

Macy's Round Up at the Register Info Sheet

WHAT IT IS:

For the fourth year in a row, Macy's is partnering with NAMI for their Back-to-School Round Up at the Register event. This campaign brings awareness to youth and young adult mental health and wellness. We are thrilled to be partnering with Reading Is Fundamental (RIF) this year, whose mission to enhance childhood literacy aligns with NAMI's focus on youth mental health.

WHEN IT IS: July 1 through September 14, 2025 – adding an entire month to the campaign, meaning NAMI and RIF have four extra weeks to help students develop confidence and lifelong reading and mental health skills

HOW NAMI STATE ORGANIZATIONS (NSOs) AND NAMI AFFILIATES (NAs) ARE INVOLVED:

This year we're connecting with NSOs and NAs earlier to give ample time to connect with local Macy's stores to share the many resources and supports that NAMI has to offer. Please use the attached list of Macy's stores to plan a meet-and-greet with staff to help them better understand the importance of this collaboration.

Macy's requests you set up a time prior to the store's opening during their morning "Rally" (team meeting) to share information on who NAMI is, what we offer, and how the funds raised by this campaign will support your work in the community. Please follow the lead of your local store and what works best for them.

This year, Macy's has requested information about which stores are visited. We'll be sharing this data with the Macy's team to help track any correlation between meet and greets and funds raised.

When you've met with a Macy's store, please [fill out this form.](#)

Please note that we will take into consideration the NSO/NAs who meet with their Macy's stores when reviewing grant applications this year. Find out more about the Macy's mini grant application [HERE](#).

WHY NSO/NAs SHOULD BE INVOLVED:

The MORE funds raised, the MORE grant opportunities NAMI National will provide to NSO/NAs looking to expand their work around youth and young adult mental health!

This campaign is supported by Macy's stores across the country, and the additional connection to their NAMIs in the community helps drive home the importance of raising these funds. Meeting a NAMI volunteer or staff member in person gives Macy's workers the chance to understand NAMI and the work you do on behalf of all those affected by mental health conditions.

We hope that these connections can help motivate Macy's employees to mention the campaign at the register, asking customers to round up, and explaining the amazing work those funds will support. By doing so, we hope the total amount of donations will increase.

Also, this year, by [tracking NSO/NAs who are meeting with their local Macy's stores](#), you'll receive considerations during our grant application process.

MACY'S YOUTH AND YOUNG ADULT GRANT OPPORTUNITY:

This will be NAMI's fourth year of partnering with Macy's on their Back-to-School Round Up at the Register campaign resulting in grant opportunities for NSO/NAs to expand their reach to youth and young adults.

We've developed a grant application timeline that will allow NSO/NAs more time to complete the deliverables listed in their grant applications. For more information on this grant, please visit our [Upcoming YYA Mini Grants page](#).

SUGGESTED RESOURCES FOR MACY'S MEET UP:

- Local one pagers or information on:
 - NAMI Programs you offer
 - Additional initiatives your NSO/NA offers
 - Local NAMI Support Groups
 - NAMIWalks opportunities
 - Upcoming educational or networking events
- [NAMI TraumaInSight Flyer](#)
- [NAMI On Campus Informational Flyer](#)
- [NAMI Teen and Young Adult \(TYA\) HelpLine Flyer](#)
- Any local impact stories that can humanize the cause and create an emotional connection for the store colleagues.

If you have any questions or concerns, including difficulty getting in touch with a store near you, please email Jen Rothman (jrothman@nami.org).