



## SEVEN POINTS:

### WHY NAMIWALKS IS AN EVENT YOUR COMPANY SHOULD SUPPORT

1. **The Issue & Stigma.** This Walk increases awareness of two issues – **Mental Illness and the Stigma associated with it.** The Southern Arizona NAMIWalks event is giving people the opportunity to come together to celebrate recovery, promote understanding and share their stories with the community.
2. **Inclusivity.** The Walk is “inclusive.” **We invite other mental health related organizations to join us at our Walk Resource Fair** with materials about their programs and services.
3. **Validation and Visibility.** NAMIWalks and its participants are part of a movement much bigger than themselves. People will be walking in NAMIWalks in over 80 cities across the country. People with mental illness and their families are longing for this acceptance and validation. **Businesses that sponsor NAMIWalks receive positive visibility from the local community.**
4. **Benefit to Employers.** NAMI programs are grassroots, volunteer driven programs that provide advocacy, education and support to people with mental illness and their loved ones. These programs are not provided anywhere else in the mental health system and help employees without any cost to employers. **Twenty to twenty-five percent of employees are touched by mental illness in some way and can benefit immensely from NAMI no-cost programs and services.**
5. **Evaluation.** **NAMI affiliates evaluate the efficacy of their programs and strive to maximize measurable results.** NAMI Southern Arizona will use the funds raised by NAMIWalks to train additional teachers so we can expand our Family-to-Family, NAMI Basics, Ending the Silence and Peer-to-Peer programs in response to heavy public demand. In 2016 we will also kick off our **NAMI Homefront** program for families, friends and significant others of Military Service Members and Veterans with mental health conditions. It focuses on the unique needs of military and veteran communities, such as post-deployment and post-discharge transitions.
6. **Gratitude.** We receive emails and phone calls every single day from people who say, **“Thank you so much for doing this!”** They often mention they wish they had found NAMI sooner, then proceed to tell their stories – often for the first time.
7. **Competence and Commitment.** **We have a very committed and capable Walk Staff and numerous volunteers committed to NAMIWalks.** They will make sure the entire Walk effort is exemplary and an event that your company will be proud to be a part of.