** in declaring a national emergency in youth mental health, taking a stand as a national partner in "Sound the Alarm for Kids," a broad-based campaign to demand more resources, services and support for young people in all communities.

**A LIVE-STREAMED PANEL DISCUSSION** on COVID-19's impact on adolescent lives aired with NAMI support and partnership with Harvard University's T.H. Chan School of Public Health. Moderated by Juju Chang, co-anchor of ABC's "Nightline," this virtual conversation with top mental health experts drew more than 7,500 attendees.

**NAMI CEO DANIEL H. GILLISON, JR.** took a leadership stand on children's mental health in meetings with top administration officials, where ideas for improving access to care for all young people were discussed.

**REAL-WORLD TOOLS FOR KIDS, TEENS AND YOUNG ADULTS** arrived right on time as NAMI delivered new online resources in August and September. These included an updated Kids, Teens and Young Adult journey section on NAMI.org, a Back-to-School Wellness Guide, and practical advice for students and parents looking for local support, crisis resources and suggestions for opening healing conversations.



## Supporting Back to School Wellness



**AN INSIGHTFUL NAMI POLL** conducted by research firm Ipsos asked parents and other adults about the mental well-being of their youngest family members.



called for **more mental health education** in schools



said they support **school mental health days**



said they saw **resilience in their kids** during the pandemic



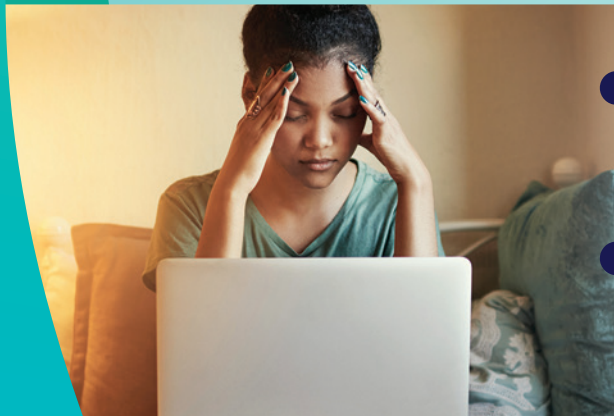
stated that their child's mental health **matters more than academic achievement**



See more survey results at [NAMI.org/parentsurvey](https://www.nami.org/parentsurvey)

## Signs of a Growing Crisis

- **24 to 31% more emergency room visits** for children and teens facing serious mental health symptoms in the early months of the pandemic.
- **60% rise in suicide rates** among 10- to 24-year-olds from 2007 to 2018, making suicide the second leading cause of death for this age group.
- **More than half of adults with children at home worry** about the mental state of young family members, new NAMI research reveals.
- **3 in 4 young adults aged 18 to 24** reported at least one mental health or substance use concern in June 2020.
- **8 in 10 college students** reported feelings of significant anxiety or stress after the start of the fall 2021 semester.



## REIMAGINING CRISIS RESPONSE

# Offering help, not handcuffs, when a mental health crisis hits.

NAMI's new Justice Diversion Task Force helped strengthen our mission to keep people with mental health conditions from entanglement in the justice system, starting with the way we handle mental health emergencies on the ground.

**NAMI CALLED FOR CHANGE** when 988 goes live in July 2022. Local communities must be ready to support people and families in crisis who dial the new nationwide three-digit number for mental health and suicide crises. NAMI led the national call for the attention, vision and funding it will take to make 988 and the full continuum of crisis care a life-changing reality in every part of the country.

**MORE THAN 68,000 ADVOCACY ACTIONS** brought NAMI voices directly to policymakers, elevating the need to invest in mental health crisis services. Advocates pointed to policy solutions and investments required for effective mental health crisis response at the community level.

**A GROUNDBREAKING VIRTUAL EVENT** united NAMI with 40 partner organizations for "REIMAGINE: A Week of Action to Reimagine our National Response to People in Crisis." The momentum-building event, made possible with support from lululemon, drew 7,600+ registrants, all seeking to drive collective action to ensure a mental health response to a mental health crisis.

