

REACHING OUR POTENTIAL. TOGETHER.



Metropolitan Baltimore

2020 ANNUAL REPORT



WHEN COVID-19 CALLED, WE DIDN'T STALL

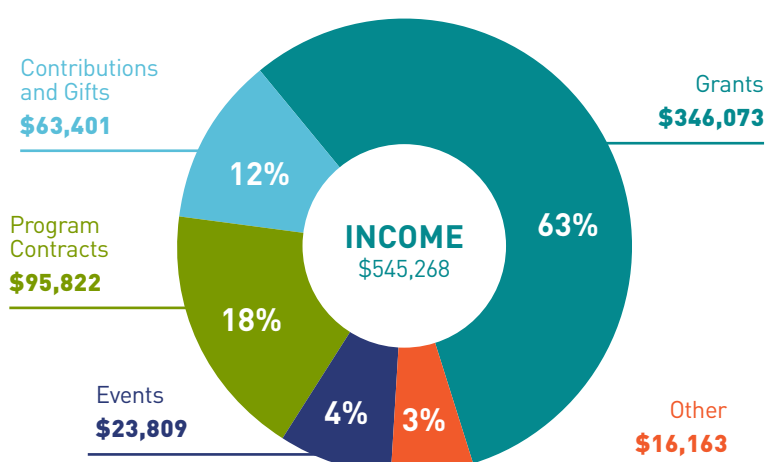
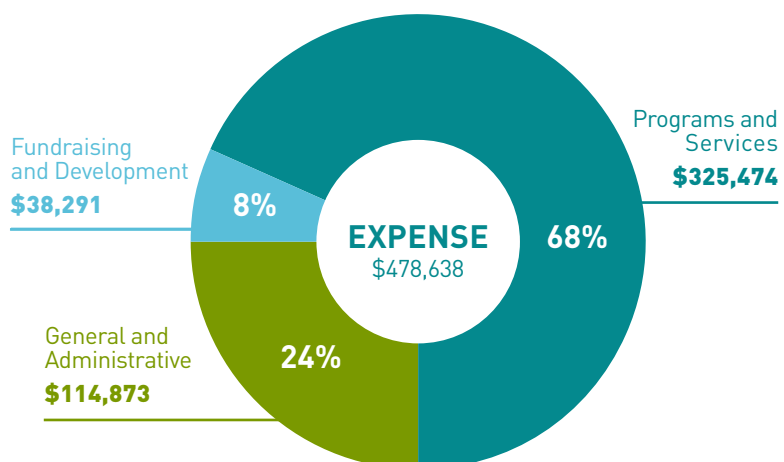
Because of our **dedicated and resilient volunteers**, our programs didn't skip a beat. They jumped right in to learn new systems and develop protocols for online classes and support groups. They continued to **share their personal stories** and experiences in the community despite the fact that they were also battling the mental health challenges stemming from this pandemic. Our volunteers are our **greatest attribute** as an organization. We are grateful. **The community is grateful.**

“With the current deadly virus threat and the requirement that everyone stays inside their homes, it is doubly (and sometimes triply) depressing and lonely. For me, this support group was a positive and uplifting experience and I plan to attend every meeting. I'm not always this upbeat but I know that the people I met will help me through, what I call, my dark days. And I will help them.” – **Virtual NAMI Connection Support Group Participant.**



NAMI is the nation's largest grassroots mental health organization. NAMI Metropolitan Baltimore, an affiliate of NAMI, has served Baltimore City and Baltimore County communities since 1983. Our mission is to improve the lives of individuals living with mental health conditions, their families, and communities through education, support, and advocacy.

The financial support of donors, charitable foundations, and corporate and community partners enables NAMI Metropolitan Baltimore to provide all of our peer and family services at no cost to participants. We are dedicated to ensuring that anyone who needs NAMI's help has access to these life-changing resources. Through the strategic expansion of our programs and services, NAMI Metropolitan Baltimore is committed to growing our capacity to serve the 1 in 5 people living with mental health conditions and their families.



