What a year, huh?

In Iowa in 2020 we dealt with not just a global pandemic, but a drought, derecho, racial division and protests, and a very contentious election season. Most nonprofit organizations have been negatively affected by this all this in some way, including NAMI Iowa.

Cancellation of our Beautiful Minds fundraising event in May and elimination of in-person trainings cut revenue by approximately $65,000. In addition to the added costs of developing virtual versions of most of our programs, a forced virtual work environment required investment in new technology and training. And because many of our key stakeholders (health systems, clinicians, educators, law enforcement, state and local government leaders) were in the thick of pandemic response, communication about and action on our programs were not at the top of their “To Do” list.

But it wasn’t all bad. We have some silver linings. The rapid transition to virtual NAMI programming, something that has been talked about for years but advanced very slowly, has enabled us to reach many more and new people. For example, we had more than 1,000 people from 28 states participate in the day-long annual conference in November. The most we’ve ever had participate in person is 160. And although we had far fewer people participate in our virtual Walk than in the previous two years and we lost our three top sponsors, we gained new sponsors and team captains and capitalized on our largest-ever Walk Committee, achieving our ambitious fundraising goal of $130,000 -- the most ever raised through this event.

We’ve had many people new to NAMI step up this year to offer to raise money, build awareness and get trained in our programs because they’re hearing about the good work we’re doing. They know that anxiety and depression are at all-time highs as a result of the pandemic (approximately 45 percent of Iowans report struggling with those two conditions), and the need for mental health services is greater than ever.

NAMI Iowa will always be the persistent and consistent voice advocating for every Iowan to receive the mental health services they need, when they need them. We invite you to join us in that cause.

—Peggy Huppert; Executive Director, NAMI Iowa
Congratulations to NAMI Southeast Iowa and NAMI Southwest Iowa on completed the NAMI affiliate process in 2020. We also had new affiliate applications submitted for NAMI Carroll County Iowa and NAMI Marion County Iowa to NAMI. In 2020, NAMI provided programing in 73/99 counties in Iowa. We hope to continue to grow the reach to all 99 counties in 2021!

NAMI Blackhawk County
namibh@qwestoffice.net | (319) 235-5263

NAMI Carroll County*
namicarrollco@gmail.com

NAMI Central Iowa
namocfi@gmail.com | (515) 292-9400

NAMI Dubuque
namidbq@gmail.com | (563) 557-6264

NAMI Greater Des Moines
namigdm@gmail.com | (515) 277-0672

NAMI Greater Mississippi Valley
coordinator@namigmv.org | (563) 386-7477 ext. 266

NAMI Johnson County
mary.issah@namijc.org | (319) 337-5400

NAMI Linn County
nami-lc@hotmail.com | (319) 221-1184

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NAMI North Iowa
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NAMI IOWA AFFILIATES

AB 73 139

2 New A & B Models of 99 counties covered Program Leaders trained
Despite a global pandemic that reduced state revenue by $360 million and forced a status quo budget, the Legislature was able to find $5 million to pay for mental health services in Polk County. In addition, Gov. Reynolds dedicated $85 million of the federal Cares Act funds to expand access to telehealth, telework and telelearning.

Wellmark BC/BS, the dominant private health insurer in Iowa, agreed to cover telehealth at the same rate as in-person care through February 1, 2021. This gives providers and insurers time to gather data to determine if telehealth raises costs or if it saves funding in ER visits and crisis.

A LOOK AT WHAT PASSED

The HHS (Health & Human Services) appropriations bill included the following NAMI priorities:

- $400,000 for rural psychiatric residencies
- $308,000 for Iowa Children’s Behavioral Health 24-hour Crisis Line
- Additional oversight of the MHDS Regions by DHS for the following:
  - Regional boundary disputes
  - Department can now seek annual audits, regional government agreements, annual service, and budget plans along with additional information as needed to determine if a region is fulfilling requirements of a regional system
  - Polk county allowed to transfer funds for mental health through June 30, 2021
- Appropriates $5 million to Polk county from the Iowa Values Fund Iowa code 15 G

The telehealth in schools bill, SF 2261, includes the following measures:

