

With gratitude.

As we reflect on the incredible strides we have made in 2024, I want to take this moment to thank you for your steadfast support of NAMI Dubuque. Your generosity and commitment to our mission have been instrumental in transforming lives and building a stronger foundation for brain health services across our communities in Dubuque, Jones, and Delaware County.

Together, we have built stronger connections, expanded services, and laid the groundwork for future growth. I want to take this moment to highlight our achievements, acknowledge the challenges we have overcome, and share our vision for the year ahead.

Together, We've Achieved So Much

- **Expanding Access to Care:**
We proudly opened our **third peer-run wellness center in Jones County** on October 1st. Led by Rachel Callahan, who began as a program participant, she now leads this center with creativity and dedication, building partnerships that will build our capacity in Anamosa, Iowa.
 - **Enhancing Peer Services:**
At our Delaware County center, key facilitators like Samantha Petersen and leaders like Ellen Schardt have **created a welcoming environment**, hosting wellness hours and providing invaluable support to participants.
 - **Making Strides in Community Awareness:**
Our annual **Suicide Awareness Walk** surpassed all expectations. With 629 participants—far exceeding our goal of 508—we honored lives lost to suicide in Iowa. This event not only brought our community together, but raised critical awareness as well as brought visual representation and support to our mission.
 - **Maximizing Program Effectiveness:**
At our Dubuque location, we implemented new program evaluations to better understand what works. By analyzing metrics like participant retention, referral sources, and unique visitors, we are ensuring your contributions are used to support impactful programs.
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Operation Successes, By the Numbers

Across our three wellness centers and additional programs, your support has helped us achieve remarkable results:

- **160 hours of on-site monthly**, peer-led services, throughout our tri-county area.
- **36 hours of dedicated substance use recovery** supporting over 170 peers.
- **105 hours of 1:1 peer support**, serving 33 unique individuals.
- **12 hours a month** of jail-based support groups, supporting over 600 individuals.
- **44 total hours** of family focused education holding space for over 80 unique families.
- **12 unique** families have completed our NAMI Basics program, **equaling 72 hours** of youth focused education.
- **190 total hours** of peer education classes, wellness/crisis planning, and suicide prevention.

- Over **120 hours of public speaking engagements** and community panel/outreach opportunities.
 - **192 volunteer hours** dedicated to NAMI Dubuque.
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Building on a Strong Foundation

Affiliate Excellence: In collaboration with NAMI Iowa, we completed an asset mapping review, which recognized NAMI Dubuque as one of the strongest affiliates in the state. Through strategic planning and a focus on program fidelity, we have strengthened our position as a trusted resource for peer support. Highlights include:

- **Sustained Growth:**
Launching a **new wellness center**, increasing peer-based region-funded contracts, and fostering new business relationships have all contributed to our expansion.
 - **Philanthropic Growth:** With a return of \$5.31 for every dollar spent on fundraising efforts, we raised over \$137,000 in **new philanthropic contributions**. This increase reflects our growing visibility and the trust of our community.
 - **New Partnerships:** In 2025, we will launch our new “**stigmafree workplace initiative**”- providing a NAMI based certification for brain health training in partnership with NICC Business Solutions. We will begin planning for a **campus-wide wellness initiative** with Clarke University this winter.
 - **Community Partners:** The United Way Funded Partner Program, MercyOne Community Benefit Ministry Grant, Epworth Town & Country Days Betterment Project, Be Light 5K, Mental Health Disability Services of the East Central Region, the Community Foundation of Greater Dubuque, the Gallagher Family Foundation, Brain Health Now, the Gantz Family, Premier Bank, Boyd Gaming, the DRA & Q Casino, and Volunteer Iowa/AmeriCorps VISTA.
 - **Community Engagement:**
From new support groups to the development of **youth programming**, presentations at the Dubuque Community Schools as well as CIT training, various work groups, committees, and advisory councils, we have expanded our reach while **ensuring a voice for brain health**.
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Overcoming Challenges

With rapid growth comes challenges. Key areas we’ve addressed include:

- **Navigating Transitions:** Managing team roles, including AmeriCorps VISTA, implementing a new CRM system, and sizing/scaling operations to maintain quality and fidelity.
 - **Balancing Growth and Evaluation:** To better understand our impact, we are allowing time for our programs to stabilize in 2025, enabling us to refine our strategies based on measurable outcomes.
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Looking Ahead, Your Support Fuels Our Mission

Your contributions are more than financial—they are investments in people. Whether it's a wellness center participant finding purpose, a family gaining resources through our programs, or a community coming together to break the stigma around brain health, **you make this possible.**

As we step into 2025, your continued support will help us achieve the following goals:

- 1. Deepening Donor Relationships:**
Building stronger connections with supporters like you to ensure lasting partnerships and sustainable growth.
- 2. Expanding Awareness Campaigns:**
Launching our "Mission-Minded May" during Mental Health Awareness Month, positioning it as our most significant fundraising effort of the year.
- 3. Enhancing Professional Development:**
Investing in training and conferences to strengthen our fundraising, leadership, and program delivery.
- 4. Sustaining Growth:**
Refining our programs to focus on what works, ensuring every dollar has maximum impact.
- 5. Program Impact:**
Keeping our peer-led services free of charge while allowing us to grow our youth programming and build our capacity for our neighboring and rural communities.

Gratitude and Vision

I am profoundly grateful for the trust and support of our board, team, and community.

Because of you, NAMI Dubuque is more than a nonprofit organization—it's a lifeline for those seeking hope and belonging. Together, we are building a legacy and giving a voice to our lived and shared experiences.

And most importantly, *we are leading **with love.***

I look forward to all we will accomplish in 2025,



Britni N. Farber

President & CEO, NAMI Dubuque

By making a year-end contribution, you will directly support the sustainability of NAMI Dubuque. There are several ways to give:

Online Gifting:

namidubuque.org/donate

Donate By Mail:

NAMI Dubuque
225 West 6th Street
Dubuque, Iowa 52001

Other Ways Of Giving:

Gifts Of Stock:

A gift of appreciated stock, bonds or mutual funds can provide fantastic tax benefits for you and help NAMI improve the lives of people with lived and shared experiences.

IRA:

Make a tax-wise qualified charitable distribution (QCD) from your IRA directly to NAMI. Your gift may provide benefits to you while improving the lives of people with mental illness.

Endowment Building: Community Foundation of Greater Dubuque

Contact: Britni, president@namidubuque.org

DIY Fundraising Page

Create a page to raise funds for NAMI with a do-it-yourself (DIY) fundraiser.

Leave Us a Legacy/Estate Gifting:

As the ultimate charitable gift, you can make a bequest to NAMI in your will or living trust to ensure the strength and success of our education, advocacy, and public awareness programs for years to come.

Explore various ways to give a gift to NAMI Dubuque by contacting us today, president@namidubuque.org

Please let us know if you wish to remain anonymous and/or gifting in memory of a loved one.

Thank You!

NAMI Dubuque is a 501C3, EIN: 31-1492256

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