

What is NAMI New Jersey?

NAMI New Jersey is the state affiliate of National Alliance on Mental Illness, a statewide private non profit organization dedicated to improving the lives of individuals and families affected by mental illness. Our network of support and advocacy groups is composed of families, friends and persons affected by mental illness.

What does NAMI New Jersey do?

NAMI provides Support, Education and Advocacy in support of our mission.

Support:

NAMI New Jersey's support is focused on providing those affected by mental illness and their families emotional support, information and resources through the following ways:

- Peer led Support groups across the state for individuals and families, including those offered for multicultural groups, where members find understanding, acceptance and mutual support.
- Information and on local, state and national resources for those affected by mental illness and their families

Education:

NAMI New Jersey offers an array of support and education programs and initiatives, including:

- NAMI signature programs such as Family to Family Education, In Our Own Voice and Hearts & Minds that provide critical education to help individuals and families gain knowledge and skills for living successfully with mental illness.
- State developed programs such as school based education for teachers and students, law enforcement education, and other activities to help professionals, government, providers and the general public understand mental illness.
- A comprehensive website, print and e-newsletters, conferences and activities that provide the latest information on treatments and research, foster understanding and dispel stigma.

Advocacy:

NAMI NJ promotes legislative and public policy issues that improve mental health services, achieve parity in health insurance, eliminate stigma, and increase research into the causes and treatment of brain disorders. We advocate for improved delivery of services, community support and housing.

NAMI New Jersey Programs

Family-to-Family Education Program in English & Spanish

NAMI Basics - Education for Young Families

NAMI Connection Recovery Support Group

Mutual Self-Help Support and Advocacy Programs

Law Enforcement Education Program

School Education: Educating the Educators & Every Mind Matters

South Asian Mental Health Awareness in Jersey (SAMHAJ)

Chinese American Mental Health Outreach Program (CAMHOP-NJ)

NAMI NJ en Español & Latino Outreach Program

African American Outreach Advisory Group - AACT-NOW!

National Institute of Mental Health Outreach Partnership

“In Our Own Voice - Living with Mental Illness”

Hearts & Minds

Consumer Outreach Program & NAMI CARE

Statewide Grassroots Advocacy Network

Public and Community Education and Awareness Programs

Public Policy & Legislative Advocacy

Expressive Arts Network

“People with Mental Illness Enrich Our Lives”

NAMI NJ-Intensive Family Support Services
Family Outreach Program

“Freedom from Stigma” Campaign

Affiliate Leadership Development

Education and Awareness - Conferences, Newsletters, Website, & Publications

Family Site Review Program

Family Support Act Workgroups

“Simply put, treatment works, if you can get it. But in America today, it is clear that many people living with mental illness are not provided with the essential treatment they need.”

—Michael J. Fitzpatrick, executive director of NAMI National, National Alliance on Mental Illness, Grading the States 2006, Arlington, Va.

- One in four adults—approximately 57.7 million Americans—experience a mental health disorder in a given year. One in 17 lives with a serious mental illness such as schizophrenia, major depression or bipolar disorder¹ and about one in 10 children live with a serious mental or emotional disorder.²
- About 2.4 million Americans, or 1.1 percent of the adult population, lives with schizophrenia.¹
- Bipolar disorder affects 5.7 million American adults, approximately 2.6 percent of the adult population per year.¹
- Major depressive disorder affects 6.7 percent of adults, or about 14.8 million American adults.¹ According to the 2004 *World Health Report*, this is the leading cause of disability in the United States and Canada in ages between 15-44.³
- Anxiety disorders, including panic disorder, obsessive-compulsive disorder (OCD), posttraumatic stress disorder (PTSD), generalized anxiety disorder and phobias, affect about 18.7 percent of adults, an estimated 40 million individuals. Anxiety disorders frequently co-occur with depression or addiction disorders.¹
- An estimated 5.2 million adults have co-occurring mental health and addiction disorders.⁴ Of adults using homeless services, 31 percent reported having combination of these conditions.⁵
- One-half of all lifetime cases of mental illness begin by age 14, three-quarters by age 24.⁶ Despite effective treatments, there are long delays—sometimes decades—between the first onset of symptoms and when people seek and receive treatment.⁷
- Fewer than one-third of adults and one-half of children with a diagnosable mental disorder receive mental health services in a given year.²
- Racial and ethnic minorities are less likely to have access to mental health services and often receive a poorer quality of care.⁸
- In the United States, the annual economic, indirect cost of mental illness is estimated to be \$79 billion. Most of that amount—approximately \$63 billion—reflects the loss of productivity as a result of illnesses.²
- Individuals living with serious mental illness face an increased risk of having chronic medical conditions.⁹ Adults living with serious mental illness die 25 years earlier than other Americans, largely due to treatable medical conditions.¹⁰
- Suicide is the eleventh-leading cause of death in the United States and the third-leading cause of death for people ages 10-24 years. More than 90 percent of those who die by suicide have a diagnosable mental disorder.¹¹
- In July 2007, a nationwide report indicated that male veterans are twice as likely to die by suicide as compared with their civilian peers in the general United States population.¹²
- Twenty-four percent of state prisoners and 21 percent of local jail prisoners have a recent history of a mental health disorder.¹³ Seventy percent of youth in juvenile justice systems have at least one mental disorder with at least 20 percent experiencing significant functional impairment from a serious mental illness.¹⁴
- Over 50 percent of students with a mental disorder age 14 and older drop out of high school—the highest dropout rate of any disability group.¹⁵

