



**nami**

National Alliance on Mental Illness

**Southern  
Arizona**



**FIND HELP.  
FIND HOPE.**

**Celebrating 38 Years  
1983-2021**

**2021**

**ANNUAL REPORT**



## From the Executive Director

NAMI Southern Arizona remained closed in 2021 due to the continuing pandemic. However, we continued 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. Our Resource Specialists provided support and referral assistance to 528 individuals in crisis. 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.

**Ending the Silence (ETS)** -Due to the pandemic we continued to provide ETS entirely online until August 2021; we are now providing both in-person and online presentations. NAMI SA provided education about mental illness to middle and high school aged youth in Southern Arizona. 77 in-person classes/trainings/presentations, 56 online-Zoom 3,526 Youth and individuals reached.

**Peer-to-Peer (P2P)** We did not offer this program in person in this fiscal year, we hope to resume in person training in 2022, we plan to continue offering the program online as well. Class size on Zoom is limited to 10. P2P-6 classes, 34 graduates; 3 Peer Leader Training- 28 Graduates; 3 Peer Support Specialist Training 22 graduates received their state PSS certification allowing them to work as a PSS in the behavioral health field. Total of 84 graduates.

**Family-to-Family** -We had three NAMI Family-to-Family Programs taught in this fiscal year. Each weekly session is 2.5 hours long for eight consecutive sessions. Total 38 graduates

**NAMI Basics**-In 2019 NAMI Basics received \$40,000 in funding from the Jasam Foundation of Arizona. The current balance going into the 2020/21 Fiscal Year is \$18,998.13, which will keep the program solvent through the upcoming fiscal year. 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, in-person, as well as self-instructed online. the first Spanish language Basics was held Total of 15 graduates.

**In Our Own Voice**-There were 20 presentations mostly in-person, up from 7 in FY 2020. There were twenty presentations to individuals in workplaces and community locations. Attendees-426 up from 94 the previous fiscal year.

**Connections Peer Support Groups** resumed July 19, 2021 and are now held in person the first and third Monday of each month and one weekly in Spanish on Zoom. For this fiscal year, we had a total of 53 Family Support Group meetings serving a total of 217 participants. We had a total of 10 facilitators conducting our Family Support Groups.

**Volunteers** Between Oct. 1 2020 and Sept. 30, 2021 we had 57 active volunteers contributed 1084 volunteer hours.

**23 Outreach events**, approximately 2,500 event participants. No Outreach events were held from September 2020 to August 2021

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

- Michelle Jernigan was hired to fill the Communications and Events Director position
- Marisol De La Rosa returned as the Office Manager/Volunteer Coordinator
- Judi Maikoff moved to In Our Own Voice and Faithnet Coordinator from the ETS program manager in November of 2020.



## About Us

The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illnesses. These illnesses include major depression, schizophrenia, bipolar disorder, obsessive-compulsive disorder (OCD), panic disorder, post-traumatic stress disorder (PTSD) and borderline personality disorder. NAMI is a non-profit organization with hundreds of affiliates. NAMI's goal is to provide

education, support, and advocacy to eliminate stigma and to offer hope for recovery and a fulfilling life.

Every year, regardless of race, age, religion or economic status, mental illness impacts the lives of nearly 60 million Americans. One quarter of all social security disability payments are for individuals with mental illness. Just as startling is the fact that in the United States, the economic impact of mental illnesses is estimated to be \$193 billion in lost earnings every year.

The National Institute of Mental Health reports that one in five people experience a mental health disorder in a given year. One in 25 lives with a serious mental illness, such as major depression, bipolar disorder or schizophrenia, and one in 6 children aged 6-17 experience a mental health disorder each year. Yet two-thirds go without treatment, mostly because of stigma and their inability to access care. However, up to 90% of people being treated for mental illnesses will recover, unlike many other diseases such as heart disease and diabetes which have a much lower recovery rate.

NAMI Southern Arizona offers an array of support and education programs for families and people with mental illness. For more information, contact us by calling **(520) 622-5582**, [namisa@namisa.org](mailto:namisa@namisa.org) or our website [namisa.org](http://namisa.org).

## Recovery

In recent years, there has been increased recognition that recovery can refer to a person's improved capacity to lead a fulfilled life that is not dominated by illness and treatment. This is known as the "recovery approach" or "psychosocial rehabilitation." In contrast to the medical approach, the recovery approach does not require people to experience reduced symptoms or the reduced need for medical and social care. It is more about experiencing the improved quality of life and higher levels of functioning despite the illness. Recovery in this sense does not mean that the illness has gone into complete remission. It means that over time, through what for many is a long and difficult process, individuals can come to terms with their illness by first learning to accept it and then moving beyond it. They can learn to believe in themselves as individuals by learning their strengths as well as their limitations and coming to realize that they do have the capacity to find purpose and enjoyment in their lives in spite of their illness. The successful recovery model sees individuals with mental illness as active participants in their own recovery process.



Wear the Silver Pin to  
Promote  
Awareness!



**Our Mission**

NAMI Southern Arizona improves the quality of life for all those affected by mental illness.

**Our Vision**

Southern Arizona is a stigma-free community in which abundant resources and support exist to ensure that everyone is healthy in body and mind.

**Our Values**

Acceptance, Empathy, Hope,  
Make a Difference, Vision

NAMI Southern Arizona would like to gratefully acknowledge the following foundations and donors for their contributions in FY 2021:

- Arizona Complete Health- SAMHSA Mental Health Block Grant
- The Connie Hillman Family Foundation
- Community Foundation for Southern Arizona:
  - Helene Hendrikson Legacy Fund
  - Jasam Foundation of Arizona
  - William and Mary Ross Foundation
  - Z Fund
- The David & Lura Lovell Foundation
- Stonewall Community Foundation
- Tucson Medical Center Foundation
- Tucson Charity Bridge Club, Inc.

**YOU'RE INVITED TO LEAVE A LEGACY OF HOPE**



There are many reasons that individuals and family members find their way to NAMI Southern Arizona. The programs that NAMI offers (including Family to Family, NAMI Basics, Peer to Peer, Peer Leader and Peer Support Specialist Training (PSS), Ending the Silence, In Our Own Voice and the support groups) have provided a path for many of us to a more positive way of life when the difficulties of living with a mental illness seem overwhelming.

