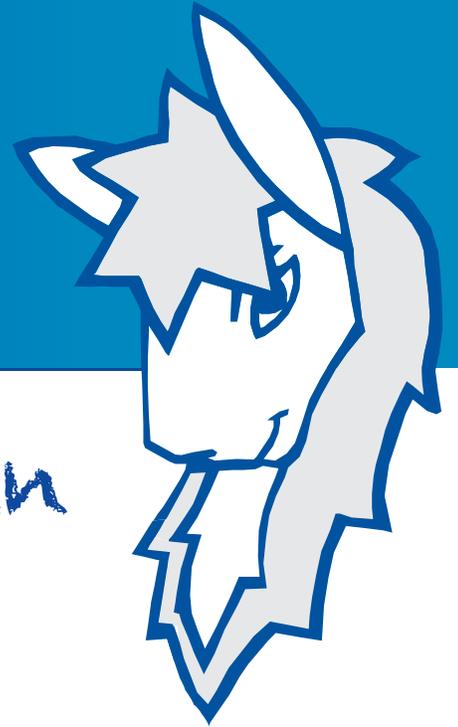


NAMI SWI LLAMA



"Lighten
the
Load"

What Is the NAMI SWI Llama?

The Llama will be a small addition to the variety of programs and features that NAMI already provides, but it will be a powerful amendment to NAMI's message, and it will make many of its resources more intuitive for the average person.

The Meaning behind the Llama Mascot

The Llama was chosen as our affiliate mascot because it symbolizes NAMI's compassion and willingness to take on the many burdens associated with mental health conditions.

Just as real Llamas faithfully carry burdens for their companions, the Llama symbolizes NAMI's mission to help carry the burdens of those individuals affected by mental illness.

The Llama shows how NAMI members willingly share the burden of their loved one to help lighten the load and minimize the pain brought on by mental illness.

The Llama Character as a Symbol

The Llama can help to convey what NAMI is all about through its symbolic meaning.

As a mascot the Llama can illustrate the many services NAMI offers as it fulfills its mission to educate, advocate and support all individuals affected by mental illness.

And the Llama mascot illustrates the various aspects of NAMI's mission in a way that even the youngest members of society can understand.



**For more information about
the NAMI SWI LLAMA visit:
namiswi.org**

©

The Llama Program for Children

As a marketing tool, stuffed Llamas are designed to help smaller affiliates generate the attention and revenue they need to stay viable and effective in their communities so they can promote growth.

How Does it Work?

Giving away stuffed Llamas and other branded items when NAMI affiliates receive donations is a casual way of welcoming them to the NAMI family.

The small donations made in exchange for stuffed Llamas also make it possible to send children discharged from psychiatric units home with their very own stuffed Llama. Contact information on the tags help parents find the services and resources NAMI provides.

What Is the Purpose of the Llama?

It is a prospective program designed to help affiliates generate the publicity and financial support they need to be more effective in their community.

The Llama is a branding tool that will help unify all the affiliates and increase NAMI's recognizability in the public eye.

As a visually consistent and unifying branding tool the Llama character works at the grassroots level bringing attention to NAMI as nationwide movement.

The Llama character changes the way NAMI engages the public with regard to reaching more individuals and engaging them at a younger age, so that NAMI can gain a better foothold in the collective consciousness making NAMI a household word.

Symbols of Recovery

Items branded with the Llama have the potential to become symbols of recovery. Each Llama says, "I encountered mental illness in my life, and I learned how to cope with it and triumph in the end". Pride in one's recovery is the opposite of being ashamed of one's illness. The Llama addresses the serious topic of mental illness while conveying an uplifting and joyful attitude that mental illness can be overcome.

In NAMI publications and media the Llama can be a wellspring of wisdom, a character who points the way, who represents a promising and unified vision of the future regarding mental illness and recovery.

