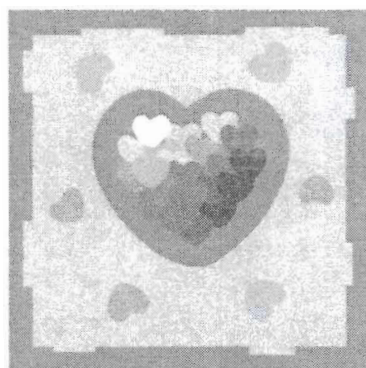


**REPORT ON 2009
FINANCES, ACTIVITIES, ACCOMPLISHMENTS
and
PLANS FOR 2010**



**NAMI-FINGER LAKES, INC.
104 EAST LEWIS Street
ITHACA, NEW YORK, 1485**

**607-273-2462
nami.fl@lightlink.com
www.namifingerlakes.org**

**NAMI-Finger Lakes is a 501c(3) charitable organization,
organized as a not-for-profit New York State corporation**

Notes from the President....

Again, what a wonderful year NAMI-FL has experienced in 2009...our third full year as an incorporated not-for-profit. We elected 3 new Board Members – Bruce McKee, Bill Staffeld, and Barbara Anible. We also elected Officers for this new year – President -- Carol Booth, Vice President – Deb Grantham, Recording Secretary – Sherry Scott, Corresponding Secretary – Barbara Anible, and Treasurer – Joanne Denison and set several vital Committees to help carry out our very important work. We held four official Board Meetings beyond our Annual Meeting – March, May, September, and November. In the spring of 2009 we sponsored our 8th F2F Education Class (taught by Ann Carter and Carol Booth and assisted by Kathy Taylor) – 22 participants graduated and received Certificates of Completion. NAMI-FL also received an Award from the Tompkins County Mental Health Services Board – for **Outstanding Service to the Community**. This event was held in late May – with an attendance of about 140 community members. Many NAMI members attended this wonderful event.

In the spring we invited Rich Shaw, Dual Diagnosis Coordinator and SPOE Coordinator for Tompkins County Mental Health Services, to speak to our families and friends. Later in September, we sponsored a program at the Mental Health Services Building around the issue of Mental Illnesses/Substance Abuse challenges. We made a lasting connection with Rich – who seemed genuinely supportive of our challenges. In November, Dr. Robert Dean and Jean Chapple, both from Cayuga Medical Center, came to inform NAMI-FL about procedural changes in the ER after the Butler Family Tragedy.

Later in August NAMI-FL held its yearly picnic at Joanne Denison's house out on Danby Road. Many members and friends attended – it was a great time to catch up on news and have a little bit of fun!! We also celebrated in December with a Holiday Social. Trish Engelhard played her fiddle and we thoroughly enjoyed her music. Again, we must not forget to have fun!!!

We also did a great deal of Outreach in 2009 – particularly with NYSEG, the Cayuga Medical Center, Ithaca College, and the public schools. Andrea Staffeld and Susan Larkin spoke at a Psychology Seminar at IC and Carol Booth taught an entire class for the “Culture of Disability” Course in the

School of Health Sciences. Honoraria in both cases were donated to NAMI-FL. Carol also spoke at a Conference sponsored by the Tompkins County Day Care Council...about 30 staff attended her presentation on Psychiatric Disorders in Children and Adolescents. Carol spoke with many high school and middle school students – through the “Breaking the Silence” Curriculum.

Now that we have entered 2010 and rather difficult economic times continue, we must take time to prioritize our most important needs – as well as to provide Support, Education, and Advocacy along the way. We continue to gain the reputation of providing quality services to family members and recipients and being a necessary partner to other service providers. This year, again, we did not receive the typically large donation from our Cornell Fraternity Fund Raiser that we have been the appreciative beneficiary of for many years, so one of our priorities in 2010 will be to continue to find other reliable sources of income. In 2009 we felt the need to focus on our finances so our Grant and Fundraising Committee took center stage. Members of this Committee spent a great deal of time writing grants and organizing fundraisers – so far we have been the recipient of a grant from the Service League, the Friends of the Library – and Transitional Living Services in Syracuse paid for one of our members to attend the Fall Educational Conference in Albany. We also have been very successful with our two fundraisers – our own Garage Sale and the Ithaca Alternative Gift Fair – as well as our Annual Appeal drive.

