



NAMI Walks

National Alliance on Mental Illness

2016 | Proposal for Partnership

NAMIWalks Nationwide

Nearly \$100 million has been raised in communities across America, helping to fund NAMI's education, advocacy and support programs and initiatives.

Across the country, NAMIWalks is expanding to:

- Promote awareness
- End discrimination
- Raise funds
- Build leaders
- Grow NAMI
- Strengthen communities

10 Top Reasons a Top-level Executive Should Support

1. Feels that participating in worthy fundraising events is part of their responsibility to the community as a prominent local business leader.
2. Believes that the cause is an important one that affects a significant number of their employees and people in the local community.
3. Understands that lending their support will not be time-intensive.
4. Can see that NAMI is an organization that knows how to run the event and will make it a successful one.
5. Recognizes that 1 in 4 people are affected by mental illness and wants to let their employees know the organization is concerned about their overall wellness.
6. Wants to create a partnership between their organization and the local NAMI Affiliates.
7. Knows that their support will not require them to do anything they are not comfortable doing (like attending a lot of planning meetings).
8. Appreciates that NAMI has designed a way for Top-Level Executives, whose organizations' support the WALK financially, to receive significant recognition for that support in the broader community.
9. Recognizes that the NAMIWalks event is a positive, healthy, fun one that will be fulfilling for the organization's employees to be involved in.
10. Believes that being a good, involved community citizen is one of the core values of the company.



Coach Nick Saban,
University of Alabama

NAMIWalks Alabama
Honorary Chairperson

I am honored to serve as Honorary Chairperson for this year's NAMIWalks Alabama. Mental illness impacts so many families across our country, and we appreciate all that NAMI does to help provide the support and education to those with mental health disorders. With your help, NAMIWalks Alabama will create more awareness and generate the necessary funds vital to the health and well-being of our state.



Jane Nichols,
Walk Chairperson
NAMI Alabama Board of Directors

Our promise is to build better lives for Alabamians affected by mental illness. We encourage everyone to include NAMI Alabama as a line item in budgets for the future.

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National NAMIWalks Elite Sponsor



National Walk Partner