

# I WILL LISTEN

## NAMI METROPOLITAN BALTIMORE

Addressing the mental health crisis  
in our corporate community.



REACHING OUR POTENTIAL.  
TOGETHER.



**nami**  
National Alliance on Mental Illness

Metropolitan  
Baltimore

Dear Reader,

**For 20% of us, the need to listen is greater than ever before.**

The coronavirus pandemic is pushing our community towards a mental health crisis. According to the CDC, one in three people say the pandemic has left them feeling anxious or depressed, with a sharp increase in suicidal ideation. Twenty-four percent of people ages 18-24 have considered suicide.

The National Institute on Mental Health estimates that one in five adults; more than 284,000 people in Baltimore City and County; experience a mental health condition in any given year. Only 41% of adults living with a mental health condition received any behavioral health care services in the past year. African Americans and Hispanic Americans—who represent nearly 70% of Baltimore City's population—access mental health care services at half the rate of Caucasian Americans.

Stigma alone keeps people living with mental health conditions isolated—social distancing has further impacted the ability to make connections and seek help and treatment. Alarming new research shows that one fifth of COVID-19 patients receive a psychiatric diagnosis within 90 days. **The work of NAMI Metro Baltimore is critical as this pandemic continues.**

NAMI Metro Baltimore's core services—support groups and education programs—are built on models of peer-based, in-person connection. With the need to practice social distancing, we suspended all in-person programming. Within two weeks of the stay at home order, our staff adapted the support group model and trained volunteers to offer the program virtually. We are working diligently to provide online forums and workshops, market our signature support groups and classes to meet our most vulnerable populations, and meet the increased demand of our HelpLine—a referral line connecting community members to resources in Baltimore city and county, including health, housing, case management, disability and legal services.

We need your help to keep your employees—and our community—healthy. Together, we can help American workplaces thrive by ridding them of stigma surrounding mental illness. Mental health is everyone's concern and its consequences to the workplace are tremendous. We thank you for considering becoming an official partner of NAMI Metropolitan Baltimore.

**We look forward to working together to reach our potential.**

Your NAMI Metropolitan Baltimore Team,

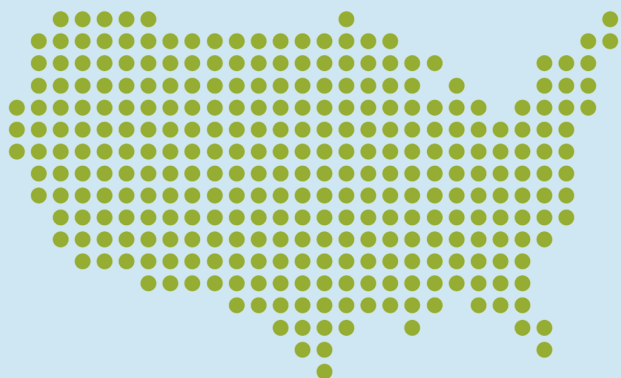
A row of seven handwritten signatures in black ink, representing the NAMI Metropolitan Baltimore team. The signatures are written in a cursive, flowing style.

# Mental Health by the Numbers

**1 in 5**  
U.S. adults  
experience  
mental illness



## A LOOK AT THE UNITED STATES



### Annual prevalence of mental illness among U.S. adults by demographic group:

- Non-Hispanic Asian: 14.7%
- Non-Hispanic white: 20.4%
- Non-Hispanic black or African-American: 16.2%
- Non-Hispanic American Indian or Alaska Native: 22.1%
- Non-Hispanic mixed/multiracial: 26.8%
- Hispanic or Latino: 16.9%

According to the National Institute of Mental Health,  
**mental illness is the leading  
cause of disability in the  
United States**



**80%** of employees with a  
mental health condition  
report shame and  
stigma keep them from  
seeking treatment

**8.4 million** Americans experience  
co-occurring mental health and  
substance abuse disorders



Untreated mental health conditions  
cost the economy **\$200 billion** in lost  
earnings each year through decreased  
work performance and productivity

Family is also affected, increasing the use of leave time for family members

**MENTAL HEALTH IS TREATABLE  
AND RECOVERY IS POSSIBLE.**

**9.6 million**  
experience  
suicidal ideation



# NAMI Metropolitan Baltimore

## Who We Are

NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization. NAMI provides advocacy, education, support, and public awareness so that all individuals and families affected by mental illness can build better lives. NAMI Metro Baltimore is a NAMI affiliate serving Baltimore City and County. NAMI Metropolitan Baltimore and dedicated grassroots leaders work together to raise awareness and provide essential education, advocacy and support programs for people living with mental illness and their loved ones.

Since NAMI Metropolitan Baltimore's founding in 1983, we have established ourselves as the local voice on mental illness. NAMI Metropolitan Baltimore piloted many of NAMI's National Signature education programs in the Baltimore community. Today, we continue to deliver innovative resources and community education tools that improve the lives of people affected by mental illness.

In fiscal year 2020, regardless of the challenges presented due to COVID-19, NAMI Metropolitan Baltimore provided more than **8,500 SERVICE TOUCHPOINTS** to community members affected by mental health conditions.