We trained two NAMI-FL Members to present IOOV – In Our Own Voice – a consumer driven anti-stigma program developed by NAMI National. Liz Grantham and Ed Hazel trained but, unfortunately, only Liz has been able to carry through with the program – we hope in June to have one more NAMI-FL Member to train and to partner with Liz as they present this in our community. We also have two parents who are planning to train for NAMI Basics this June – a program similar to Family to Family but focusing on parents with children diagnosed younger than 16.

We will certainly continue to fight STIGMA at all levels – through our Family to Family Education Course, through our regular outreach attempts in the Community, and through our connections to other advocacy groups. This is a BIG JOB and a continuous one. I will be training some of our members to continue presenting lessons on mental illnesses in the schools and to participate in our monthly Support at the hospital. We are

collaborating with the Behavioral Health Services Unit – with actual support for family members at the hospital and family folders for those interested.

My work as Secretary of NAMI-NYS for the last three years has been challenging, but at the same time – satisfying. I am no longer in that position but am co-Chair for Affiliate Growth, along with Judy Watt from Rochester. I also am participating on the Strategic Planning, the Education, and the Conference Committees, as I can. This year, also, I will be taking on the Chair of the Tompkins County Mental Health Services Board – as I step down from major responsibilities for NAMI-FL. In these positions, I hope to continue to support, educate, and advocate for family members/friends and individuals struggling with major mental illnesses. My time as Coordinator and President of our local Affiliate has been both challenging and tremendously satisfying. I have met so many truly wonderful and compassionate people – striving to better the lives of those impacted by such devastating illnesses. I thank all of you for your steadfast devotion and support for me...

We have much work ahead of us, but we have excellent partners with whom to collaborate to help our loved ones have the best quality of life that is possible in such difficult circumstances.

Thank you for all your wonderful support throughout these years,

Carol Booth, Retiring President, NAMI-FL

1) INTRODUCTION

NAMI-FL, Inc. is an organization founded by families who have loved ones struggling with a major mental illness – Major Depression, Bipolar Disorder or Manic-Depression, Schizophrenia, Anxiety Disorders, Borderline Personality Disorder, PTSD, and other co-occurring Addictive Illnesses. Our Affiliate was founded in 1987 by Jean and Verle Walters and has been operating out of her residence at 104 East Lewis Street, Ithaca, NY since that time.

Our organization serves to:

- Provide Support for families, relatives, and close friends of those individuals struggling with major mental illness
- Educate families, recipients, and the community about serious mental illnesses
- Advocate for the families as well as family members coping with serious mental illness

Our 2009 Board of Directors consisted of:

Carol Booth, President
Deb Grantham, Vice President
Joanne Denison, Treasurer
Sherry Scott, Recording Secretary
Barbara Anible, Corresponding Secretary
Ann Carter
Linda Duttweiler
Bruce McKee
Bill Staffeld

Our Goals are:

- Provide a SELF-HELP GROUP for parents, spouses, siblings, children, and friends of individuals with mental illnesses
- Educate ourselves and the public about the truth concerning the major mental illnesses and seek to change Stereotypes and overcome STIGMA and DISCRIMINATION
- Advocate for the best possible delivery of TREATMENT and SERVICES for individuals with serious mental illness
- Support RESEARCH for improved medications and treatments for individuals with mental illnesses today and to find the cure for mental illnesses in the future.