Volunteers give our time, talent and dollars to make sure that NAMI Southern Arizona continues to offer these life-changing services right now. There is an additional way that you can benefit our organization in a significant way long into the future by making a planned gift.

A planned gift is a future gift that you can make by designating NAMI Southern Arizona (or the NAMI Southern Arizona Endowment Fund\*) in your will or trust, through a beneficiary designation on a financial account or in a charitable annuity or trust arrangement.

NAMI Southern Arizona established the Legacy of Hope Society in 2012 to honor those who let us know that they have designated our organization to receive a future planned gift. For more information or to let us know that you have already designated NAMI Southern Arizona in your estate plan, please contact the Executive Director, at 520-622-5582 or at [namisa@namisa.org](mailto:namisa@namisa.org). NAMI Southern Arizona is a nonprofit 501(c)(3) organization 86-0450977.

\* In 2016, the Board of Directors established the NAMI Southern Arizona Endowment Fund at the Community Foundation of Southern Arizona. An endowment is like an artesian well; it never runs dry. That's because our Fund policy prohibits spending the principal. Only the income can be used to meet the purposes of the endowment.

## PIMA COUNTY REALITIES:

1 in 5, or **200,000 ADULTS**, experience a mental illness in a given year – 57,000 Hispanics, 4,800 Asians, 7,600 African Americans.

**\$605 million in lost earnings.**

## HOW DOES THIS AFFECT LIFE SPAN IN ARIZONA?

People with a serious mental illness **DIE MORE THAN 30 YEARS EARLIER** than those without mental illness. **SUICIDE** is the **9TH LEADING CAUSE OF DEATH.**

## TOGETHER for Mental Health

# 50%

Fewer than half of the adults in the U.S. who experience mental illness get the help they need in a given year.

#Together4MH

[nami.org/together4MH](http://nami.org/together4MH)

## MENTAL ILLNESS AFFECTS:

**37% of LGB adults**  
**27% Mixed/Multiracial adults**  
**22% of American Indian or Alaska Native adults**  
**20% of White adults**  
**17% of Latinx adults**  
**16% of Black adults**  
**15% of Asian adults**

#Together4MH

[nami.org/miaw](http://nami.org/miaw)

### NAMI Southern Arizona's New Website Launched July, 2020

Through a generous grant from Catchafire - a not for profit that strengthens the social good sector by matching professionals who want to donate their time with nonprofits who need their skills - NAMI Southern Arizona was able to secure the professional help of web designer Karen Skeens to redesign our website at [namisa.org](http://namisa.org).

Karen designed a WordPress website that is more interactive, more colorful and easily navigated with all the information contained in our original website. The new website also is designed around a modern color scheme as well as fonts.

Formerly, we maintained a separate website for the annual NAMIWALKS. That is now integrated into the new website for easier management and hosting. The new website is maintained by our Communications and Events Assistant updating regularly with the latest news and events.

## NAMI Southern Arizona

Help and hope for those affected by mental illness and their loved ones.

# Find Help. Find Hope.

[www.namisa.org](http://www.namisa.org)

# 2021 Annual Impact Report



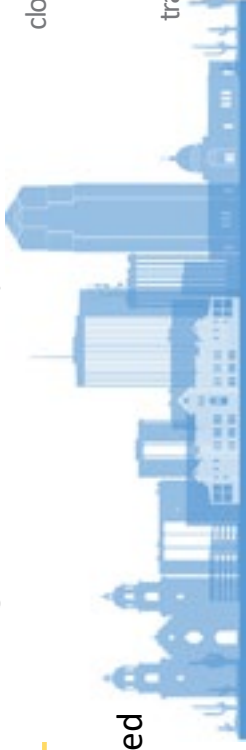
Southern Arizona

## our mission

NAMI Southern Arizona improves the quality of life for all those affected by mental illness.

## Serving Our Community Since 1983

2021 was challenging for us all. Our office was closed to the public in March 2020. However, we worked hard to stay connected. All of our advocacy, education & support programs transitioned to online during the pandemic.



IMPACT	
<p><b>\$150,407</b> raised in virtual NAMI Walks event for programs and services</p>	<p><b>153</b> presentations</p>
<p><b>2,182</b> volunteer hours 77 volunteers</p>	<p><b>118</b> classes &amp; trainings on mental illness</p>
<p><b>149</b> support group meetings</p>	<p><b>105,623</b> Total people reached in our community</p>

INITIATIVES	
<p><b>Ending the Silence</b></p> <p>Is an evidence based 50-minute presentation designed to give middle and high school students an opportunity to learn about mental illness. Through the presentation, and personal testimony from a young adult living in recovery, students learn how to help themselves and others in need of support.</p> <p><b>133</b> presentations students</p>	<p><b>Education &amp; Training</b></p> <p>Peer-to-Peer continues to be in high demand providing Peer Support Specialist training in addition to education and support. Family-to-Family classes support the family and friends of adults with a mental illness. NAMI Basics for parents and caregivers of children with a mental health disorder is now available as an online program as well as in person classes. All our programs continue to support so many in our community touched by mental illness.</p> <p><b>23</b> teachers &amp; mentors <b>137</b> Class Graduates</p>
<p><b>Social Media</b></p> <p>followers on Facebook, Instagram and Twitter are increasing exponentially in response to on-trend information and inspirational messages of support. We have more than doubled our reach by focusing on a broader and more diverse audience with an emphasis on youth.</p> <p><b>3,044</b> Followers <b>92,267</b> Website visits</p>	

## Education

### **NAMI Ending the Silence**

An early intervention program that engages students, school staff and families in mental health education and discussion.

### **NAMI Family-to-Family** \*

A 8-class course for family and friends of adults with mental illness.

### **NAMI Peer-to-Peer** \*

A 8-class course for individuals with mental illness focusing on recovery.

### **NAMI In Our Own Voice** \*

A presentation given by individuals with mental illness providing their testimonies.

### **NAMI Basics**

A 6-class course for parents and caregivers of children with mental illness.