**A NEW NAMI WEBINAR SERIES**, Help Not Handcuffs, outlined ways to improve emergency response outcomes nationwide. The four-part series, part of NAMI's popular Ask the Expert webinars, drew 10,500+ people across 50 states, 24 countries and territories representing 150+ NAMI State Organizations and Affiliates.



## HELP Not Handcuffs

A webinar series focused on addressing mental health crises with comprehensive community responses





**A NEW POLL REVEALED BROAD SUPPORT** for building a robust mental health crisis response system at the community level. NAMI partnered with research firm Ipsos to survey more than 2,000 adults across the U.S., who expressed overwhelming support for federal and local action that will get people and families in crisis the resources they need.



of respondents are **not content with the status of mental health treatment** in this country



**4 of every 5**

respondents believe that **mental health professionals should be the primary first responders**



of respondents support the creation of **24/7 mental health, alcohol/drug and suicide crisis call centers**

Visit [NAMI.org/988](https://www.nami.org/988) for full poll results

**NAMI PROVIDED EXPERT CONGRESSIONAL TESTIMONY** before the House Appropriations Committee focused on funding crisis services, confirming our leadership in the push to transform the way we respond to mental health emergencies.

**A POWERFUL AWARENESS CAMPAIGN** called on mental health supporters and advocates to take action during Suicide Prevention and Awareness Month in September. Our “Together for Mental Health” theme will continue in 2022, with emphasis on creating clear standards of care for people in crisis and ways to elevate their stories.

**TOGETHER**  
for Mental Health



## ADVOCATING FOR CHANGE

# Calling for decisive action in Congress and our communities.

NAMI advocates took a stand on the issues that matter most, seeking crisis resources and sustained action on long-term mental health priorities.

**EMERGENCY RELIEF FOR MENTAL HEALTH** became a top priority as NAMI pushed for enactment of the American Rescue Plan Act of 2021, federal COVID-19 relief legislation adopted in March. Thanks to NAMI's advocacy, this law included never before seen investments to address crisis-level pressures on our mental health system, including \$1.5 billion more for the Community Mental Health Services Block Grant — funding that states can use to fill gaps in existing programs and services.

**WORKING WITH CONGRESS AND THE WHITE HOUSE**, NAMI addressed top policy priorities aimed at broader investment in mental health. The result: More funding for mobile crisis teams, suicide prevention, broader mental health screening, mental health services in schools, mental health support for health care professionals and first responders, and much more.



There is no health  
without mental health.



# NAMI was cited by federal legislators more often than any other mental health organization in 2021, with **330+ mentions in Congress.**

**TOP HONORS FOR NAMI ADVOCACY** came at the October conference of Women in Government Relations, when we received an Excellence in Advocacy Award recognizing NAMI's work on a federal campaign that used personal stories to show how COVID-19 has harmed the nation's mental health.

**CRIMINAL JUSTICE BY THE NUMBERS**, a new one-page infographic, drew on NAMI's robust knowledge base to offer clarity and perspective for advocates working on justice diversion efforts at the state level.



## Mental Illness and the CRIMINAL JUSTICE SYSTEM

People with mental illness deserve help, not handcuffs. Yet people with mental illness are overrepresented in our nation's jails and prisons. We need to reduce criminal justice system involvement and increase investments in mental health care.

- About **2 million** times each year, people with serious mental illness are booked into jails.
- About **2 in 5** people who are incarcerated have a **history of mental illness** (37% in state and federal prisons and 44% held in local jails).
- 66%** of women in **prison** reported having a history of mental illness. **Almost twice** the percentage of men in prison.
- Nearly **1 in 4** people shot and killed by police officers between 2015–2020 had a mental health condition.
- Suicide is the **leading cause of death** for people held in local jails.
- An estimated **4,000 people** with serious mental illness are held in solitary confinement inside U.S. prisons.

### COMMUNITIES

- 70%** of youth in the juvenile justice system have a diagnosable mental health condition.
- Youth in detention are **10x more likely** to suffer from psychosis than youth in the community.
- About **50,000 veterans** are held in local jails — 55% report experiencing mental illness.
- Among incarcerated people with a mental health condition, **non-white individuals** are more likely to be held in solitary confinement, be injured and **stay longer in jail**.