- Behavioral health screenings are defined as a universal screening agreed upon by Departments of Education, Public Health and Human Services.
- Behavioral health may be provided in a public, accredited non-public school, or area education agency setting.
- Payment coverage in schools may not be denied due to meeting in a school setting of The Telehealth in schools bill, SF 2261 passed and was signed by the Governor.
- The school classroom management bill, SF 2360, passed with significant improvements due to advocacy of NAMI and other advocacy groups
- HF 2627, dealing with mental health clinician licensing, has the potential to expand mental health workforce in the state
PROGRAMS & EVENTS
While we always take pride in the programming we offer at NAMI, this year we are particularly pleased to have found safe, virtual options for our community members to engage with during the pandemic. Being able to provide free, accessible programming will continue to be our priority post-pandemic.

At the beginning of 2020, Ending the Silence (ETS) was established as a state program to allow all training and coordination efforts to run through the Iowa office. Despite the onset of the pandemic in March, ETS still grew in audience and volunteer reach. With 27 newly trained presenters, over 4,700 people were able to view the presentation in a moment when mental health education has been critical. ETS presenters have been joined across the state in this effort through one-on-one and group training sessions, online shared resources, and step-by-step guides. Utilizing resources such as Zoom, QR codes, and google forms has helped the program continue to foster audience engagement over a virtual platform. In a year when people have been restricted to their homes, NAMI Iowa has been connecting people state-wide to create an ETS community. In 2021, NAMI Iowa hopes this community will continue to expand with new presentations and presenters across Iowa’s counties.

I have had several students approach me after a presentation asking for resources, thanking me for bringing light to the subject and opening the lines of communication between themselves and their peers. Ending the Silence provides the opportunity to educate and open communication in the community. The more communities that are open to utilizing the program, the more we can decrease the stigma—allowing those that are struggling to feel secure enough to communicate and reach out to the resources available.

Now with the virtual option, we can offer the program to more people. I would love to see this program utilized by every high school throughout Iowa so all students have a chance to understand the resources available to decrease the number of those under 18 that choose substance abuse or even suicide to deal with life struggles. This program can save lives by promoting communication, acceptance, and providing multiple resources in a time of need.

— Jane Nady, Lead Presenter

END THE SILENCE

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There’s something about watching [the students] respond to hearing the actual stories of things that have happened to the person with mental illness and their families that suddenly clicks on a light bulb for them to understand it in a completely different way.

— Leslie Carpenter; Family Member of Teacher Panel

NAMI PROVIDER

In February 2020, we trained 28 new NAMI Provider instructors, bringing our total roster of teachers to 94 by years end, all while onboarding Provider Program Coordinator, Ashley Parker. We held our first and last in-person NAMI Provider seminar for Goodwill Industries of Iowa, training upwards to 30 members of their staff.

Due to increased safety risks with COVID-19, we offered our first virtual 15-hour NAMI Provider session in May with key community partner, Des Moines University (DMU, for all 3rd year medical students. Spread out over 3 days on Zoom, this Provider session was also the first real beta test of our new hybrid academic curriculum.

Come summer we conducted a statewide need assessment of providers, family members and individuals in recovery. Through these 45 in-depth interviews we were about to assess the unique challenges and barriers to care that existed during the on-set of the COVID-19 outbreak and utilized this information to develop a Provider mental health toolkit to distribute to community partners across the state.

In the fall we recruited, coordinated, and scheduled key stakeholders and community mental health leaders to participate in a marketing and promotional video of NAMI Provider produced by Flying Hippo Productions in Des Moines. By October we resumed community-based sessions, completing three virtual 4-hour seminars over Zoom through the year end for groups such as the County Rural Office of Social Services and the school nurses from the Ottumwa School District.

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We were happy to have our 4th year of managing the Iowa Office of Consumer Affairs (OCA) through a contract with the Iowa Department of Human Services.

We hear from people all over the state about individual and institutional problems and challenges. Our mission is to provide the best resources and referrals possible while documenting all interactions to ensure better service in the future.

In 2020 we held two virtual continuing education events in collaboration with the Iowa Peer and Family Peer Support Training Program.