Financial statements for the 2020 fiscal year are presented prior to audit review. Adjustments are anticipated. For additional financial information, please visit www.namibaltimore.org.

NAMI Metropolitan Baltimore has grown significantly since our inception in 1983. Below, we spotlight three programs that have experienced notable growth over the recent years.

IN OUR OWN VOICE

A National Signature Program, In Our Own Voice is a presentation that changes attitudes, assumptions, and ideas about people with mental health conditions. The presentation is offered in the inpatient setting at hospitals, to corporations, community organizations, schools, and to Baltimore City and County police officers as part of their crisis intervention training. In 2016, the program reached nearly 1,500 individuals - elevating the important message that recovery is possible for all individuals living with a mental health condition. In fiscal year 2019, despite program cancellations due to COVID-19, we reached an incredible 2,210 individuals.



I WILL LISTEN

I Will Listen was launched in Baltimore in 2016 with 3 campus partners, and expanded to reach 12 campuses and more than 3,100 students in 2019. Centered around the message that listening is powerful, 54 events were held during the week-long campaign. Students engaged in meaningful conversations about mental health, reducing stigma, and supporting peers without judgment.



ENDING THE SILENCE

In fall of 2019, NAMI Metropolitan Baltimore adopted a National Signature Program, Ending the Silence. Research has shown that NAMI Ending the Silence for Students is effective in improving middle and high school students' knowledge and attitudes toward mental health conditions and toward seeking help, both immediately after the presentation and up to six weeks later. The presentation is offered in three formats: for parents, teachers, and students. Following an initial pilot period of recruiting volunteers and introducing the school community to the program, NAMI Metropolitan Baltimore plans to widely implement the program throughout the city and county school systems.



BY THE NUMBERS 2020

In fiscal year 2020, regardless of the challenges presented due to COVID-19, NAMI Metropolitan Baltimore provided more than **8,500 SERVICE TOUCHPOINTS** to community members affected by mental health conditions.

188 

Individuals enrolled in our **EDUCATIONAL CLASSES** for families, peers, and parents

252 

COMMUNITY members and **POLICE OFFICERS** attended Virtual Voices – an experiential workshop designed to increase **AWARENESS** and **EMPATHY** for individuals hearing auditory hallucinations

134 

SUPPORT GROUP meetings were held in-person or online for peers and family members

 **435**

Individuals were reached through workplace presentations provided to local **EMPLOYERS** on topics ranging from stigma reduction to COVID and mental health

2,501 
HOURS

Were donated by **135 INCREDIBLE VOLUNTEERS** to lead our support groups, classes, presentations, and other programs

 **461**
INDIVIDUALS

Were reached through free **WELLNESS PRESENTATIONS** and webinars on topics such as depression, anxiety, mindfulness and more

LOOKING FORWARD: ANNOUNCING OUR 2021-2023 STRATEGIC PLAN

In 2019, NAMI Metropolitan Baltimore's Board of Directors began an extensive, year-long planning process to develop a three-year strategic plan. The plan is informed by a thorough review and assessment of the 2018-2020 strategic framework, evaluation of current programs and outreach strategies, and a stakeholder interview process. The below priority goals have been established:

ENGAGE MORE PEOPLE

We will go deeper into the communities we already serve, reaching more individuals through our signature education programs. We will expand into new communities, with a focus on diversity, ensuring we are reaching all corners of the city and county. And we will reach more youth and youth-serving professionals to focus on prevention and early intervention.

ELEVATE OUR IDENTITY AND INFLUENCE

We will establish our affiliate as the best-known, peer-based mental health resource in the Metropolitan area. We will cultivate relationships to share our story widely and we will leverage our peer-informed perspective to influence advocacy efforts.

ENHANCE OUR CAPACITY TO SERVE

We will diversify organizational funding by cultivating and stewarding meaningful relationships with companies and individuals. We will grow, sustain, and diversify our staff, Board and volunteer corps to align with organizational growth goals.

The full strategic plan can be found at www.namibaltimore.org