### ACCESS TO CARE

- About **3 in 5 people** (63%) with a history of mental illness do not receive mental health treatment while incarcerated in state and federal prisons.
- 45%** Less than half of people with a history of mental illness receive mental health treatment while held in local jails.
- People who **leave health care coverage** upon release from incarceration are more likely to **engage in services that reduce recidivism**.

Data from the U.S. Department of Justice and other select sources. Find citations for this resource at [nami.org/infoshats](http://nami.org/infoshats)

NAMI Helpline 800.950.NAMI.6225 | NAMI | @NAMIAdvocacy | @NAMICommunicate | www.nami.org | National Alliance on Mental Illness

## STRENGTHENING THE NAMI ALLIANCE

# Showing resilience that helps us rise together.

In a year of relentless challenge and disruption, our NAMI Alliance found innovative ways to learn, share resources and expand our nationwide capacities.

**BUILDING ON THE GLOBAL SUCCESS** of our first-ever virtual conference in 2020, NAMICon 2021 welcomed more than 6,000 registrants from 46 states and 17 countries. Before the main session, NAMI field leaders, staff and volunteers enjoyed a Field Day with networking and programs planned exclusively for them. Our plenary session featured Michelle Williams, a Grammy Award-winning artist and author of “Checking In: How Getting Real About Depression Saved My Life — And Can Save Yours.”

**THE 15TH ANNUAL EXECUTIVE DIRECTORS’ LEADERSHIP EXCHANGE** went virtual as the event’s executive committee reshaped this yearly, four-day live event into two virtual meetings in January and December. Though members missed engaging with each other in person, the move enabled four times as many NAMI leaders from across the country to attend, benefiting from a broad exchange of best practices, resources and peer-led networking.

**AN ORGANIZATIONAL SURVEY** designed to identify NAMI’s strengths and areas of opportunity rolled out in pilot form in October and November to eight NAMI State Organizations (NSOs) and six Affiliates. As the full Organizational Health Assessment Survey goes to 49 NSOs, we will gain a clearer picture of our capacities, resources and opportunities for growth — all leading to strategic investments that will build NAMI’s collective impact across the country.

**NAMICon**  
**2021**

July 27–28 (Virtual)



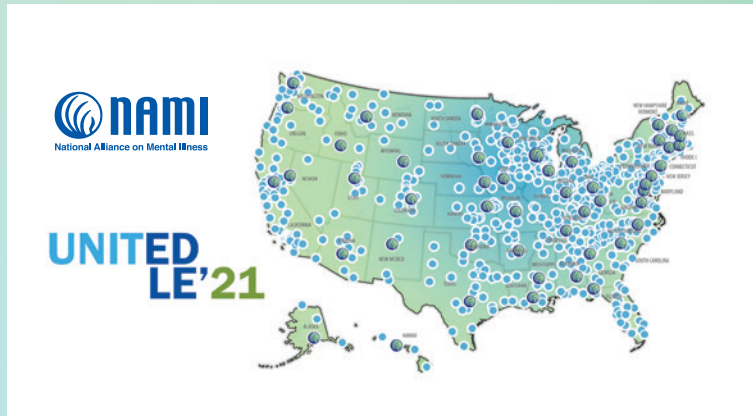
Grammy Award-winning artist and author Michelle Williams spoke at NAMICon 2021.

In 2021, NAMI distributed  
**\$3.5 MILLION**  
in cash grants, \$500 to \$150,000  
each, advancing the work of  
**Affiliates and State Organizations**  
across the country.

**NEW TRAINING GRANTS** helped NAMI Affiliates prepare local leaders who present community-based NAMI programs in Spanish. In total, 34 grants were awarded, with Affiliates reserving 30% of training seats for leaders in other states — maximizing our effort to serve more Spanish-speaking groups nationwide.

**NAMI SMARTS FOR ADVOCACY** went virtual for the first time, preparing 44 new teachers from 19 NAMI State Organizations in a single online session. Together, they will expand the reach of our nationwide advocacy training program, which prepares grassroots advocates for success with policymakers.

**A ONE-TO-MANY APPROACH** helped us train dozens of NAMI trainers in 2021 — the leaders who prepare local presenters of our community-based education programs. We followed a new approach that paired independent coursework with a 12-hour, live-taught, virtual training weekend for 44 trainers, who will expand the presenter base for NAMI Connection, NAMI Family Support Group and NAMI Peer-to-Peer programs nationwide.