2) SUMMARY OF ACCOMPLISHMENTS IN 2009:

Support:

- Ran a monthly Support Group on Tuesday evenings (Jean's house) total cumulative attendance of about **106** individual visits
- Individually met with individuals down at the NAMI-FL Office, out in the community or up at the hospital – as needed
- Received approximately **325** telephone calls – including those received by Carol Booth at home
- Began a Support, Info/Referral, and Educational Group at the Cayuga Medical Center – Behavioral Health Unit – 1X/month

Education:

- Engaged in Outreach at the Tompkins County Public Library, NYSEG, Ithaca College, Tompkins County Day Care Council
- Supported an Informational Table for 2 weeks at the Tompkins County Public Library
- Sponsored our 8th Family to Family Education Course, taught by Ann Carter and Carol Booth and assisted by Kathy Taylor. **22** people graduated from this course.
- Sponsored Liz Grantham in presenting IOOV at the Borg Warner Room of the Tompkins County Public Library – to celebrate **Mental Illness Awareness Month**
- Presented *Breaking the Silence* to approximately **250** school students in the TST BOCES District

- Presented several Programs to NAMI-FL members and friends – Rich Shaw and representatives from CARS and the Alcohol Council of Tompkins County, Dr. Dean and Jean Chapple from Cayuga Medical Center, talking about major changes in the Emergency Room Procedures
- Donated 50+ Family Packets to Cayuga Medical Center, Behavioral Health Unit
- Published two Newsletters – January/February and July/August
- Just began developing a Photo/Voice Program – an opportunity for family members to creatively share their experiences with each other
- Maintained a highly successful Website – see report at end

Advocacy:

- Participated in Tompkins County Mental Health Services Board and Chaired MR/DD Subcommittee
- Participated in NYS- NAMI Board – advocated for Child and Adolescent issues and Integrated Health issues
- Advised family members in advocating for themselves and loved ones in the mental health and criminal justice systems
- Wrote a Letter to the Editor concerning the Butler Family tragedy and sent a card of condolence to the family

AWARDS: Received an Award from the Tompkins County Mental Health Board for **OUTSTANDING SERVICE TO THE COMMUNITY...**

More Details:

- Breaking the Silence Lessons for school-age children

Breaking the Silence is in its 10th year – bringing lessons about mental illnesses to students and staff in the TST BOCES District. Carol Booth consulted with teachers and administrators and presented to students in 5th, middle school, and high school classrooms.

- 8th Family to Family Education Course

Eight Classes ago, Jean Walters and Carol Booth taught the first F2F Education Class here in Tompkins County - we had over 20 participants. Since that time we have continued to offer this very important Course to family members and friends of individuals struggling with one of these major mental illnesses – Major Depression, Bipolar Disorder (Manic Depression), Schizophrenia, Anxiety Disorders, Borderline Personality Disorder, PTSD, and co-occurring Addictive Illnesses.

- NAMI-NYS Educational Conference in November, 2009

Jean Walters, Joanne Denison, and Carol Booth represented our local Affiliate at this Conference in Albany. We found the speakers to be informative and inspiring and the networking with old and new friends to be so enjoyable.

- August Picnic and December Social

We had very good turn-outs at our August Picnic and December social – almost 40+ people. The food was wonderful and all who attended seemed to

really enjoy the great food, music, and companionship – we all realized that having “fun” is taking care of ourselves.

3) MEMBERSHIP

NAMI-FL's membership in 2009 consists of 80+ members – including both individuals and families. Membership dues are \$25/ for individuals and \$35/families.

4) PLANS FOR SUPPORT, EDUCATION, AND ADVOCACY FOR 2010

SUPPORT:

NAMI-FL will continue to host its regular, monthly Support Group on the first Tuesday of each month....contact Jean Walters with questions at 273-4263. We will also offer individual and crisis support – in person or on the telephone. This will include support for families involved with the Behavioral Health Unit at the Cayuga Medical Center. Dr. Dean and Stacy Caskey both have our contact information if they need us. Contact Carol Booth with questions – 272-6573

EDUCATION:

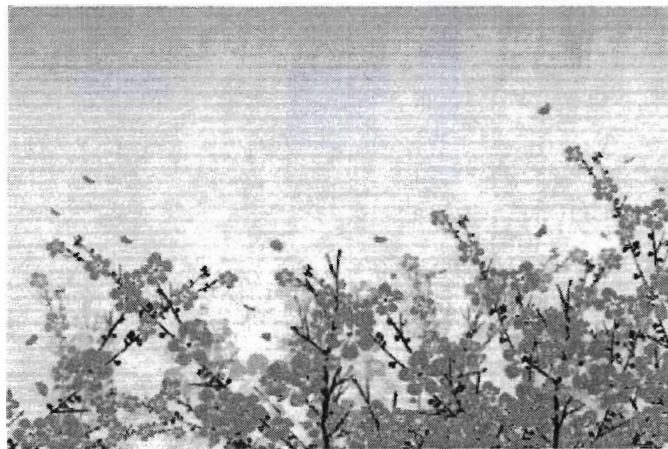
NAMI-FL will sponsor its 9th Family to Family Education Course, taught by Jean Poland and Janet Lynch and assisted by Joanne Denison. This Class will begin on Thursday, March 4, 2010 and run consecutively for 12 Thursdays through May 20, 2010 at the TC Action Building at 701 Spencer Rd. Carol will recruit other members to present “Breaking the Silence” to District children and teachers as requested. This will now become another part of our ever-expanding Outreach Efforts into the Community. We will continue to keep our Library up-to-date and to replenish our Brochures both from NAMI-NYS and NAMI National; we will publish our Winter Newsletter in the next month and another in late

July/August – questions, comments, articles are always welcome – contact Deb Grantham at 277-5148. We will continue to supply the hospital unit with family packets – as requested. We will celebrate Mental Illness Awareness Month in October by organizing an educational/fundraising and/or awareness event, still to be determined. Hopefully, more NAMI-FL members and friends will think about attending the Educational Conference to be held in the fall of 2010 at the Desmond Hotel in Albany, NY.

ADVOCACY:

We hope that our members and friends will continue to write Guest Columns and Letters to the Editor concerning topics relating to Mental Illnesses. Carol Booth will serve as Chair of the Tompkins County Mental Health Services Board and will continue as a member of the MR/DD Subcommittee – always attempting to serve the interests of our Families and Loved Ones.

CAROL'S DREAMS FOR THE FUTURE...



- Develop a Strategic Plan
- Plan a NAMI-FL Board Retreat for half a day

- Sponsor a Community Event around Criminal Justice Issues and/or Employment
- Boost our IOOV Program and present 1x/month to different groups
- Train 2 parents to teach NAMI Basics and encourage more young parents to join NAMI-FL
- Develop a Committee to focus on QUALITY OF LIFE issues for our family members
- Implement putting SIGNS on local buses
- Develop PSAs and run them on radio regularly
- Make NAMI a "household word"!!!

5) List of Donors to NAMI-Finger Lakes:

Appeal and Other:

Carol and Richard Booth
 Meyer and Susan Stolov
 Andrea and Winthrop Wetherbee
 George and Lana Pfann
 Gail Murphy
 James and Deborah Bilinski
 Deb Grantham
 Rebecca Schwed
 Abby Eller
 Diane Farnham
 Deborah Ducharme
 Hazel Lombardi
 Anna and Hermann Moratz
 Helga Arnold
 David and Peggy Dunlop
 Catherine and Michael Whalen
 Dorothea and Eckhart Lindemann
 Edward and Anne McLaughlin
 Jere and Sharon Haas
 David Zimet
 Cynthia Bowman
 Joanne Denison

Chris Henley
Susan and Tim Larkin
Caroline Kerr
Thea Martin and Tom Vawter
James Spero
Johanna and Werner Goehner
Barbara Anible
George and Carol Gesslein
Calvert Giving fund – Nancy Gabriel
Peter Harriott
Sally Sievers and Anil NeRode
Louise Clarke in memoriam – Carol George
CRESP

Total in Donations = \$4772

Fundraisers – Garage and Ithaca Alternative Gift Fair

Total in Fundraising = \$ 1600

Grants – Service League, Friends of Library, and Transitional Living
Services of Syracuse

Total in Grants = \$1900

6) List of Volunteers over the last year --- THANK YOU ALL!