The first event was held May 26th, concentrating on Advancing and Connecting Iowa’s Peer and Family Peer Support workforce. Along with 86 attendees, we focused on topics such as networking, working through vicarious trauma, IEP and planning for transitioning, and a personal story of hope.

The second event on October 23rd concentrated on Developing and 331 contacts reached 599 referrals made 544 hours of outreach

Inspiring Iowa’s Peer and Family Peer Support Workforce. 74 attendees gathered to discuss self-care, coping with stress in a pandemic, school support, and Connecting the Workplace and Life Through F.U.N.

2020 NUMBERS

ADVISORY COMMITTEE

Corrine Kinney-Mehaffey
Josh Hubbell
Barbara Sanders
Josh Gitch
Gladys Movall
Megan Hicks

Heather Thompson
Derek Laney
Miranda Groeneweg – Through Sept.
Amy Robasse – Through Nov.
Denise Brown – From Jan. to June

OCA ADVISORY COMMITTEE MAP

OCA CONT’D | PROGRAMS
EVENTS

Even with COVID-19 throwing punches, NAMI Iowa was able to successfully host almost all of our traditional events, most with a virtual twist. Unfortunately, crowd favorite Beautiful Minds was our only event officially canceled, but thanks to our generous backers for their continued financial support regardless.

DAY ON THE HILL

125 attendees
33 Senate districts represented
45 House districts represented

Thank you for making an intimidating sounding topic & event very manageable, approachable and most importantly...DOABLE! ...voices make a difference. Bravo NAMI Iowa for an amazing experience!

— DotH Event Participant

BEAUTIFUL MINDS

EVENT CHAIR
Loretta Sieman

FAMOUS THINKERS COORDINATOR
Preshia Paulding

SPONSORS
• Wellmark
• American Equity
• Community State Bank
• Mary & Doug Bruce
• Athene
• MercyOne
• NCMIC
• Iowa State University Department of Public Safety
• Loretta & Bob Sieman
• Merchants Bonding Company
• New Leaf Wellness
• PolicyWorks
• Rasmussen Group
• Businessolver
• Diane & Keith Krell
• Drake University
• Woody Brenton & Michelle Book

VIRTUAL FILM FESTIVAL FILMS
• Bedlam
• Ernie & Joe: Crisis Cops
• Orchestrating Change

SPONSORS
• Janssen Pharmaceuticals
• Amerigroup

ANNUAL CONFERENCE

1,015 people engaged

KEYNOTE SPEAKERS
• Teri Brister, National Director, Research & Quality Assurance, NAMI
• Kelly Garcia, Director, Iowa Department of Human Services and Interim Director, Iowa Department of Public Health
• Lissa Jones-Lofgren, Equity & Culture Consultant
• Zac Barclay (moderator), Sergeant, Jail Division, Black Hawk County Sheriff’s Office

SPONSORS
• Janssen Pharmaceuticals
• Amerigroup

$48,760 RAISED
During a year that a community walk could have easily fallen apart, we are so proud of our community rallying together to make NAMIWalks Your Way not only a success, but a record breaking year. To date, NAMIWalks Iowa has raised a total of $1,491,291.
**PROGRAMS**

**PRESENTATIONS**
- Ending the Silence
- Family & Friends
- In Our Own Voice

**CLASSES**
- Basics
- Family-to-Family
- Homefront
- Peer-to-Peer
- Provider

**SUPPORT GROUPS**
- Connection
- Family Support Group

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**FINANCIALS**

**INCOME**

$700,867

**EXPENSES**

$629,166

- Contracts/Grants: $232,592
- Special Events: $189,835
- Program: $50,889
- General: $153,350
- PPP: $74,201

- Staff: $503,626
- Operations: $67,025
- Program: $46,189
- Other: $13,326
While Facebook continued to be our primary source of social-media communication in 2020, COVID made us realize the value in branching out virtually. In 2021, we look forward to including LinkedIn and Instagram to our communication, giving more attention to the students we serve through Ending the Silence (Instagram) and professional partners and sponsors (LinkedIn).