## MOVING FOR CHANGE

# Uniting to raise funds, awareness and hope.

Live and in-person NAMIWalks events across the country reflected our vision of a community that cares.

**NAMI WAS RECOGNIZED AS FUNDRAISING ORGANIZATION OF THE YEAR** by the Peer-to-Peer Professional Forum, reflecting our success in gathering 31% more funds than in 2020. For the second year in a row, NAMIWalks also made the Forum's prestigious list of the top 30 peer-to-peer fundraisers in the nation.



**WE KEPT COMMUNITIES SAFE** by aligning our events with local COVID-19 health guidelines. Thanks to the flexibility of NAMIWalks Your Way, organizers brought thousands of NAMI supporters together to create a nationwide wave of support for mental health.

**NAMIWalks  
Your Way raised  
31% MORE  
nationwide  
than in 2020.**

**122**

NAMIWALKS YOUR  
WAY EVENTS

**40,200+**

PARTICIPANTS

**93,000+**

DONATIONS

**\$13.1 Million**

FUNDS RAISED  
NATIONWIDE



NAMI CEO Daniel H. Gillison, Jr. (right) accepts the Peer-to-Peer (P2P) Professional Forum's Organization of the Year Award from P2P's President David Hessekiel.





## NAMIWalks Your Way Heroes

**KERRI TRACY**, a health and PE educator at Croton-Harmon High School in Westchester County, N.Y., has served as a NAMI Ending the Silence (ETS) host for many years. As the pandemic added tremendous stress to her students’ lives, she took steps to deliver ETS virtually so that all could benefit.

In 2021, Tracy formed the “Croton Team” in support of NAMIWalks Your Way Westchester. She invited the entire school to take part in a weeklong walk-a-thon, with students taking turns on the school track all day long, ensuring that someone was always in motion for mental health. Across the school campus, mental health awareness signs expanded the team’s efforts. Team members shared their concept with other area schools, creating a communitywide surge of support for NAMI.

When nine-year-old **TA’KARI TATUM** learned that Simone Biles and Naomi Osaka had faced mental health struggles, he felt echoes of his own experience — and that of his classmates, too. A fourth grade student at Verner Elementary School in Cobb County, Ga., Tatum lost his grandfather and aunt to COVID-19. As he grappled with these losses, he noticed widespread signs of stress and anxiety among his peers.

Determined to make a difference, he organized “Team Tatum” to take part in NAMIWalks Your Way Georgia. He created rubber-band bracelets his fellow students could snap whenever they felt stressed, reminding them to breathe and relax for just a moment. Tatum’s bracelets reached students close to home and across several states, raising funds and awareness for NAMI.



**Kerri Tracy,  
Croton Team**



**Ta’Kari Tatum,  
Team Tatum**



## HELPING PEOPLE IN NEED

# Delivering one-on-one mental health support for a record number of individuals and families.

The NAMI HelpLine, our free, nationwide resource and referral service, added more hours and tripled its volunteer force to meet an unprecedented level of need.

**WORK-FROM-ANYWHERE CLOUD TECHNOLOGY** helped us rapidly expand the NAMI HelpLine team in 2021. Eight employees — twice as many as last year — worked with 100+ volunteers across the country, many drawing on their lived mental health experience to provide resources and support.

**WE EXPANDED OUR OPERATING HOURS TWICE** to better support people in the evening hours and improve service to the West Coast. NAMI HelpLine is now open from 10 a.m. to 10 p.m. ET, Monday to Friday, benefiting help seekers across all time zones.

**NEWLY ADDED LIVE CHAT** on NAMI.org is the latest innovation in our response capabilities. The new feature, which allows help seekers to have instant message conversations with NAMI HelpLine specialists, tracks with research that shows young people and individuals from diverse backgrounds prefer digital support.