### **NAMI Homefront**

A 6-session educational program for families, caregivers and friends of military service members and vets with mental health conditions

## Support

### **NAMI Family Support Group** \*

Provide the sharing of experiences, knowledge, hope and coping skills for family members and friends with a loved one with mental illness.

### **NAMI Connection** \*

National Alliance on Mental Illness RECOVERY SUPPORT GROUP

A recovery-focused group for adults living with mental illness.

### **NAMI FaithNet**

Supports faith communities who want to develop a mental health ministry or simply educate their clergy, staff, and congregations about mental illness and available community resources.

## Advocacy

Our Resource Specialists are available to act as your second voice and to help you:

- Understand your rights whether you are an individual with mental illness or a family member.
- Obtain mental health services and information.
- Work with the public/private mental health and legal systems.

\* Program/Service available in Spanish

## Other Events & Services

### **NAMI Walks**

Make a Difference in Mental Illness

Our annual walk for mental illness (March/April), which is our largest awareness campaign and signature fundraising event.

May is Mental Health Awareness Month.

July is Minority Mental Health Awareness Month.

Mental Illness Awareness Week\*: Promoting events and activities throughout the first week in October.

Lending Library\*: Books, DVDs, videos, and publications are available for checkout.

Presentations\*: Provided on request for health providers, community groups, faith-based communities, businesses and others.



**FIND HELP.  
FIND HOPE.**

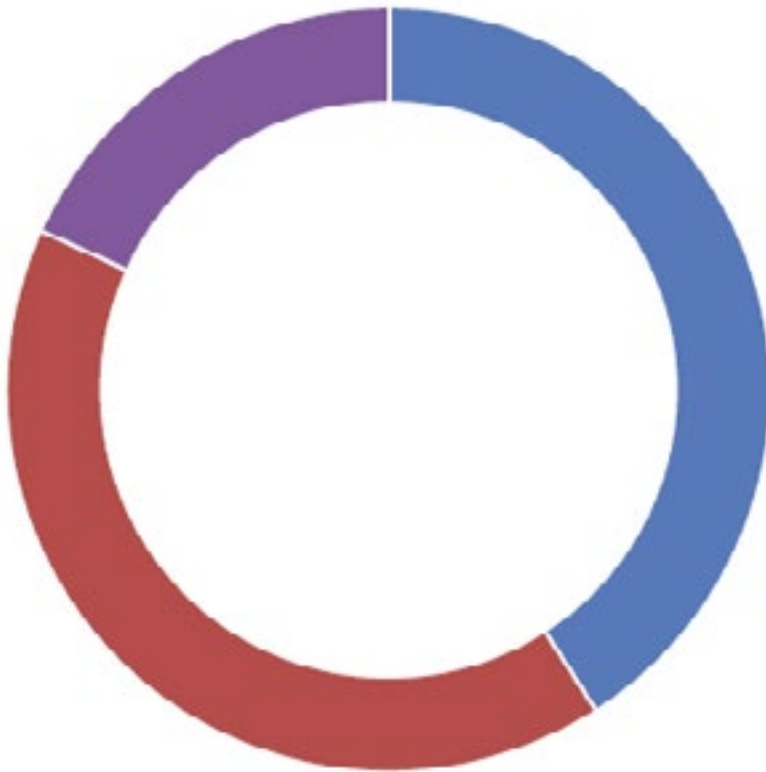
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Follow us on:    

Jan 2022

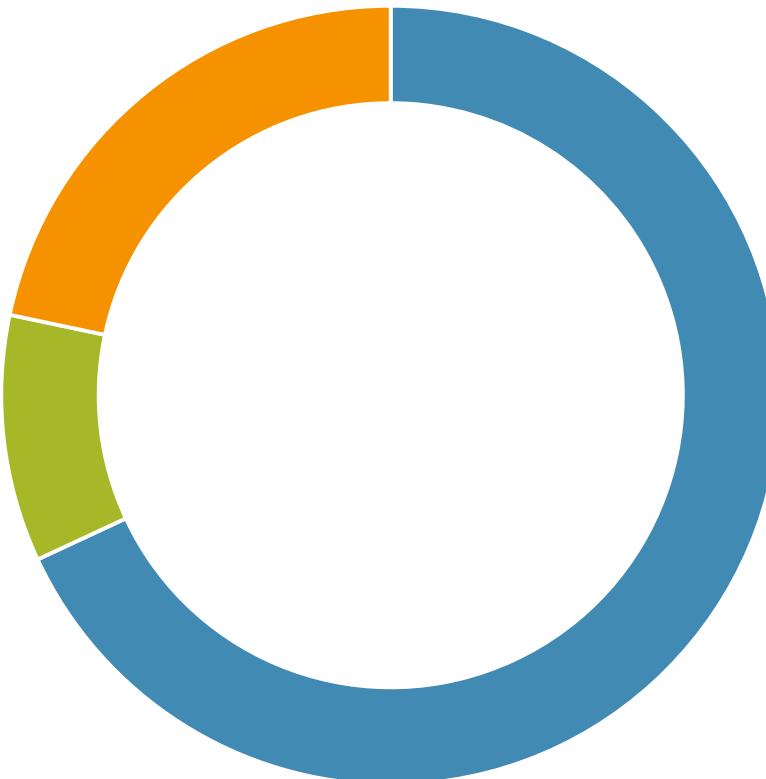
**FY 2020/21 REVENUES & EXPENSES**  
**October 1, 2020- September 30, 2021**

**REVENUES- \$787,947**



- Contributions \$339,636 -40%
- Government Contracts & Grants \$340,450 - 40%
- Fundraising/Events \$151,025 - 17.4%
- Membership Dues \$2,252 - 3%
- Net Investments Return \$32,667-3.8%

**EXPENSES- \$519,586**



- Programs & Advocacy \$254,233 - 68%
- Fundraising \$39,790 - 10%
- Administration \$149,981 - 22%



# VOLUNTEER OPPORTUNITIES



Volunteering is a way to develop greater knowledge and understanding of mental illness, explore career possibilities and gain a sense of personal satisfaction by making a difference in the lives of others.

