

# 2022 Annual Impact Report

## our mission

Improve the lives of all persons affected by mental illness by providing support, education, and advocacy to individuals and families - *no matter what & however long it takes!*



NAMI NJ continues expanding services to meet the changing needs of diverse communities across the state.  
You are not alone!

### Impact



3,575

support group attendees  
(A total of 570 first-timers!)

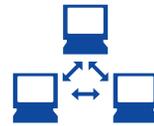
*Reaching new families!*



210

educational classes attendees

*Increasing awareness!*



446

people reached through webinars

*An ongoing service!*



139,567

unique website pageviews

*Expanding our reach!*



436

participants at our in-person NAMIWalks

*A grand success!*

### Highlights

#### Recovery

NAMI In Our Own Voice held 163 presentations, reaching up to 2,732 people. NAMI Connection held 275 support groups, reaching 1,900 attendees. NAMI NJ's Expressive Arts Café held 9 sessions and the annual Poetry Contest had 65 participating poets and 403 voters.

#### Family Support & Education

NAMI Family Support Group held 210 groups and had 1,725 attendees. NAMI Family to Family classes had 160 attendees. NAMI Ending the Silence Program reached 106 students. We held 7 state program trainings, and 39 new program leaders were trained.

#### Advocacy

NAMI Smarts program trained 46 new local champions in grassroots advocacy. We collaborated with AFSP-NJ and MHANJ to co-host a virtual NJ Advocacy Day with state legislators. We sent 24 Advocacy e-news, alerts, and press releases and monitored 12 legislative issues, including 988 and CIT.

#### Multicultural Outreach

Our multicultural programs held 110 support groups, with 890 attendees. We conducted various outreach events that reached over 1,100 people. NAMI In Our Own Voice in Spanish reached 24 families. We offered NAMI Family to Family in Spanish and Chinese.

#### Online Presence & Referrals

The NAMI NJ website had over 162,534 pageviews. We sent 257 emails to 9,049 subscribers. Our social media platforms have 7,235 people in following. Over 800 people were assisted through our helpline; 60% were caregivers and 35% were individuals with lived experience.

Established in 1985, with 19 local affiliates, NAMI NJ strives to serve the 1 in 5 New Jerseyans (1,853,400 individuals) this year. Our programs are offered to diverse communities throughout the state with our award-winning multicultural programs and outreach initiatives to special populations such as LGBTQ+ community, asylees/refugees, and veterans.