**Everyone is vulnerable right now — not only due to COVID, but the stress and uncertainty it brings. NAMI is making sure people know they're not alone.**

CEO Daniel H. Gillison, Jr. announcing the new NAMI HelpLine hours



**“Excellent phone call. I felt like a human rather than a number. That means a lot to me.”**

Post-Connection Survey Response from a NAMI Help Seeker





# 2021 SNAPSHOT NAMI HelpLine

# 373,000

RECEIVED SUPPORT

## 71,000

received direct help via phone, email, regular mail, social media and chat



## 302,000

found help online through the NAMI HelpLine Knowledge Center



## 2 in 5

ADULTS EXPERIENCED MENTAL HEALTH SYMPTOMS IN 2021

(nearly twice as many since the pandemic started)

## TOP 10 CONDITIONS & CONCERNS ADDRESSED

- 1 DEPRESSION
- 2 ANXIETY
- 3 SCHIZOPHRENIA
- 4 BIPOLAR DISORDER
- 5 DUAL DIAGNOSIS
- 6 PTSD
- 7 SUICIDE IDEATION
- 8 ANOSOGNOSIA
- 9 BORDERLINE DISORDER
- 10 EARLY PSYCHOSIS

## HOW WE HELPED

Emotional support and treatment resources were almost equally sought.

50% SOUGHT EMOTIONAL SUPPORT

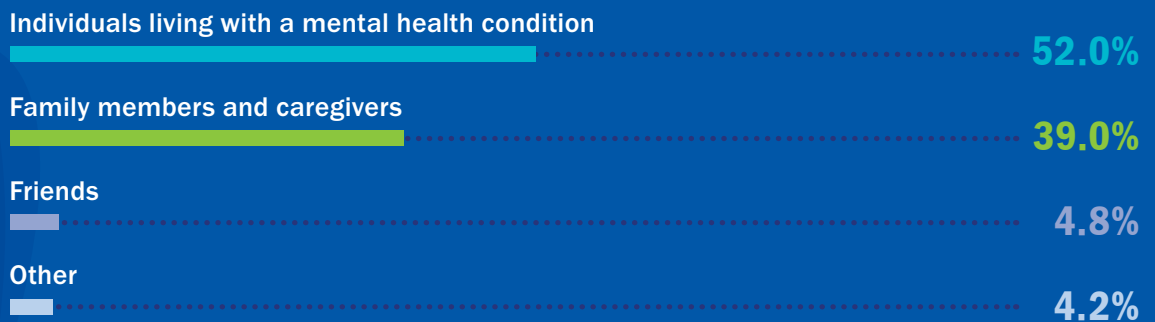


49% SOUGHT TREATMENT RESOURCES



25% FEWER MISSED CALLS, thanks to our expanded team

## WHO WE HELPED



## LEADING ON RESEARCH

# Building the knowledge base that drives life-changing innovation.

From the beginning, NAMI has sought funding and public support for mental health research while launching its own studies of the attitudes and beliefs that influence mental health outcomes.

**A NEW NATIONAL SURVEY ON MOOD DISORDERS** examined what people think about bipolar disorder, major depression, dysthymia and related conditions. Study leaders took a close look at individual and family experiences, noting the effect on loved ones, and the barriers that still block the way to effective care. Specific questions delved into telehealth and the unique issues facing people of color, young individuals, and health care and public safety professionals. Though we have a long way to go, hopeful findings show that people realize mental health struggles can happen to anyone — and the conversation on mental health is more open and supportive than ever.

**OUR SURVEY SHOWED** that more people recognize the challenges facing access to treatment.



with mood disorders say **high costs keep them from trying new treatments**



believe that **stigma keeps people from getting treatment**



say that many people with mood disorders **lack access to quality care**



See more survey results at [NAMI.org/moodsurvey](https://www.nami.org/moodsurvey)

**INSPIRING HOPE THROUGH RESEARCH**, our annual event recognizing top mental health researchers, was held virtually for the second year in a row. **GAIL DAUMIT, M.D., MHS, FACP**, and **A. EDEN EVINS, M.D., MPH**, received NAMI's 2021 Scientific Research Award for their invaluable work in the mental health field. Supported by the Peter Corbin Kohn Endowment, the award honors researchers whose work improves our understanding and treatment of mental illness.