NAMI Southern Arizona was established in 1983 and has been fortunate to have had the support and dedication of our many volunteers over the past 35 years. People in our community volunteer for many reasons. Many decide to volunteer because they have benefitted from our advocacy, education and support and wish to give back to NAMI by supporting our programs and services. Many come to us at the early stages of recovery to gain new skills, meet new people and help themselves while helping others. Others volunteer to help the family members

of people living with mental illness while sharing their experiences with their own loved ones to help caregivers through difficult times.

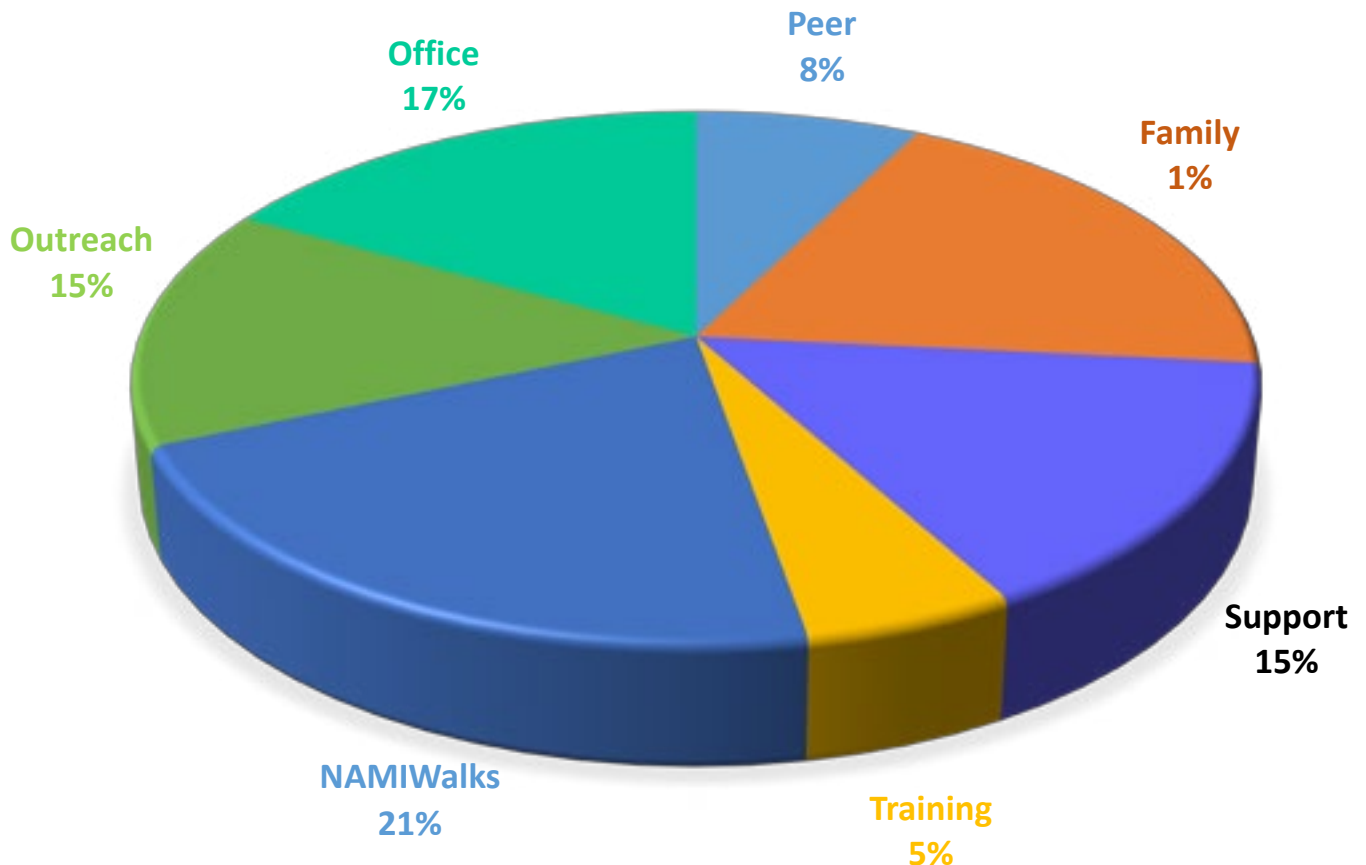
NAMI volunteers are the heart and soul of our non-profit organization and assist in a wide variety of ways to help NAMI Southern Arizona achieve its goals. To this end, NAMI accepts and encourages the involvement of volunteers at most levels of the organization and within all appropriate programs and activities.

NAMI Southern Arizona's volunteers are critical to our organization and its ability to flourish. Our volunteers are part of our vision and motivation...and why we strive to reduce stigma and provide hope to those affected by mental illness. NAMI Southern Arizona currently has approximately 180 active volunteers.

## 2021 NAMI SOUTHERN ARIZONA VOLUNTEERS

**2,182 HOURS**

**VALUE = \$62,279**





**How far we've come!**

NAMIWalks is NAMI's annual mental health awareness program. It is our largest fund raising and awareness campaign aimed at "Changing Minds...One Step at a Time." Nationwide the Walks are projected to raise over \$13 million in 2021.

Launched in 2003 with 12 sites, NAMI "Walks" is now in close to 100 communities in 40 States and has over 100,000 people participating each year. All walkers are encouraged to reach out to family, friends, coworkers and business associates for donations in support of their participation in the Walk. The NAMIWalks events are used to raise money and awareness to ensure NAMI's vital programs and service are available at no cost to provide help and hope to those in need.



## NAMIWalks Report & Highlights

- ◇ 381 participants registered for our Virtual Walk.
- ◇ 51 Teams consisting of families, friends and businesses!
- ◇ Our Honorary Chairs for 2021 were Chad Whelan, MD, Banner Health, Mayor Regina Romero and Arisia Huff, Miss Wilcat
- ◇ We received \$123,000 in-kind donations-media coverage, gift certificates for contests and awards

  
*Let's Keep Pace*  
 with the rising need for mental health care.  