**188**

individuals enrolled in our education classes for families, peers and parents.



**435**

individuals reached through workplace presentations provided to local employers.



**461**

individuals reached through free wellness presentations and webinars on topics such as anxiety and mindfulness.



**134**

support group meetings were held in-person and online for peers and family members.



**2,501**

hours donated by 135 incredible volunteers to lead our support groups, classes, programs, and presentations.



**252**

community members and police officers attended Virtual Voices—an experiential workshop designed to teach awareness and empathy.



# What is I Will Listen?

NAMI Metropolitan Baltimore's I Will Listen Campaign is a comprehensive campaign tailored to fit the needs of your workforce. NAMI Metro offers a wide variety of workshop options delivered by NAMI Baltimore staff and volunteers with lived experience. Workshops are designed to reduce the stigma surrounding mental health, provide guidance on talking to peers and supervisors, create open and honest conversations about mental health in the workplace, build empathy, and facilitate conversations around the effects of COVID-19, racial trauma, and more.



## STIGMAFREE WORKPLACE

Workplace interventions to interrupt the secrecy and stigma surrounding mental illness can be effective. This presentation educates both employers and employees on how to be a *StigmaFree* company.



## IN OUR OWN VOICE

Workshop leaders with lived experience talk openly about what it is like to have a mental health condition and provide a personal perspective on mental health conditions. Presenters encourage and are open to any and all questions from the audience, inspiring honest conversations.



## VIRTUAL VOICES

This experiential workshop includes a 45-minute segment where participants are assigned simple tasks they must perform while hearing auditory hallucinations.



## BUILD YOUR OWN

NAMI Metro Baltimore will work with your company to provide an additional class tailored to suit your needs. Recent topics include: COVID-19, Racial Trauma and Mental Health and Depression & Anxiety.

## AND SO MUCH MORE

In addition to workshops NAMI Metropolitan Baltimore will provide on-site tabling, monthly engagement ideas and an all-inclusive communication package for your company.

Corporate partners will receive an official "Certified Listener" status from NAMI Metropolitan Baltimore and access to the logo and social media badges for the year of the company campaign.



# I Will Listen Sponsorship Benefits

## COMMUNITY INVESTMENT

Your support allows us to deliver more than 10,000 touchpoints to our community:

- Reach 215 people through NAMI Education Classes: NAMI Family to Family, Peer-to-Peer and Basics.
- Reach 650 people through NAMI Signature Support Groups: Connection Peer, Family and Young Adults.
- Reach 9,000 people through presentations and mental health forums.
- Reach 14 college campuses across Baltimore County and City through a collegiate #IWillListen Campaign.
- Answer 600 calls through our HelpLine: a resource referral line operated Monday thru Friday, 9 to 5.
- Train 500 hospital employees on mental health resources and care.

## RECOGNITION BENEFITS

	<b>Presenting \$25,000</b>	<b>Movement Builder \$10,000</b>	<b>Influencer \$5,000</b>	<b>Activist \$2,500</b>	<b>Supporter \$1,000</b>
<b>NAMI Metro Newsletter</b>	Featured 2 times/year with quote	Logo included once/year	Logo included once/year	Listed once/year	
<b>Promotional Materials</b>	Logo on all promo materials: 1500 t-shirts, workplace and campus flyers and signage	Logo on all promo materials: 1500 t-shirts, workplace and campus flyers and signage	Logo on workplace and campus flyers and signage	Listing on workplace and campus flyers	
<b>Marketing</b>	Logo, with link, on website, 3 social media posts/year, prominent logo on print advertising	Logo on website, 2 social media posts/year, logo on print advertising	Logo on website, 1 social media post/year	Logo on website	Listing on website
<b>Workplace Campaign</b>	Custom campaign, including 4 NAMI presentations and materials for 1500 employees (\$3,000 value)	Custom campaign, including 3 NAMI presentations and materials for 1000 employees (\$2,000 value)	Custom campaign, including 2 NAMI presentations and materials for 500 employees (\$1,500 value)	Custom campaign, including 1 NAMI presentation and materials for 250 employees (\$1,000 value)	One-time NAMI presentation (\$500 value)

Presentation Options Also Offered À La Carte: In Our Own Voice - \$200, Virtual Voices - \$600, StigmaFree Workplace - \$500, Topic-specific presentations: depression, anxiety, COVID & mental health - \$500

# Your Commitment **Makes The Difference**

## SPONSOR INFORMATION

Company Name:

Contact Person:

Address:

Phone:

E-mail:

Signature:

Date:

## COMMITMENT LEVEL

☐ Presenting: \$25,000

☐ Movement Builder: \$10,000

☐ Influencer: \$5,000

☐ Activist: \$2,500

☐ Supporter: \$1,000

☐ A La Carte Presentation

## PAYMENT

☐ Credit Card

Amount:

Name on Card:

Expiration Date:

Zip Code:

CVV:

☐ Please Invoice Me

Please make checks payable to: NAMI Metropolitan Baltimore

6600 York Road #204, Baltimore, MD 21212

Return form to: Julie Funk, Director of Development, [jfunk@namibaltimore.org](mailto:jfunk@namibaltimore.org)



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