Carol and Dick Booth
Jean Walters
Alan Walters
Deb Grantham
Liz Grantham
Joanne Denison
Barbara Anible
Bill and Andrea Staffeld
Bruce McKee
Sherry Scott
Linda Duttweiler

Ben Altman
Ann Carter
Kathy Taylor
Susan Larkin
David Larkin
Susan Crowell
George and Lana Pfann
Janet Henry
Linda McIntyre
Jean Poland
Mary Kirkpatrick
Peter Harriott
Pat Ober
Linda Loomis
Johanna Guerner
CU Minds Matter –Priscilla Wong, Carolyn Gonzalez, Elizabeth Munshan
Karen Walborn
Steve Little
Trish Engelhard

Donors to Garage Sale: Jean thanks each and every one of you for bringing in donations that were ready to sell – so much less work for those preparing the Sale.

*** Most Garage Sale Volunteers also brought Donations! Other additional people brought donations – Ann Seymour and Catherine Lewis

THANK YOU ALL FOR YOUR SUPPORT!!!!!!

7) Finances

See attached 2008 Budget and Proposed 2009 Budget

8) See attached flyers and photos

NAMI-FL Proposed Budget for 2010

INCOME

DUES

\$1,700

GRANTS

\$3,000

FUNDRAISERS

\$2,770

F2F

\$400

DONATIONS

\$4,000

TOTAL

\$11,870

EXPENSES

RENT

\$4,400

TELEPHONE

\$1,200

F2F

\$400

OFFICE SUPPLIES	\$800
COMMUNITY OUTREACH	\$500
GNOMON COPY	\$850
INSURANCE	\$1,375.00
FUNDRAISER COSTS	\$200
NAMI-NYS DUES	\$195
NAMI-NATIONAL DUES	\$650
EDUCATIONAL SUPPLIES	\$500
HOSPITAL FAMILY PACKETS	\$500
MEETINGS	\$100
MISCELLANEOUS	\$200
TOTAL	\$11,870

The NAMI Finger Lakes Website

In 2000 The NAMI Finger Lakes Website received 38,398 web hits from 6,318 unique visitors, who are drawn by the website's growing collection of useful information.

This is reflected in our Google Page Rank (the NAMI Finger Lake's website is Google's top listing when you type in "Ithaca Mental Illness").

In 2009 we added the following features to our website:

- **Electronic donations through Paypal and Amazon links.** People can now make direct cash donations to NAMI Finger Lakes via a Paypal link, and if they purchase items through the website's Amazon link, then Amazon will send 4% of the purchase amount to NAMI Finger Lakes (one doesn't pay anything more by using our link).
- **Video recordings from our Fall Education Programs** – specifically the "Extending the LIFEsSpan" talk from our November 2008 Education Program, and Liz Grantham's "In Our Own Voice" November 2009 talk.
- **Search Engine Optimization** to improve our web traffic

We draw the following conclusions from our 2008 and 2009 web hit statistics (see the table on the next page)

- Most people enter our website via pages other than our home page – most likely from Google or Yahoo searches.
- Information from "old" education programs is drawing more visitors, so we should make it a practice to keep this information on the web site.
 - In 2006 we created a Powerpoint presentation on how Mental Illness affects families. We presented this to a Cornell sociology class & then posted it on our website. Since January 2008 there have been 800 hits on this document.
 - In 2006 we created a web page for our 2006 Family-to-Family course containing class questions & answers. We left it on the website – and it drew 1,238 hits in 2009 (four times the hits in 2008).
 - The slides from the November 2008 "Increasing the Lifespan" presentation have drawn 380 hits since they were posted in May 2009.
- While the # of unique visitors is up 24%, the # of hits on the NAMI brochure is down 10%, perhaps implying that people outside our area are responsible for the increased traffic, or that visitors prefer reading text to downloading a PDF document.