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**1 in 5 Adults**  
 in the U.S. experience mental illness in the average year  
 — and now —  
**1 in 3 Adults**  
 report experiencing symptoms of anxiety or depression  


 supports **NAMI**  
 And NAMI supports the  
**1 in 5** who experience mental illness  
 And the **5 in 5** who are affected by it.  
**YOU ARE NOT ALONE.**  
 From every corner of the country  
 For every age and every background,  
**We walk, on the streets or in our hearts.**  
 In a time of challenge and change,  
 We are united even when we appear alone.  
 Mental health is not for some.  
**MENTAL HEALTH IS FOR** *all*

# 2021 Honorary Chairpersons



Honorary Medical  
Chairperson  
Chad Whelan, MD  
CEO Banner University  
Medicine



Honorary City  
Chairperson  
Mayor Regina Romero



Honorary Family  
Chairperson  
Miss Wildcat  
Arisia Huff

## WHY WE WALK:



- To **promote awareness** of mental health and reduce stigma.
- To **raise funds** for NAMI's mission of advocacy, education and support.
- To **build community** and let people know they are not alone.



# 15TH ANNUAL NAMI Walks

National Alliance on Mental Illness

**Saturday, April 10, 2021**

## NATIONAL SPONSORS



## MEDIA SPONSORS



**THANK YOU 2021 SPONSORS!**  
**Benefiting NAMI Southern Arizona**



# nAMI Walks

YOUR WAY

*Southern Arizona*



Our "virtual" walkers were inspired to hike, walk the dogs and even hula-hoop on Walk Day!





# stigmafree

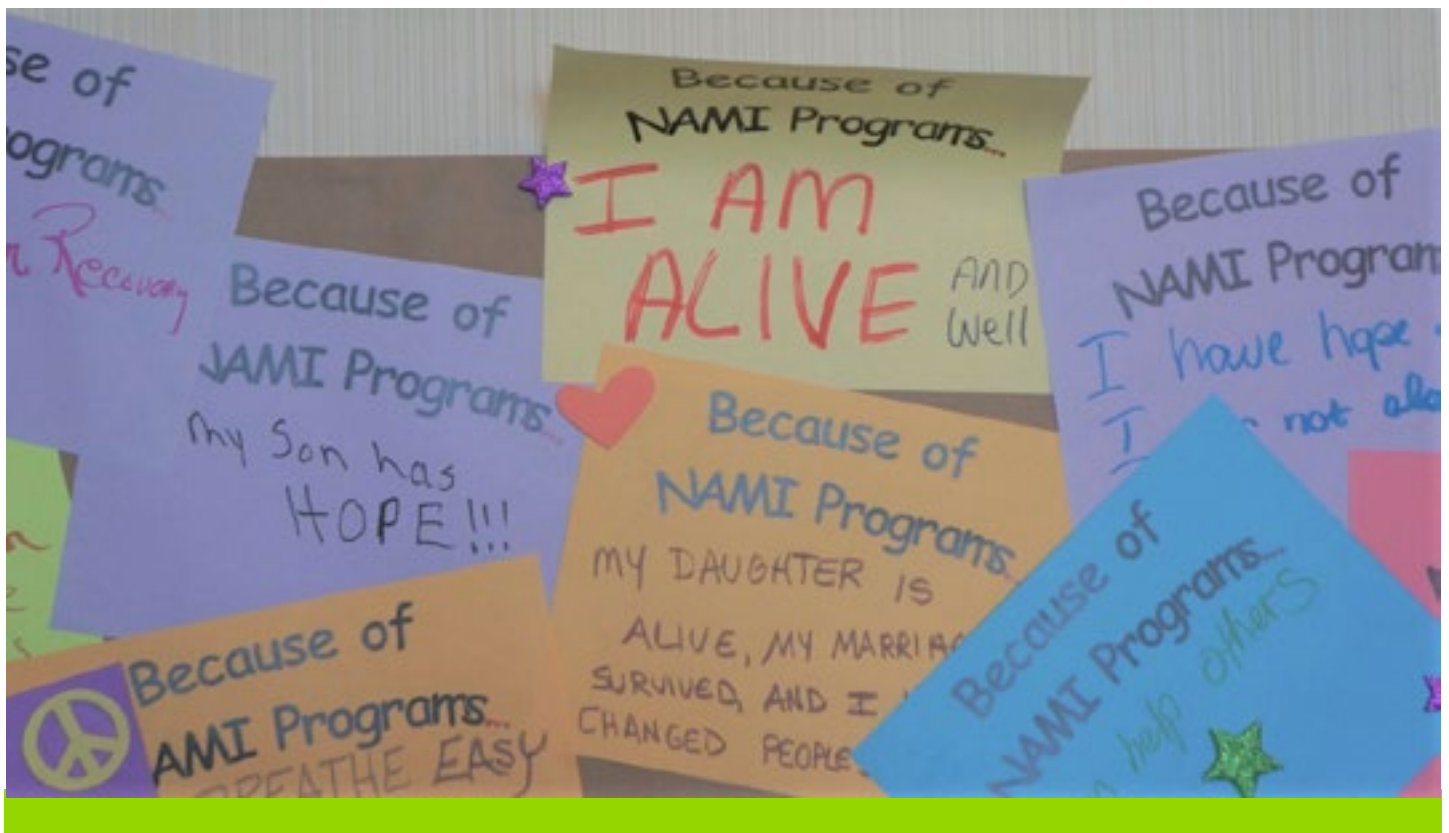
## NAMI SUPPORT GROUPS

### What are NAMI Support Groups?

The NAMI Support Group model operates differently than other, more traditional, "share-and-care" groups. NAMI offers a set of key structures and group processes for facilitators to use in common support group scenarios. Our support groups ensure attendees a chance to share and participate.

A support group can provide relevant information and a connection to personal experiences. Participants listen to others' experiences, provide sympathetic understanding and establish social networks. Knowing that there are others who have shared the same experiences may create a sense of relief, as no one need face these challenges alone. NAMI has Family and Friends support groups for those who have a loved one with mental illness. For persons with mental illness, NAMI Connection is offered. There are also support groups en español: Familias y Amigos and Conexión NAMI.

Other support opportunities are the Heart-to-Heart companionship program and Creative Expressions Art Group. Heart-to-Heart bridges the gap between the community at large and the population of people living with mental illness by matching trained volunteers with people who are living with mental illness. Volunteers become a friend to someone with whom they can spend a few hours of trusting companionship each week to help them with their integration back into society. The Creative Expressions Art Group uses a variety of activities to create opportunities for transformative experiences and a positive outlet for emotions to better deal with the struggles of mental illness.



