

From the Executive Director- Christina Bickelmann, MA

Christina Bickelmann was promoted to Executive Director in mid-April, she was previously communications and events director for 6+ years for NAMI SA and went right to work writing grants and getting all our classes and support groups on Zoom.

NAMI Southern Arizona has had to pivot this year due to the pandemic. The office closed to the public in mid-March and most staff has been working remotely with a few core staff in the office daily. The office remains closed to the public until the number of positive cases go down, which is unlikely to be before early 2021.

COVID Response-We have purchased and installed Plexiglas barriers at the reception desk and all offices where staff will likely meet with the public when we reopen, or are shared office spaces. In addition, we now have a hands free hand sanitizer station at the front door, kitchen and bathroom sinks and have recently purchased N95 masks for staff. All staff in the office have been using cloth masks in the office and when receiving deliveries outside and giving class materials to students and we are sanitizing daily. We received a generous donation to help cover COVID related expenses from the Stonewall Foundation in the spring which allowed us to purchase laptops for program managers to offer classes on Zoom and to pay for the Zoom licenses for programs and support groups.

Website- redesign using Catchafire grant consultant Karen Skeens, new site launched July 2020
www.namisa.org

Policies/Procedures-wrote new Accounting Policies and Procedures; updated Personnel Policy and Procedures; BOD updated Code of Ethics Policy, all adopted by BOD

Development- April –Sept 2020 **PPP Loan-\$72,449; Grants/NAMIWalks-Total \$388,006**

- **Stonewall Foundation** provided \$30,000 unrestricted general support during Covid-19 Pandemic.
- **Covid-19 PPP loan** for \$72,449 was submitted to Wells Fargo in May and approved, application for forgiving the loan is not yet available.
- An expansion grant for ETS from **NAMI National** for \$1000, was received in July- some of this money was used for additional training for online presentation skills for young presenters.
- **Connie Hillman Foundation**-\$20,000 unrestricted funds-July
- **Lovell Foundation**- 6 months support for ETS during HH4Y transition, received for \$30,000 (July-December 2020).
- 2020 "Virtual" NAMIWalks-**\$125,969**

FY 2021

- **TMC Foundation**-received approval for \$25,000 grant for ETS and Text Talk Act (TTA) for Jan-December 2021.
- **Mental Health Block Grant** (SAMHSA) managed by AZ Complete Health approved for FY 2021 for \$150,760 for ETS/TTA and includes a new half-time youth advocate position.
- \$5,277 unrestricted grant received in October 2020 from the **Tucson Bridge Club**.

Pending: Cigna Grant- requested \$138,778 for ETS and TTA decision expected late November.

Programs and Services- we continue to provide no-cost support, education and advocacy and with our mission to reduce the prevalence of stigma and discrimination of those living with or affected by a mental illness in their family. Mental health disorders continue to be quite prevalent and stigma impacts people's willingness to seek help. Increasingly, people are talking about mental illness especially now with the added isolation and anxiety related to the pandemic.

Ending the Silence for the period between **Oct 1-2019 and Mid-March 2020**

- NAMI SA provided education about mental illness to almost 4944 middle and high school aged youth in Southern Arizona. In-person classes/trainings/presentations 149 in person
- Youth and individuals reached 4944 total persons reached

Between March and September 30, 2020

- Zoom classes/trainings/presentations 18 zoom
- Youth and individuals reached 309 persons reached

Peer-to-Peer for the period between Oct 1-2019 and Mid-March 2020 in-person

- P2P-2 classes, 31 persons; 1 Peer Leader Training- 12 persons; 2 Peer Support Specialist Training 24 persons
67 in persons reached

Between March and September 30, 2020 on Zoom

- 3- P2P-22 persons; 1 Peer Leader Training-8 persons 1-Peer Support Specialist Training-6 persons
36 persons reached 103 total persons reached

Family-to-Family-for the period between **Oct 1-2019 and Mid-March 2020**

- One class from September 12 – December 5, 2019 with 12 graduates

Between March and September 30, 2020

No classes in remainder of FY 20, a new class started in Oct 2020

NAMI Basics-for the period between **Oct 1-2019 and Mid-March 2020**

NAMI Basics returned after receiving \$40,000 in funding from the Jasam Foundation of Arizona in 2019 which will keep the program solvent for several years. Ann Lettes is leading the program that offers information and support to parents, guardians and other family members who provide care for youth with mental health symptoms. The program is currently available on Zoom as well as self-instructed online until in-person classes can resume.

