



Seven Points: Why NAMI WALKS is an event your company should support.

- 1) **The Issue and Stigma.** The walk increases awareness of two issues- Mental illness and The Stigma associated with it. **NAMI WALKS Idaho 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 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 employees. **Twenty to Twenty-five percent of employees are touched by mental illness in some way and can benefit immensely from NAMI no-cost programs.**
- 5) **Evolution.** NAMI Idaho affiliates look to grow and expand their programs to the ever-changing needs of our audience. The funds raised from the 2019 walk will go to supporting 3 major programs. "Ending the Silence" NAMI's High School Mental Health presentation, NAMI "Homefront" for returning military personnel coping with PTSD and readjusting, and IOOV training, NAMI's outreach program told to communities of schools, companies and organizations by those who know mental illness best, the very peers themselves. These programs will become a common focus for all 6 affiliates across the state, aligning goals and planning.
- 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 the wish they had found NAMI sooner, then proceed to tell their story-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 make sure the event goes off without a hitch, and many recent studies have proved how successful volunteering is for mental health.

Saturday, September 28<sup>th</sup>, 2019 : SIGN UP AT [NAMIWALKS.ORG/IDAHO](http://NAMIWALKS.ORG/IDAHO)