**THE ACCELERATING MEDICINES PARTNERSHIP**, a five-year, \$100 million public-private research effort, launched with substantial support from NAMI. This key initiative advances targeted research on schizophrenia led by the Foundation for the National Institutes of Health. NAMI is one of eight partners funding the project and has a voting seat on the Steering Committee. Carlos Larrauri, a member of NAMI's national Board of Directors, co-chaired this committee in 2021 — the only individual living with schizophrenia to serve on the committee. Members of the NAMI research team also serve on various workgroups in this project.

**THE SOCIETY OF BIOLOGICAL PSYCHIATRY HONORED NAMI** with its 2021 Humanitarian Award, recognizing our service and advocacy for people living with mental illness.

**NEW NAMI RESEARCH ON DIGITAL TOOLS** for mental health appeared in the mental health edition of the Journal of Medical Internet Research. Researchers spoke with caregivers and people living with mental illness to measure effectiveness and satisfaction with digital wellness platforms.



**Gail Daumit,  
M.D., MHS, FACP**



**A. Eden Evins,  
M.D., MPH**

**\$2.14 BILLION**  
**FOR MENTAL HEALTH**

**NAMI advocates called for higher-  
than-ever National Institute of  
Mental Health funding.**

## BUILDING AWARENESS IN OUR COMMUNITY

# Maintaining the strongest media presence of any mental health organization in the country.

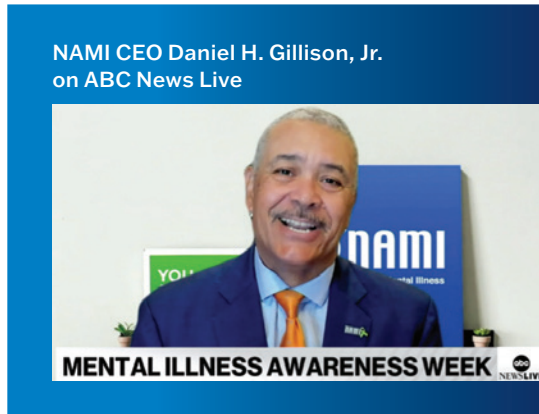
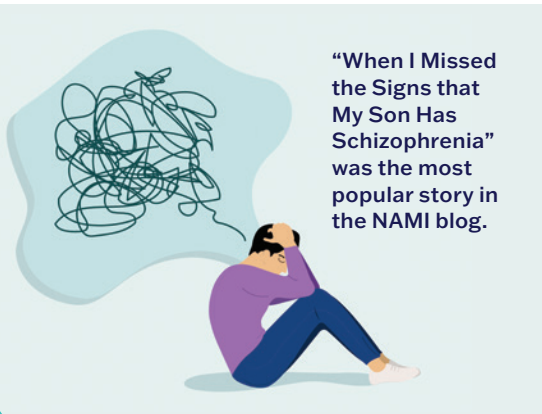
In times of struggle, uncertainty and unrest, people know NAMI will be there for them with timely, relevant, trauma-informed care and resources.

**70% OF ALL MEDIA COVERAGE** featuring mental health organizations mentioned NAMI, reflecting the trust that media and the public place in us.

**A NEW LEADERSHIP BLOG** from NAMI CEO Dan Gillison, Jr. shared heartfelt stories and insights on topics such as men's mental health, the power of mental health research to foster hope, and back-to-school resources for young people and families.

**ACCOLADES FOR THE ANIMATED VIDEO** from NAMI's #Vote4MentalHealth campaign won a 2021 Communications Award of Excellence from the Academy of Interactive and Visual Arts, along with a Telly Award for Branded or Public Awareness Content.

**THE MOST POPULAR STORY IN THE NAMI BLOG**, "When I Missed the Signs that My Son Has Schizophrenia," received 46,000 views. Our blog archive received 4.5 million views during the year.