- In-person classes/trainings/presentations- 1 Basics class with 2 participants; 1 teacher training class with 4 participants; 30 presentations to providers; 3 ETS staff and parent presentations about Basics.
- Youth and individuals reached- 6 direct service recipients; 40 providers received in-person presentation about Basics; estimate 50-60 people total at ETS presentations.
- Zoom classes/trainings/presentations -1 Zoom class with 6 participants; 38 providers sent 2 email updates about Basics via Zoom.

- Youth and individuals reached -6 direct service recipients; 5 parents provided support and information who were not able to access Basics due to shutdown, 4 of which went on to do Basics On-Demand before the Zoom class was available.

In Our Own Voice-for the period between Oct 1-2019 and Mid-March 2020

There were seven presentations to individuals in workplaces and community locations between Jan-March prior to shut down. Attendees-94; 19 were Veterans.

Advocacy -our advocates provided support and referral assistance to individuals in crisis daily. Our new collaboration with the University of AZ resulted in the formation of the Help and Hope for Youth Alliance bringing together 44 organizations reaching children and teens with mental health education, resources and services to reduce stigma and increase help-seeking behavior.

Social Media

Instagram -995 Followers

Oct 29- Nov 4

Reached- 126 accounts -29.3%; Impressions- 716 -39.4%

Growth- 4 followers, 0 unfollowed

Top Locations

Cities Tucson 23%, LA 3.0 %, Phoenix 3.1%, N.Y. 1.8%

Philadelphia 1.2%

Countries

U.S. 95%, Canada 1.4%, UK .8%, Australia .2%, Mexico .3%

Ages	Women	Men
13-17- .4%	.4	.5
18-24- 11%	12%	9.6%
25-34- 30%	30%	26%
35-44- 28%	27%	29%
45-54- 19%	18%	22%
55-64- 7.5%	7.1%	9.2%
65+- 4.3%	4.7%	3.6%

Gender Women- 78%; Men- 22%

Twitter-336 followers

Facebook 1,465 followers; Post Reached- 1,535 up 365; Post Engagement- 360

Support Groups-Peer Support Groups are currently on hold except one weekly in Spanish

Family Support Group Recap June 2020 to September 2020

June 2020: 4 meetings serving a total of 8 participants

July 2020: 3 meetings serving a total of 9 participants

August 2020: 4 meetings serving a total of 19 participants

September 2020: 4 meetings serving a total of 13 participants

For this period there were 15 meetings serving 49 participants total. This effort involved 8 facilitators over the course of these meetings.

Volunteers Between Oct. 1 2019 and Sept. 30, 2020:

- 41 active volunteers; 1553.3 volunteer hours
- Of the 1553.3 hours, 464.3 hours were during the COVID-19 shutdown, from March 15, 2020 to Sept. 30, 2020.
- 16 Outreach events, approximately 2,800 event participants. No Outreach events since the end of February

In addition to the moving our programs and services online, much has happened at NAMI SA this year.

- Donna Derrick was hired for the Office Manager/Volunteer Coordinator position
- Ann Lettes was hired to coordinate NAMI Basics
- Maria Mendoza, IOOV coordinator recently stepped down for personal reasons, as did Martha Auslander, ETS outreach assistant. Judi Maikoff will be moving from the ETS program manager in November of 2020; Ariane Davaul has been promoted to the ETS program manager which will now be a full-time position; Rebekah (Becky) will continue to take care of membership and will also be taking over the ETS program scheduler position that Ariane had held prior to her promotion. Now that advocacy calls have increased due to COVID, Lisa Cole has joined the staff as an advocate working two days a week, and Anastasia Stalling our second advocate works 3 days a week allowing us to have coverage M-F.
- This will be the second year that NAMI SA is Qualified Charitable Organization (QCO) for Arizona tax credits. We will be sending out two annual appeals for tax credit donations and year-end donations.
- NAMI SA's Help and Hope for Youth (HH4Y) initiative will be moving to the Arizona Youth Partnership their new backbone organization at the beginning of January 2021. NAMI SA will remain connected and support the effort with our in school Ending the Silence presentations, (currently on Zoom until school is back in session in person.) *See attached HH4Y report.*
- The Board is in the second year of a three-year strategic plan that focuses on strengthening and growing NAMI SA enabling it to further its mission of stigma reduction through education, support and advocacy. The Board has also been busy reviewing board policies and procedures and has adopted new personnel policies and procedures as well as new accounting policies and procedures. A major focus in 2021 will be to work on a Financial Plan using a Catchafire grant which provides free expert consultants in a given area.

Now is an opportune time for NAMI SA to build on its foundation and push forward with creating hope and change. With greater resources, NAMI SA can offer the leadership to create hope and help for all individuals within the community affected by mental illness. Together we will strive for not only parity in access to care, but parity in social acceptance as well.

Visit NAMIsa.org to learn more about what we are doing and how you can help.