



2020 Annual Appeal



Greetings,

Who would have imagined that in the last year NAMI Greater Des Moines would serve almost 100,000 people globally?

This year we've seen living rooms become offices, moms and dads become teachers, teachers and students become Zoom experts, and toilet paper sales at an all-time high. Our lives have changed and the need for mental health supports have dramatically increased.

Mental health is health, and 2020 has amplified this as stress, isolation, and uncertainty has impacted a large portion of our population. As the world continues to

feel the impact of the pandemic, **NAMI Greater Des Moines has experienced an incredible 274% increase in demand and has served 97,286 people.**

This spring we opened our virtual doors to provide mental health resources in a safe and effective way - responding to the needs of the community by **expanding services when our friends and families needed us most.** We launched the “8 Weeks of Inspiration” speaker series and Farrell’s workouts, and have hosted hundreds of webinars on understanding mental illness, maximizing self-care, and supporting those around us.

Virtual adaptation came with additional expenses, however, **and these programs need support** so we can continue to offer them. NAMI Greater Des Moines has no consistent source of funding and receives no financial support from any state or federal organizations. Instead, these critically important mental health **services are made possible through donations from our incredible community** and allow us to continue to provide these essential services free of charge.

NAMI Greater Des Moines stands out and prides itself for using 100% of donations to provide free education, advocacy, resources and support, ensuring that our friends and neighbors are able to access critical mental health services regardless of their financial resources.

We would now like to ask you to help NAMI Greater Des Moines continue our impact. If you have enjoyed our programming and have the means available, we invite you to support NAMI Greater Des Moines with a tax-deductible contribution this holiday season. Your financial support will help ensure that we can continue to be a beacon of hope in this unique time in the world.

Your donation plays an important role in improving the quality of life for our friends, family members and neighbors. Your donation, *however large or small* will go a long way toward building a future of recovery, respect and opportunity for those whose mental health has been impacted during this challenging year.

Thank you on behalf of the NAMI Greater Des Moines board and staff.

Click to Donate



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511 E 6th Street Ste.B

Des Moines, IA 50309

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