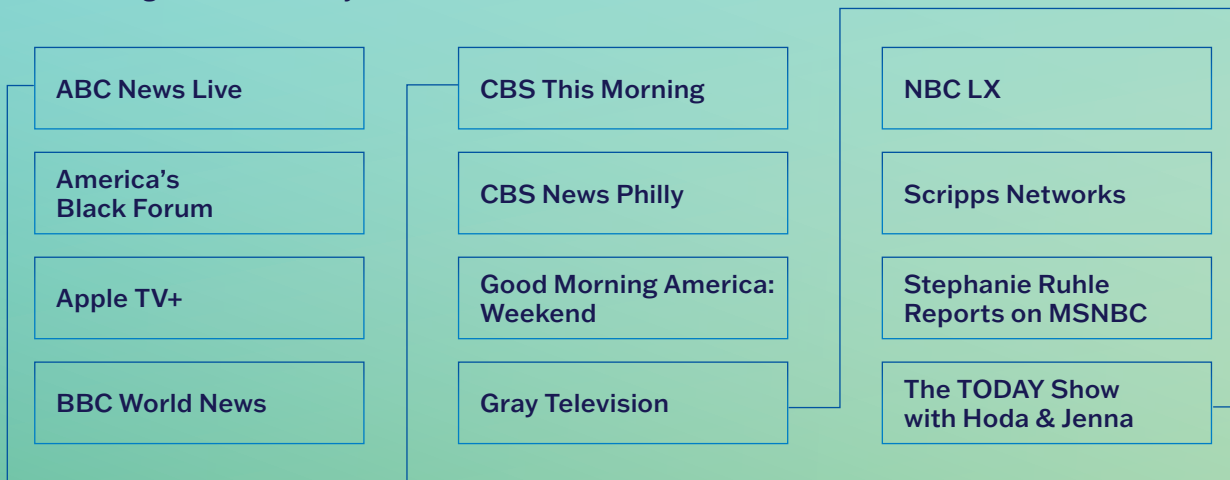
# Our Media Impact

Year-over-year growth compared with 2020

- **37,000+ media mentions**, a 20% increase
- **163.7+ million social media impressions**, showing 38% growth
- **83,800+ new followers** across all NAMI social media platforms, a 9.4% increase
- **25% growth** on our new TikTok channel
- **28% more followers** on YouTube
- **15.2+ million users visited NAMI.org**, representing 17% more traffic
- **15% more visits** to NAMI.org during Mental Health Awareness Month in May

## MORE TV SEGMENTS THAN ANY PREVIOUS YEAR

NAMI made appearances on major TV networks, streaming channels and syndicated local news outlets.



Dr. Christine Crawford, NAMI Associate Medical Director, on The TODAY Show



Dr. Ken Duckworth, NAMI Chief Medical Officer, on Good Morning America



## EXPANDING NAMI'S REACH

# Changing the mental health conversation, together.

NAMI's nationwide impact grows through partnerships with corporations, media leaders, influencers and personal ambassadors who actively share their mental health stories.

**NAMI HEARTS+MINDS**, a program reminding everyone that mental health is physical health, launched in October. A new website, also available in Spanish as Corazones+Mentes, served up information and wellness resources that educate and empower individuals to better manage their health, mentally *and* physically.

**OPRAH AND PRINCE HARRY** produced a new Apple TV+ documentary series, "The Me You Can't See," welcoming NAMI Chief Medical Officer Dr. Ken Duckworth to weigh in on mental health stigma, treatment and more. Dr. Duckworth appeared in several of the six segments alongside guests, such as Lady Gaga and Glenn Close.

**NAMI WILL JOIN MTV ENTERTAINMENT GROUP** and the Biden administration in their new Mental Health Youth Action Forum. This multi-week program will be led by mentors from mental health nonprofits. Mentors will work in small groups to develop storytelling ideas focused on everyday mental health, the value of checking in with peers to offer support and services to seek out in a mental health crisis.

