

Mrs. Tipper Gore has gifted NAMI \$1,000,000 to expand NAMI Ending the Silence (ETS) into new communities throughout the United States. Her gift will span 3 years and will be used to create the new ETS package, develop a blended training process (composed of online and in-person practice) as well as support the NAMI Affiliate and State Organizations in preparing for and offering the presentation in their communities.

What does the new ETS package include?

The new ETS package includes ETS for Students, ETS for School Staff and ETS for Families. This package will impact this generation of students by educating those individuals with whom they have the greatest interaction – their friends, family members and school staff.

How will we apply?

There will be a structured application process. NAMI State Organizations (NSO) and NAMI Affiliates (NA) may apply for funding throughout the life of the grant which ends in June 2020. The first round of applications will be made available in early November 2017. The application process will be based on the re-affiliation model of the NA (Model A/C and B.) Regardless of the re-affiliation model, a signed endorsement form will be required from the NSO.

Two of the major criteria to receive Mrs. Gore's funds are that 1) the NA has successfully completed the re-affiliation process and 2) the ETS presentation is not currently offered by the NA. We have secured funds from a different source for those NAs that currently offer ETS. That application will be released in early 2018.

How much of the \$1,000,000 will go to the NSO and NAs?

We estimate \$500,000+ will go to states and affiliates. A one-time \$1,000 grant will be made available to each NSO and re-affiliated NA.

How will NAMI's piece of the funding be spent?

Blended training for presenters and trainers (including online and in-person components), marketing and social media resources, manual updates, technical assistance and a new staff member to oversee the project.

What if all eligible affiliates don't apply? What happens to the remaining funds?

The unclaimed funds will be allocated to reflect Mrs. Gore's request that her gift be used to expand ETS into new communities. A review process will be set throughout the life of the grant to track the unclaimed funds.

What about in-person statewide trainings for presenters?

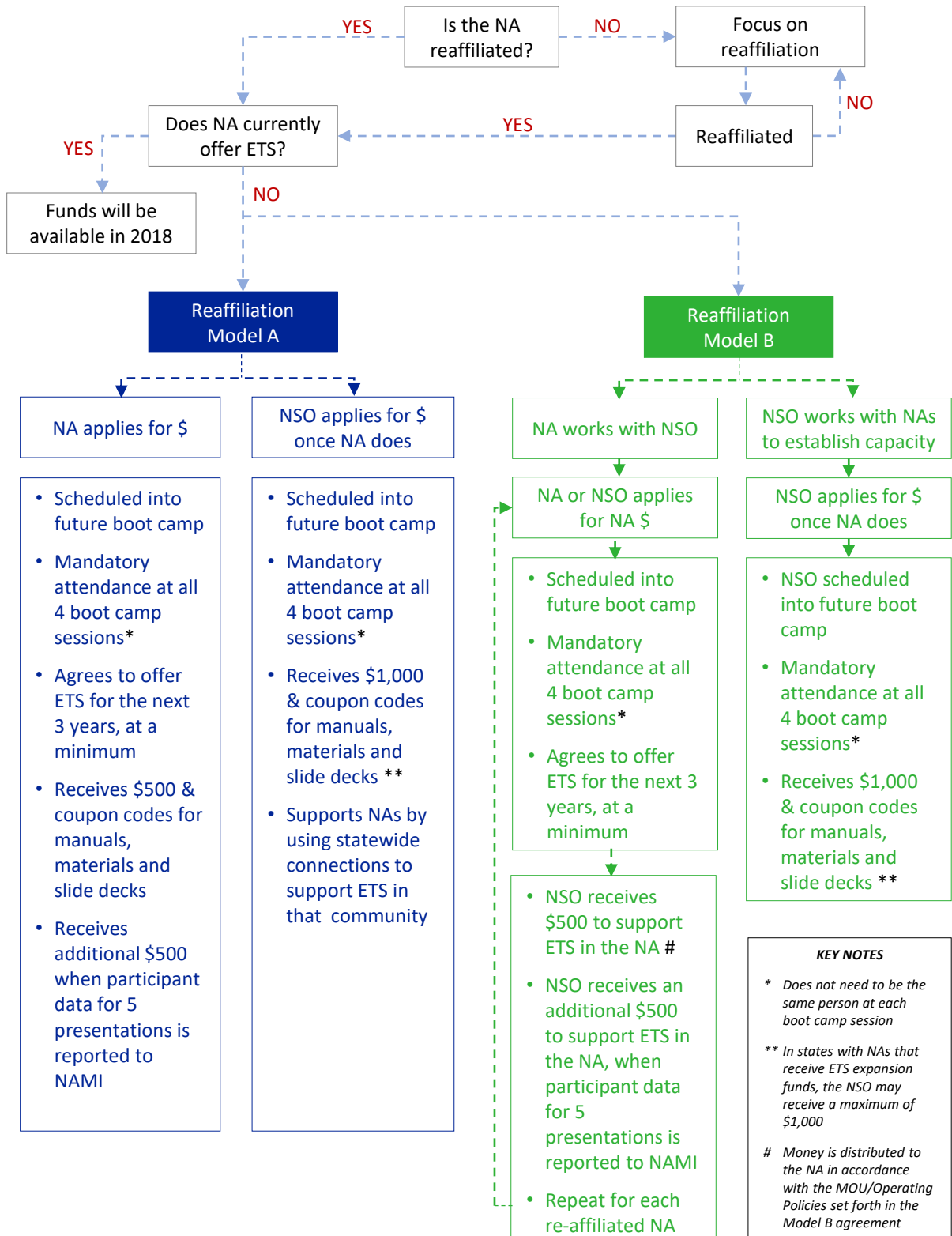
In-person statewide trainings will no longer be an option for ETS. The existing online training for young adults and lead presenters will be updated to include ETS for School Staff and ETS for Families content. The in-person practice will be updated to allow for small group demonstrations with feedback from the program coordinator/trainer.

What is the role of the NSO?

The NSO role will depend on the re-affiliation model of the NA.

For those Model A's, the NSO will utilize their statewide connections to inform schools, families, students, young adults and other stakeholders about ETS. This promotion will bring interest to the school community as well as volunteers who would like to train as presenters, which will in turn support the work that NAs are doing around ETS at the local level.

NSOs will have a more active role with Model B Affiliates which will include financial and program management components.



KEY NOTES

- * Does not need to be the same person at each boot camp session
- ** In states with NAs that receive ETS expansion funds, the NSO may receive a maximum of \$1,000
- # Money is distributed to the NA in accordance with the MOU/Operating Policies set forth in the Model B agreement