# NAMI SOUTHERN ARIZONA BOARD OF DIRECTORS



## **David Delawder, President**

"I believe in the vision of NAMI SA to make Southern Arizona a stigma-free community in which abundant resources exist so that everyone is healthy in body and mind. Through membership on the public policy committee I plan to further the vision of NAMI SA and assist in its mission to improve the quality of life for all those affected by mental illness in a system of integrated healthcare (physical and behavioral)."



## **Matthew Pate LMSW, Vice President**

"I serve on the NAMI board because I believe in their mission of support to those experiencing mental illness, their family/friends and our wider community. NAMI is one of the loudest voices in our community fighting against the stigma of mental illness and I'm proud to be a part of that effort."



## **Heather McGovern, Treasurer**

Heather McGovern, MPA, identifies as a peer and family member and a proud part of the LGBTQ community. Heather has worked in various leadership roles within the behavioral health field for the last 12 1/2 years, utilizing her educational background, a Master's in Public Administration and her experience in nonprofit management, to gain knowledge and maintain best practices related to employee relations, business operations, finance and management.



## **Julia Jameson, Member**

Julie has been in the pharmaceutical industry for 30 years, the last 18 with a focus on psychiatric illness. Her passion to help patients stems from seeing friends and family affected by mental illness and suicide. Julie has been married for over 30 years and has "an amazing 22 year old son!" She loves to volunteer and has been involved with 4-H, helped friends start a Horse rescue, and been involved with NAMI for many years. She is dedicated to helping NAMI continue to provide great services for those that need it most!



## **Debbie Nicholson, Member**

Debbie has been the Pharmacy Director at Sonora Behavioral Health since January 2017. She is passionate about Mental Illness and looking for ways to "bridge the gap" between inpatient and outpatient resources for patients. Debbie graduated from the University of Arizona in 2008 with a BA in Spanish Literature and Doctorate of Pharmacy in 2012. Debbie married her high school sweetheart, Chris, and they are proud parents of twins Hailey & Natalie (5yo) and Abby (2yo). Debbie is excited to serve on the NAMISA board and advocate for awareness of mental illness.



## **Eric Stark, JD, MSW, Member**

"I believe in the importance of NAMI's mission and believe I can help further that mission. I would like to facilitate a wider awareness within the community and increase referrals to NAMI's programs"



## NAMI Southern Arizona—Striving for Excellence



Several years ago, NAMI National began a major project to encourage each NAMI state organization and local affiliate to become a Center of Excellence and “re-affiliate” with the national organization. This process involves undergoing an annual financial audit, creating and/or updating our organization’s bylaws, policies and procedures according to the national guidelines and maintaining an online profile site to securely store all documents. In 2016 the NAMI Southern Arizona Board of Directors and staff undertook this challenge and NAMI Southern Arizona was designated as a Center of Excellence!

### STRATEGIC PLANNING—Update

NAMI SA has a unique and important role in the community. The NAMI SA Strategic Plan 2019-2022 capitalizes on the organization’s strengths to address its most significant weaknesses related to infrastructure and fund development necessary for sustainability. The Plan also addresses the need for information (data) to effectively market its programs and services. In addition, the Plan takes advantage of the opportunities available in the current national and local environments where mental illness and mental health issues have become much more visible.

The six initiatives continuing in the 2020-2022 strategic plan are:

- 1. Drive Advocacy: Increase Political Advocacy**
- 2. Empower People: Create a Vibrant Work Environment**
- 3. Program with Purpose: Develop Programming**
- 4. Strengthen our Structure: Enhance Board Governance**
- 5. Fund the Future: Increase Funding**
- 6. Organize Outreach: Increase Community Outreach**

Significant progress has been made to build on the strengths and address office upgrades and improve fundraising capabilities such as designation as an Arizona Charitable Organization, Annual Appeals and building sponsorships and individual donors for the annual NAMIWalks fundraising event.

- The Board Strategic Committee will have the primary role of stewarding the plan in its remaining year and developing a plan for the next three years (2023-2025). Other Board Committees will be responsible for carrying out the action steps for each of the strategic goals in collaboration with the Executive Director and other designated staff.
- Continue to fulfill our mission “to improve the quality of life for all those affected by mental illness”.

# NAMI Southern Arizona - MANAGEMENT

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**Christina Bickelmann, Executive Director**  
cbickelmann@namisa.org



Christina was promoted to the Executive Director position in April of 2020. She was introduced to NAMI and its mission in November 2013 and served as the Communications and Events Director for over 7 years before becoming the Director. Her management skills, fundraising, grant writing and grant management experience, a long with her experience in communications and program development made her a good fit within the NAMI organization. Christina came to NAMI after working for the State of Arizona in Tucson for over 17 years where she was responsible for managing a regional grant program, program development, events, community outreach and developing educational materials. "I have seen the great work and dedication of the staff and volunteers. I feel honored to be able to contribute to increasing awareness about mental illness, the importance of treatment, and reducing stigma in our community."

**Shelly Jernigan, Communication & Events Director, NAMIWalk Manager**  
mjernigan@namisa.org



Shelly has been a part of NAMI for many years participating in the NAMIWalks as well as volunteering with such programs as Ending the Silence and NAMI Basics. She began her involvement after approaching one of NAMI's advocates seeking help for her then teenage son who had been diagnosed with several mental health disorders. She used her crusade to get appropriate help to return to school to seek a degree in Psychology in hopes she could begin to help other parents who were also struggling the way she was. Currently, as well as her work here at NAMI, Shelly is trying to gain Grant monies in order to fund and start a Juvenile Mental Health Court for Pima County. "If I can help just one parent not be ignored by the system and not go through all that I had to go through, then I will have accomplished my dreams!"