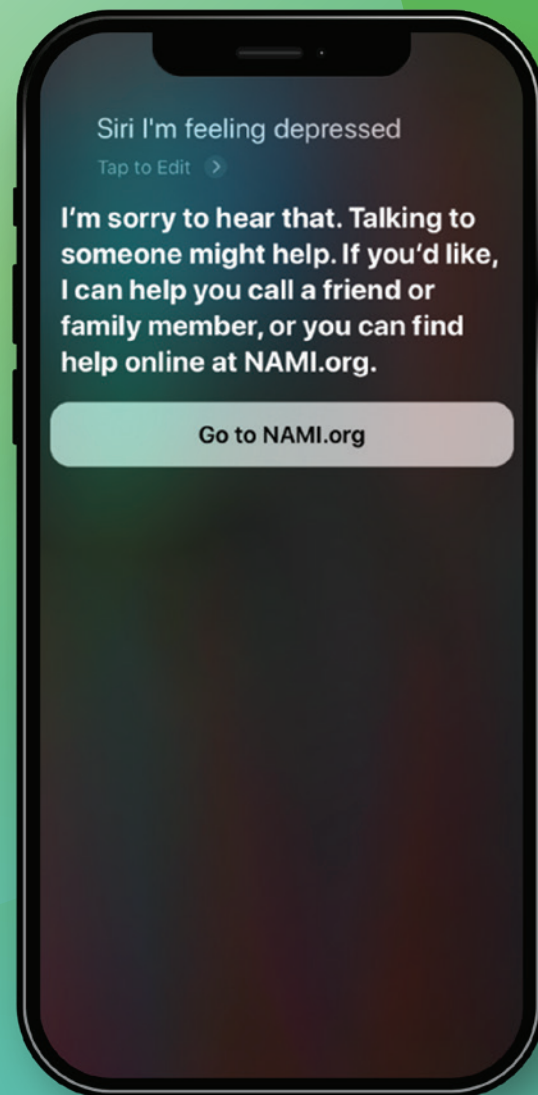


# 26 of the nation's Fortune 100 companies

have become NAMI partners, working alongside us to create a world where all people affected by mental illness can live healthy, fulfilling lives.

**"SIRI, I'M FEELING DEPRESSED."** Thanks to Apple, anyone who raises this concern on an Apple mobile device will hear Siri recommend NAMI resources.

**YOUTUBE STAR LEE STEINFELD**, known to his 2 million followers as Leonhart, was NAMI's top DIY fundraiser for the third year in a row. Since 2019, Steinfeld has raised nearly \$700,000 for NAMI by opening rare, collectible Pokémon cards during a special series of videos on his YouTube channel.



YouTube star Lee Steinfeld was NAMI's top DIY fundraiser for the third year in a row.



# 2021 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE



**PRESIDENT**  
**Shirley J. Holloway,**  
**Ph.D.**  
Anchorage,  
Alaska



**FIRST VICE PRESIDENT**  
**Joyce A. Campbell,**  
**J.D.**  
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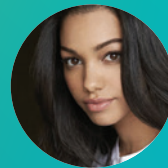
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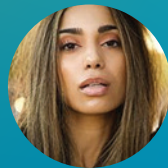
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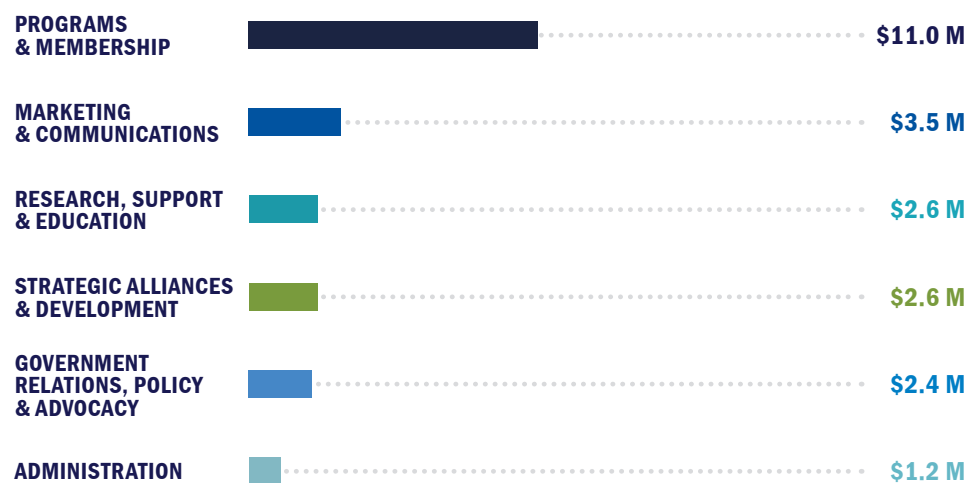
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## FINANCIAL RESULTS

### 2021 Revenue: \$34.0 M



### 2021 Expenses: \$23.3 M



**Total Net Assets: \$36,384,136**



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