For 2010 we propose the following website improvements:

- Change the website visual design to something visually appealing.. The existing design is “text-only” because many NAMI members were still using dial-up Internet access when we first designed the website. Faster links have become more common since then, so we will recruit a Cornell or Ithaca College student artist to design a new “look”.
- Modify the underlying structure to incorporate Cascading Style Sheets and XHTML, which should simplify maintenance & future modifications.
- Incorporate more Search Engine Optimization techniques to increase web traffic.
- Incorporate Google Analytics to simplify web traffic analysis – in particular, can we determine the % of web hits coming from local (Tompkins County) residents?

	Category	2008	2009	% Change
Overall Traffic	Web Hits	34,825	38,398	10.3
	Unique Visitors	5,089	6,318	24.2
Hits on Selected Website Pages	Home	645	728	12.9
	Links	1481	1520	2.6
	Crisis File	595	736	23.7
	What is It Like to Have a Mental Illness?	862	999	15.9
	2007 Family-to-Family Questions/Answers	324	1238	282.1
	Electronic Donation (since May 2009)	0	334	N/A
Hits on Selected Website Documents	NAMI Brochure	453	410	-9.5
	2006 Schizophrenia Simulator Audio	677	898	32.6
	2006 Cornell Powerpoint Presentation	149	651	336.9
	Increasing the Lifespan Slides (since May 2009)	0	380	N/A

NAMI-Finger Lakes Website Statistics (www.namifingerlakes.org)



FAMILY-TO-FAMILY EDUCATION PROGRAM

Starts Thursday, March 4, 2010 in Ithaca

◇ Limited Spaces - Registration Required ◇

Family-to-Family is a free, confidential 12-week course for family members and loved ones of individuals with severe brain disorders (mental illnesses). Trained family members lead the classes, focusing on the knowledge and skills needed to cope more effectively with the challenges of mental illness. This program is for relatives of persons with disorders such as:

- *Bipolar Disorder* • *Major Depression* • *Schizophrenia*
- *Anxiety Disorders* • *Borderline Personality Disorder*

Class will meet every Thursday evening at 701 Spencer Road, Ithaca (Tompkins Community Action behind Buttermilk Falls Plaza) from 6:30 to 9 PM for twelve weeks.

Start date: March 4, 2010

Graduation: May 20, 2010

Janet Lynch and Jean Poland, Teachers

For additional information and help with transportation call 266-8079 or 273-2462. Please leave your name and phone number!

NAMI's Family-to-Family Education Program is free.

Class size is limited and registration is required.

Call 266-8079 or 273-2462 to register.

Please pass this information to anyone you think might benefit from the program

See <http://www.namifingerlakes.org/> for more information about NAMI-FL

LETTER TO THE EDITOR...10/5/09

We at the National Alliance on Mental Illness of the Finger Lakes (NAMI-FL) are very saddened by the recent Butler Family tragedy and we send our deepest condolences. . We are very sad for Ian Butler who has been living with such a serious mental illness for so many years and for the family's tremendous loss.

We at NAMI-FL are family members and friends to those courageous individuals struggling with some of the most serious, persistent mental illnesses. We are here for those who need us – with SUPPORT, EDUCATION, AND ADVOCACY. We understand the difficult journey that family members must travel.

Stigma is one of the main reasons that individuals who need treatment for serious mental illnesses do not get it. We want to state that most people who struggle with major mental illnesses are not violent people...more likely, actually, to be the victims of a crime. It is important to remember that major mental illnesses are biological, no fault illnesses that do have warning signs and do respond to medical and psychosocial treatment -- and that it is important for individuals to get the treatment and services they need and deserve.

Please call us.

273-2462 or go to our website at www.namifingerlakes.org

Carol Booth, President, NAMI-FL

272-6573