**Marisol De la Rosa, Volunteer Coordinator**  
mdelarosa@namisa.org



Marisol De La Rosa started in June 2014 as our bilingual Volunteer Coordinator. She heard about the NAMIWalk at her son's school and decided that she would like to volunteer at NAMI. "I was immediately enamored with the staff at NAMI. My curiosity about mental illness and a desire to help my community led me to accept an offer to work for NAMI full time. My family tree has a significant branch and history of mental disorders ranging from minor to acute. My desire to fully understand these debilitating illnesses provides all the motivation I need to lead the volunteer services duties I perform daily. "I am grateful for this opportunity to help my community and the members who immediately benefit from all the resources that NAMI provides."



Qualifying Charitable  
Organization  
Arizona Tax Credit

**NAMISA**  
**QCO Code**  
**21027**  
**up to**  
**\$400**  
**individual**  
**\$800 filing**  
**jointly**

## EDUCATION PROGRAMS

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### **Judy Kowalick, Family-to-Family Coordinator**

[jkowalick@namisa.org](mailto:jkowalick@namisa.org)



Judy began getting involved with NAMI Southern Arizona in 1995 when her adopted son was diagnosed with OCD. Judy started attending support groups and getting involved in the Advocacy Committee. She signed up for the NAMI Family-to-Family education Program when it started in Tucson in April 2001. Shortly thereafter she began working at NAMI Southern Arizona as the Family Education Coordinator. Judy speaks with prospective class members about the possibility to enroll in the NAMI Family-to-Family Education Program, recruits potential teachers and prepares materials for the classes. Judy is a state trainer for the NAMI Family-to-Family Teachers and NAMI Family Support Group Facilitators. Judy was recruited to be on the CIT (Crisis Intervention Team Training) Consensus Building Panel, the same year the training began for law enforcement officers

in Pima County, to help them understand and handle mental health crises. Judy was a longtime member of the Pima County Human Rights Committee now known as the Southern Independent Oversight Committee.

### **Yazmin Garcia, Peer-to-Peer, Persona-a-Persona & Familia-a-Familia Coordinator**

[ygarcia@namisa.org](mailto:ygarcia@namisa.org)



Yazmin heard about NAMI when she was looking for some support for her son. "I was going through very difficult times. When I called NAMI, I started asking questions about NAMI services and they answered all the questions I had. I immediately felt supported. I started getting involved with NAMI, first assisting with the Conexión NAMI support group, and afterwards facilitating the group for more than 9 years. Around the same time I started taking the Persona a Persona course. As it turned out I took it three times. I really loved it to the point that I became Persona a Persona mentor, which I've been doing for 8 years now. I did advocacy for more than a year, a job that I really enjoyed. Presently, I'm a Peer-to-Peer, Persona-a-Persona and Familia-a-Familia coordinator, a position that gives me the opportunity to help people to improve their lives through these programs.

### **Ann Lettes, NAMI Basics Coordinator**

[alettes@namisa.org](mailto:alettes@namisa.org)



Ann joined "the club that no one wants to be a member of" in 1995 when my 8-year-old son was diagnosed with Bipolar Disorder. "I had been aware of NAMI Southern Arizona for many years as a Child and Adolescent Psychiatrist, but I did not actively become involved until 2008 when I began attending a Friends and Family Support Group and participating in NAMIwalks. Eleven years later I still attend the same Support Group. As team captain for the Lettes Fight Stigma NAMIwalks team I am glad to help raise needed funds and to contribute to visibility. I joined the NAMI-SA Board of Directors in 2009 and served until 2016. My time as Treasurer of the Board allowed me to help build the financial stability of the agency, and to help grow the agency in order to provide free-of-charge services to as many community members as possible. I have been fortunate enough to join the Legacy of Hope and to become a Sustaining member. I decided to

pursue the position of NAMI Basics Program Coordinator in order to re-vitalize this important program. I hope that because of me the path may be less rocky for others."

**Ariane Davaul, Ending the Silence Program Director**  
adavaul@namisa.org



Ariane previously lived in Texas, Michigan, Canada, Greece and Germany before moving to Arizona in 2001. While obtaining her Recovery Support Specialist certification from the University of Arizona in 2018, her journey with depression and anxiety brought her to NAMI. She started out as a volunteer for Ending the Silence and was hired on as Program Assistant the spring of 2019. In December 2020, she was promoted to Program Manager and continues to enjoy working to help end stigma associated with mental health. Ariane spends most evenings with her daughter and is currently a student at Pima Community College. She enjoys working on projects and volunteering out in the community in her spare time.

**Judi Maikoff, In Our Own Voice and Faithnet Program Director**  
jmaikoff@namisa.org



Judi Maikoff is a retired Registered Nurse living with a Serious Mental Illness (SMI.) Although she considers herself in recovery, it hasn't always been so. The pressures of work as a nurse caused her to seek work outside of her field. After attempting to work in 2 local prisons and as a care giver for various organizations, she found her dream job at NAMI Southern Arizona. She is now managing the educational program Ending the Silence, which is designed for youth. Judi is thankful for the generous and energetic support she receives from all volunteers and employees who help to make the Ending the Silence program successful.

## September is National Suicide Prevention Awareness Month



**Mental Health Conditions are Common**

- The percentage of young adults (18-25) who report experiencing a major depressive episode or any mental illness in the previous 12 months has increased every year since 2009 (NSDUH 2017\*)
- 26% of young adults (18-25) report experiencing any mental illness in the previous 12 months (NSDUH 2017\*)
- 13% of young adults (18-25) report experiencing a major depressive episode (NSDUH 2017\*)
- Suicide** is a concern on college campuses. It's the 2nd leading cause of death in age groups 10-14, 15-24, and 25-34 (CDC 2018\*\*)

**STIGMA** creates a significant barrier to getting help.

\*National Survey on Drug Use and Health  
\*\*Centers for Disease Control and Prevention

NAMI Southern Arizona worked with the Pima County Board of Supervisors, to receive a proclamation and arrange for lighting the Pima County Courthouse in recognition colors to bring attention to the importance of suicide awareness and prevention.

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## SUPPORT STAFF

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**Rebekah (Becky) Nuffer, Membership Coordinator & Ending the Silence Program Assistant**  
memberships@namisa.org; yprogscheduler@namisa.org



I'm Becky Nuffer. I live with Bipolar disorder, Type 2. I was referred to NAMI Southern Arizona by a friend after talking about feeling displaced in my home town. I had spent 8-9 months basically bed bound, and when I did go out, I felt like a stranger. I came to NAMI Southern Arizona to volunteer and now I am the Memberships Coordinator and the Ending the Silence Program Assistant. NAMI Southern Arizona has given me new purpose, a new mission in life. I am part of my community today. I've found lasting friends. I've found myself again. NAMI Southern Arizona has shown me the way to heal myself through service.

