EMBRACING CHANGE AND TRANSFORMATION

2020-2021 ANNUAL REPORT
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NAMI California is “The State’s Voice on Mental Illness.” We are committed to improving the lives of Californians living with serious mental illness and their families, and we are committed to supporting our Affiliates as well as our hundreds of volunteers.

NAMI California has 54 local Affiliates and represents 19,000 people to the California Legislature and Governor on mental illness issues. We are the leading organization of individuals working with mutual respect to provide help, hope and health for those affected by serious mental illness.

Our Mission
NAMI California is a grassroots organization of families and individuals whose lives have been affected by serious mental illness. We advocate for lives of quality and respect, without discrimination and stigma, for all our constituents. We provide leadership in advocacy, legislation, policy development, education and support throughout California.
NAMI California resulted from the efforts of a few courageous parent leaders; many families; and thousands of individuals; friends and professionals who worked hard during the 1970s and 1980’s to give birth to an organization that would one day completely change the way mental illness is viewed. At that time, families dreamed of the day when a child with schizophrenia would be treated no differently than a child with any other chronic illness. A time when individuals and families impacted by mental illness could have open discussions without fear of stigma, and children and family members could be properly cared for within their communities.

The movement began on October 22, 1977, in Oakland, California, with a group of nine Northern California parent groups. The meeting was organized by three parents: Tony Hoffman, Fran Hoffman, and Eve Oliphant. These three founded and led the organization from the late 70s into the 1980s. They were joined by many other parent-leaders, families, consumers, and supporters over the years. C. Allen Braswell, Helen and Hank Teisher, Olga Leifert and Peggy and Don Richardson are just a few of the many parents that provided critical leadership and support in the beginning. United by their common goal, they started an organization that turned into a national drive to inform and educate the country about mental illness and advocate for the rights and care of mentally ill family members. It is an organization that changed the way we think about, treat, and care for mental illness forever. The road has been long and hard. Nevertheless, the organization has continued to endeavor toward the goal!
If life has taught us anything in the last couple of years is that change is inevitable. The world we understood, is not the world as it will stay. Things we relied on for support are not always there when we need them even if they were previously. Places we will look to in the future aren’t built. The challenge to all of us is to stay growing and adapting in this rapidly changing world. NAMI California has heard that call, and has continued to adjust and evolve in our ever shifting landscape of both the mental health care system and our place within it.

We have continued to push the envelope to develop new ways to provide signature trainings for our affiliates to serve their communities. As demand has risen, so has our level of training, in fact, we were able to meet every training request for local communities across California in 2020. We have piloted new programs and continued to grow programs and partnerships in nearly every sector that mental illness touches. This enabled our NAMI team of 54 affiliates to serve even more people and give access to our life saving programs to those who couldn’t attend for a variety of reasons previously. We have continued to look to new platforms, new formats, and new communities. We will continue to push to stay on the cutting edge to make sure that every family that wakes up under the California sun has all the support and education they need to live their best lives.

We are so proud of the incredible work we have done to serve California families and we aren’t planning on stopping any time soon. This world will continue to evolve and so will we, together. With your support and feedback, we will continue to provide the most up to date and impactful set of programs and advocacy in California.

We will adapt to change not by responding to it, but by embracing it. We will embrace change, not just for ourselves, but for our children, for those who need help who haven’t met us yet. We will embrace change for the future we’re building for all of us. California is a better place to live because of your efforts and tomorrow looks even brighter.

Thank you for being part of that change, and thank you for standing with NAMI as we get there together.

With hope, and an eye to the horizon,

Jessica Cruz MPA/HS
Chief Executive Officer
NAMI California
2020-2021 Board DIRECTORS

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NAMI Alameda County

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NAMI Yolo County

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Board Member
NAMI Long Beach

ANDREW BERTAGNOLLI, PHD
Board Member
NAMI San Francisco County

JAMES RANDALL
Board Member
NAMI San Fernando Valley
2020-2021 IMPACT

Resource Calls By Region

- Southern: 31%
- Northern: 34%
- Central: 17%
- Unknown: 15%
- Out-of-State: 3%

419 Total Affiliate Support Calls

1,646 Total Resource Calls

Event Stats

- 2021 Multicultural Symposium: 8%
- 2021 Annual Conference: 38%
- Youth Symposium: 5%
- 4 Learning Sessions: 10%
- Townhall Participants (12 Townhalls Hosted): 39%

3,416 Total Participants
2020-2021 PROGRAMS

NAMI CA has offered 44 Signature Program Trainings resulting in 323 New Program Leaders and Facilitators.

- Family to Family
- Familia a Familia
- Family to Family (Mandarin)
- Peer to Peer
- Persona a Persona
- Connection
- Family Support Group
- Basics
- Homefront

71 Active
NAMI On Campus
High School
NCHS Schools

13 Counties Represented

18 Affiliates
Revenue: $3.26 Million

Expenses: $2.74 Million

Increase in Unrestricted Funds ................................................................. $518,729

Temp Restricted Funds
Contributions ........................................................................................................ $115,968
Net Assets Released .......................................................................................... $5,798
from Restriction

Increase in Net Assets .......................................................................................... $628,899

Net Assets, Beginning of Year ............................................................................. $2,254,148
Net Assets, End of Year ........................................................................................ $2,883,047