

2023

PARTNERSHIP OPPORTUNITIES



NAMI Walks

The Nation's Largest
Mental Health Event

Northern Virginia

Saturday, September 23, 2023
George Mason University
Fairfax, VA

namiwalks.org/northernvirginia



Mental Health by the Numbers



1 in 5

American adults experience a mental illness every year

1 in 20

U.S. adults experience serious mental illness each year

16.5%

of youth (6-17) experience a mental health disorder

19.7%

of U.S. Veterans experienced a mental illness in 2020

52.8%

of U.S. adults with mental illness didn't receive treatment in 2021

57.8M

U.S. adults experienced mental illness in 2021

Our Mission & Vision

NAMI Northern Virginia serves Northern Virginia individuals, family members, and friends affected by mental health challenges through awareness, education, support, advocacy, and collaboration with community partners.

Who We Serve

NAMI Northern Virginia is a NAMI affiliate serving over 2.4 million people of Arlington County, Fairfax County, Loudoun County, and the cities of Alexandria and Falls Church. In 2022, NAMI Northern Virginia provided nearly 10,000 touch points of service to people in the Northern Virginia area.

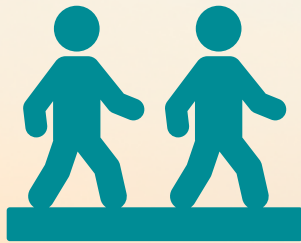
Our Goals

- **Educate** the public about mental illness.
- **Work to eliminate** the stigma of mental illness.
- **Advocate** for increased funding for research into the causes and treatment of mental illness.

NAMIWALKS

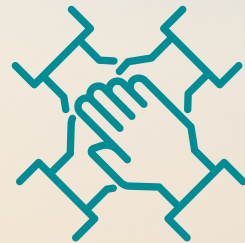
NORTHERN VIRGINIA

2022 *Insights at a Glance*



700

Active Participants



49

Teams



15k

Communications Reach



39%

Email Open Rate



5.2%

Engagement Rate



NAMIWALKS

NORTHERN VIRGINIA

Mental Health Festival

NAMIWalks Northern Virginia is the area's largest mental health event. For 14 years, this event has brought together thousands of supporters to:

- **Celebrate Recovery from Mental Illness**
- **Raise Funds to Support the Community**
- **Promote Awareness + Foster Discussion**
- **Give HOPE to those that need it most**

Since 2008, NAMIWalks Northern Virginia has inspired the community, bringing together corporations, organizations, families, and individuals, providing a catalyst for profound change.



WE ARE SHAKING THINGS UP FOR OUR 15TH NAMIWALKS!

Join us for a Mental Health Festival

NAMIWalks Northern Virginia invites you to be part of our Festival. The goal is to be the most diverse, inclusive, and **fun** mental health education event ever held in Northern Virginia. And we want **YOU** to be part of it.

On September 23, 2023, at George Mason University, people from around Northern Virginia will walk through our community fair, learning about what resources are available to them.

You don't want to miss being a part of this—reserve your place now!



COMMUNITY OPPORTUNITIES

Space is limited. Reserve your spot now.

NAMI Northern Virginia reserves the rights to accept or reject any vendor in its sole discretion.

NAMI NoVA Community Partner*

Free

Includes:

- *Table*
- *2 Chairs*

**Unsure if you're a NAMI NoVA Community Partner? Just ask!*

Non-Profit Organization

\$25.00

Includes

- *Table*
- *2 Chairs*

Private Business

\$50.00

Includes:

- *Table*
- *2 Chairs*



Additional sponsorship and branding opportunities available. Contact Annie for further details.

walkmanager@nami-nova.org

YOUR SUPPORT CHANGES LIVES

We touched the lives of nearly **10,000** Northern Virginians last year.



We had a **20%** increase in participants for our **15** support groups and a **53%** increase in public education attendees from all over the DMV.

We are adding staff and programs to help meet the mental health needs of Northern Virginia and provide culturally responsive programs, including a **Helpline** in **English** and **Spanish**, and mental health education opportunities for frontline healthcare, workplace, military, and older adults.



Thank You

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