**Susan O'Brien, Communication & Events Assistant**  
eventassist@namisa.org



Susan O'Brien maintains our website and contact database, prepares the weekly Email News & Updates viewed by 1400 subscribers, edits our quarterly printed newsletter mailed to over 1600 subscribers and assists in promoting and setting up our annual events such as the Candlelight Vigil, the Team Captain Kickoff, our Membership Potluck our biggest fundraiser of the year-- our annual NAMIWalks. For the past two years, the Walk has been virtual requiring additional email newsletters, motivational personal emails to team captains and tracking sponsorships and donations in NAMI National's software Donor Drive. Susan also assists staff with computer and software issues as well as program flyers and other documents. Susan joined our staff in 2019.

**Michelle "Chelle" Means, Social Media**  
media-assist@namisa.org



Michelle "Chelle" Means first joined NAMISA by taking our Peer-to-Peer classes in April 2017. Her goal is to advocate and educate for those living with mental illness, and help end the stigma. After getting her certification, she joined on as a member and volunteer in our outreach and Ending the Silence program as a Young Adult presenter. At the end of December 2017, she became the Volunteer Social Media Coordinator, and was hired on as of July 2018 helping promote, educate, and provide resources utilizing social media. She currently manages our Facebook, Twitter and Instagram accounts and our weekly mid-week inspiration e-blasts.

**Shay Cameron Mar, Ending the Silence Program Assistant**  
scameronmar@namisa.org



Shay is a native of Washington DC and he has lived in Tucson since 2005. Shay's personal experience with major depressive disorder led him to volunteer with NAMI in 2015, and he joined the administrative staff in July of 2016. "NAMI is an amazing organization with a very important mission. I am proud to count myself as a contributor to NAMI's efforts, and I am grateful to be working with such a dedicated and positive group of people." Shay started his education as an art student and went on to study linguistics and business. He holds degrees from the University of Arizona, the University of California, Berkeley, and the Corcoran College of Art and Design in Washington DC. Shay continues to expand his mental health awareness as a Peer Mentor in NAMISA's Peer to Peer program.

## DEPRESSION AND ANXIETY ARE EVERYWHERE.

**IN PIMA COUNTY:** anxiety/depression disorders are identified as the top health issue.

**IN THE US:** 19.1% of American adults live with anxiety disorders.

**IN THE WORLD:** depression is the leading cause of disability.



### RESOURCE SPECIALISTS

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#### Anastasia Stalling, Resource Specialist

[astalling@namisa.org](mailto:astalling@namisa.org)



Anastasia began volunteering with NAMI Southern Arizona in 2013 as a receptionist. Over the years, she began taking on additional responsibilities, and in 2017, she became a staff member, acting as a Resource Specialist for people with mental illnesses, and their family members. Because of her personal and professional experience, Anastasia is able to empathize with many individuals from many walks of life, and help them in their path to recovery.

#### Lisa Cole, Resource Specialist

[lcole@namisa.org](mailto:lcole@namisa.org)



Lisa began volunteering with NAMI Southern Arizona in 2015. She has filled many roles at NAMISA, including receptionist, Ending the Silence presenter, and Peer to Peer and PSS Leader. In 2020, she became a staff member, acting as a Resource Specialist for people with mental illnesses, and their family members. When not working with NAMISA, Lisa enjoys spending time with her 3 cats, (Beatriz, Joey, and Simon) and her friends and family.

#### Kristen Lindgren, Youth Resource Specialist

[klindgren@namisa.org](mailto:klindgren@namisa.org)



Kristen is in remission from mental illness after suffering since childhood. She wishes to be involved in NAMI to help others with similar challenges. She is passionate about mental health and seeks to make a difference in the Tucson and surrounding communities. She has worked and volunteered in community resources and nonprofit organizations benefiting children and families since relocating to Arizona in 2016. Kristen has a passion for helping others and is grateful for recent employment at NAMI Southern Arizona.

# More Than A Number

## How a 988 Crisis Response System Will Change How We Help People Experiencing Mental Health Crises



In too many communities, law enforcement is typically the first response to people experiencing a psychiatric crisis, often with tragic results. Nearly 1 in 4 people shot and killed by police have a mental illness. People with mental health conditions are also incarcerated disproportionately – about 2 million times each year, people with serious mental illness are booked into jails – and experience high rates of emergency department visits and readmissions into hospitals.

A coordinated effort to build a crisis response system around 988 can significantly change how we respond to people experiencing mental health crises and reduce the inequities experienced by communities of color.

### Problem

### Solution



A 10-digit number focused only on suicide prevention, which can be difficult to remember while experiencing a crisis

An easy-to-remember 3-digit number for mental health, substance use and suicidal crises, operational nationwide by July 2022



Patchwork system that makes it difficult for crisis counselors to coordinate care for callers, dispatch help in a crisis, or follow-up afterwards

Create 24/7 crisis call center hubs with the ability to respond effectively to callers, dispatch mobile crisis teams, connect to crisis stabilization programs, and follow-up after the call



Law enforcement is typically the first response to people experiencing a psychiatric crisis, often with tragic results

Promote behavioral health mobile crisis teams that include police as co-responders only as needed in high-risk situations – reducing law enforcement involvement in mental health crises



Insufficient funding for crisis centers to meet the CURRENT level of calls, let alone increased demand from consolidating mental health, substance use and suicidal crises in one number

Implement monthly fees on phone bills to fund 988 call center operations and associated crisis response services



People experiencing crises often don't get connected to intensive services until too late, if at all

Establish crisis stabilization programs in a home-like environment that provides short-term (under 24 hours) acute services and warm hand-offs to follow-up care



National Alliance on Mental Illness

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**JOIN US FOR THE**  
**16th Annual NAMIWalks Event**  
**Saturday, April 2, 2022**  
**KENNEDY PARK- FIESTA AREA**