REFERENCES

- ¹ “NIMH: The numbers count—Mental disorders in America.” National Institute of Health. Available at www.nimh.nih.gov/publicat/numbers.cfm.
- ² U.S. Department of Health and Human Services. *Mental Health: A Report of the Surgeon General*. Rockville, Md., U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services, 1999, pp. 408-409, 411.
- ³ “NIMH: The numbers count—Mental disorders in America.” National Institute of Health. Available at www.nimh.nih.gov/publicat/numbers.cfm. [Citing 2004 World Health Report Annex Table 3 Burden of disease in DALYs by cause, sex and mortality stratum in WHO regions, estimates for 2002. Geneva: World Health Organization].
- ⁴ Substance Abuse and Mental Health Services Administration. (2007, February). *National Outcome Measures (NOMs) for Co-occurring Disorders*. [Citing 2005 data from the National Survey on Drug Use and Health (NSDUH)].
- ⁵ Burt, M. (2001). “What will it take to end homelessness?” Urban Institute: Washington, D.C., p. 3. Available at www.urban.org/UploadedPDF/end_homelessness.pdf.
- ⁶ Kessler, R., Berglund, P., Demler, O., Jin, R., Merikangas, & Walters, E., Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Co-morbidity Survey Replication (NCS-R). *General Psychiatry*, 62, June 2005, 593-602.
- ⁷ Wang, P., Berglund, P., et al. Failure and delay in initial treatment contact after first onset of mental disorders in the National Co-morbidity Survey Replication (NCS-R). *General Psychiatry*, 62, June 2005, 603-613.
- ⁸ New Freedom Commission on Mental Health, *Achieving the Promise: Transforming Mental Health Care in America*. Final Report. United States Department of Health and Human Services: Rockville, MD, 2003, pp. 49-50.
- ⁹ Colton, C.W. & Manderscheid, R.W., (2006, April). Congruencies in increased mortality rates, years of potential life lost, and causes of death among public mental health clients in eight States. *Preventing Chronic Disease: Public Health Research, Practice and Policy*, 3(2), 1-14. Available at www.pubmedcentral.nih.gov/articlerender.fcgi?tool=pubmed&pubmedid=16539783.
- ¹⁰ Manderscheid, R., Druss, B., & Freeman, E. (2007, August 15). Data to manage the mortality crisis: Recommendations to the Substance Abuse and Mental Health Services Administration. Washington, D.C.
- ¹¹ National Institute of Mental Health. *Suicide in the U.S.: Statistics and prevention*. Available at www.nimh.nih.gov/publicat/harmsway.cfm.
- ¹² Kaplan, M.S., Huguet, N., McFarland, B., & Newsom, J.T. (2007). Suicide among male veterans: A perspective population-based study. *Journal of Epidemiol Community Health*, 61(7), 619-624.
- ¹³ Glaze, L.E. & James, D.J. (2006, September). *Mental Health Problems of Prison and Jail Inmates*. US Department of Justice, Office of Justice Programs, Bureau of Justice Statistics: Washington, D.C.
- ¹⁴ Skowrya, K.R. & Coccoza, J.J. (2007) *Blueprint for change*. National Center for Mental Health and Juvenile Justice; Policy Research Associates, Inc. The Office of Juvenile Justice and Delinquency Prevention. Available at <http://www.ncmhjj.com/Blueprint/default.shtml>.
- ¹⁵ U.S. Department of Education. *Twenty-third annual report to Congress on the implementation of the Individuals with Disabilities Act*. Washington, D.C., 2006.



NAMI NEW JERSEY WALK

"Step Forward For Our Heroes"

Saturday, May 12, 2012 • Boardwalk at Seaside Park in Ocean County



Location: Boardwalk at Seaside Park in Ocean County
Date: Saturday, May 12, 2012
Distance: 5 K
Check-in: 9:30 am
Start Time: 11:00 am



For more information:

732 940 0991 • info@naminj.org

www.naminj.org

***NAMI New Jersey** is the state's largest grassroots organization dedicated to improving the quality of life of individuals and families affected by mental illness through education, support and advocacy. Local Affiliates in twenty-one counties provide self-help support and advocacy groups composed of families, friends and persons affected by mental illness.*



Event
Sponsorship Opportunities



SPONSORSHIP CONFIRMATION FORM

___ Yes!, we are proud to support the NAMI New Jersey NAMIWalks. We authorize *NAMI New Jersey* to include our name or logo on all the materials printed for the event consistent with our sponsorship selection below.

_____	Presenting Sponsors	\$ 10,000
_____	Major Sponsor	\$ 7,500
_____	Gold Sponsor	\$ 5,000
_____	Kick-Off Luncheon Sponsor	\$ 3,500
_____	Walk Wristband & Silver Sponsor	\$ 2,500
_____	Awards Reception	\$ 1,500
_____	Bronze Sponsor	\$ 1,000
_____	Supporter Sponsor	\$ 500
_____	Kilometer Sponsor	\$ 250

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

Payment: _____ Check enclosed (please make out to *NAMI New Jersey*)
 _____ Credit cards accepted online. Visit www.naminj.org

Once this form is received someone will contact you to regarding the artwork for your logo. The benefit of confirming as a sponsor by *12/10/2011* is guaranteed inclusion in all printed materials (walker donation collection forms, posters, etc.). Regardless of confirmation date, all sponsors will receive recognition on the *NAMI New Jersey* website at www.nami.org/walks. Please contact us if you are interested in providing “in-kind” donations (goods and/or services) in lieu of monetary sponsorships.

Aruna Rao (WALK Manager)
 1562 Route 130, North Brunswick, NJ 08902 Ph: 732 940 0991, info@naminj.org, www.naminj.org

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000

- Sponsor listed as Presenting Sponsor of the Walk on the front cover of all walker/sponsor brochures and on event posters
- Sponsor's name and logo printed prominently at the top of the back of the Walk T-shirts given to volunteers and walkers
- Sponsor's name prominently mentioned in all press releases produced for the event
- Sponsor prominently recognized in pre and post-event mailings to the NAMI (NAMI New Jersey) friends and supporters
- Sponsor prominently recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be prominently displayed at the start-end point of Walk
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns tied into the event
- Sponsor's banner will be displayed at the Kickoff Luncheon
- Sponsor's name or logo will be prominently displayed on the Walk website (www.nami.org)

Major Sponsor \$7,500

- Sponsor's name or logo placed on front cover of all walker/sponsor brochures and event posters
- Sponsor's name or logo highlighted on the back of Walk T-shirts given to volunteers and walkers
- Sponsor's name prominently mentioned in all press releases produced for the event
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be prominently displayed at the start/end point of Walk
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns (that do not conflict with any being run by presenting sponsor of the Walk) tied into the event
- Sponsor's name or logo will be prominently displayed on the Walk website (www.nami.org)

Gold Sponsor \$5,000

- Sponsor's name and logo prominently listed in the walker/sponsor brochures and on the event posters
- Sponsor's name and logo will be prominently placed on event T-shirt
- Sponsor's name included in a press release produced for the event
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be displayed at the start/end point of Walk
- Sponsor will have opportunity to have an information booth at Walk
- Sponsor's name or logo will be displayed on the Walk website (www.nami.org)

Kickoff Luncheon Sponsor \$3,500

- Sponsor(s) will be prominently recognized as the presenting sponsor of the Walk Kickoff Luncheon (to be held approximately 8 weeks before the Walk), on the Luncheon invitation, on the Walk website, in pre-event mailings to team captains and volunteers, and at the Luncheon. Sponsor(s) will also receive the recognition given to silver sponsors as listed below

Walk Wristband & Silver Sponsor \$2,500

- Sponsor's name and logo prominently listed in the walker/sponsor brochures and on the event posters
- Sponsor's name and logo will be prominently placed on event T-shirt and on wristbands.
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be displayed at the start/end point of Walk
- Sponsor's name or logo will be displayed on Walk website (www.nami.org)

Awards Reception or Start-Finish Line Sponsor \$1,500

- Sponsor(s) will be prominently recognized as the presenting sponsor of the post-event Awards Reception (to be held approximately 6 weeks after the Walk) on the event invitation, on the Walk website, in a post-event mailing to team captains and volunteers, and at the reception. Sponsor(s) will also receive the recognition given to bronze sponsors as listed below

Bronze Sponsor \$1,000

- Sponsor's name listed in walker/sponsor brochures
- Sponsor's name or logo printed on Walk T-shirts
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's name or logo will be displayed on NAMIWalks Web site (www.nami.org)

Supporter \$500

- Sponsor's name listed on walker/sponsor brochures
- Sponsor's name printed on Walk T-shirts
- Sponsor's name or logo will be displayed on the Walk website (www.nami.org)

Kilometer Sponsor \$250

- Sponsor's name and/or logo will be placed on Kilometer sign that will be prominently placed along the Walk route
- Sponsor's name will be displayed on the Walk website (www.nami.org)

OTHER SPONSORSHIP OPPORTUNITIES

Special Sponsorship Recognition is also available for major donors of goods and services, depending on the cash value of the donation. **For more information on sponsorship opportunities, please call Aruna Rao, Walk Manager at 732 940 0991.**