

Strategic Roadmap 2022

Adopted by the NAMI Board of Directors

MISSION (Our Why)

Build communities of recovery and hope.



VISION

(Who/What We Are Becoming)

NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares. To that end, in Colorado, we are building a lively, robust network of programs and services to support local communities to effectively provide advocacy, education, support, and public awareness.

OUR VALUES (What We Believe)



HOPE

We believe in the possibility of recovery, wellness, and the potential in all of us.



INCLUSION

We embrace diverse backgrounds, cultures, and perspectives.



EMPOWERMENT

We promote confidence, self-efficacy, and service to our mission.



COMPASSION

We practice respect, kindness, and empathy.



FAIRNESS

We fight for equity and justice.



HUMILITY

We understand there are things we don't know.

SUCCESS FACTORS

(Indicators that Guide Our Decisions to Ensure We Succeed)



Build and sustain grassroots, local connections to create diverse and inclusive communities of healing and recovery



Deliver consistent financial results that leverage our members and the national organization



Create a durable business management system that supports a healthy environment for our staff and volunteers and ensures quality program delivery



Active advocacy that elevates the voices of Coloradans to find pathways to eliminate the stigma of mental illness and advance policies that help people recover

OUR CURRENT STATE

Three factors have been at play for NAMICO over the past 36-months: Unwinding from the abrupt reality of COVID, embracing and leaning into the profound disruption sparked by social unrest, and managing an organizational transformation focused on stabilizing and strengthening the organization for the future. Taking stock of how things are right now, we've named a handful of factors and forces that have brought us to this moment:



TECHNOLOGY:

As we get more programs online, we're challenged by communities and people across the state who may not have the digital infrastructure to engage with us. Nonetheless, we've made substantial headway with offering more access through our online programs. We are getting better at balancing the tension between tradition and innovation.



ADVOCACY:

We encourage individuals with lived experience, or their families, to advocate for policies that ensure the best opportunity for recovery and a full and productive life.



PARTNERSHIP:

We've strengthened affiliate relationships and trust. While there's still work to do, we are experiencing greater collaboration through the state. We produced a solid annual conference. Justice, equity, diversity and inclusion (JEDI) have moved beyond an acronym and into more deliberate action and policy. We're beginning to see ourselves as more than an organization that just serves specific populations and beginning to recognize that we are part of the constellation of services and supports needed to help people build better lives. Our network extends beyond our affiliates to allies and partners across the state, as well as NAMI national.



FINANCIAL & GOVERNANCE:

We have built solid practices in place to ensure our financial health. We've added staff, moving people with lived experience from part-time to full-time as part of their ongoing strength and recovery. The board is cohesive as we navigate our own inclusivity, and as we shift from a working board to a governing board.

2022 GAMEPLAN

THEMATIC GOAL FOR 2022

Build our organizational capacity/Invest to help our Affiliates support communities under-served across the state

Defining Objectives to Support Thematic Goal

1

CONDUCT ACTIVE LISTENING:

- Utilize, nurture and strengthen the core principle NAMI possesses around listening
- Deepening our own capacity to listen
- Vigilant engagement of communities who've been left out
- Ensure the helpline facilitates listening, provides comfort, and helps people connect to groups even when they've had poor experiences with mental health professionals



2

STRENGTHEN OUR AFFILIATE NETWORK:

- Gap analysis to identify the critical challenges facing affiliates
- Design and implement specific, pragmatic training to help Affiliates understand and respond to the unique requirements for their communities and develop strategies to better serve "nothing about me without me"

3

CREATE A CULTURE OF LEARNING:

- Invest in and support Affiliates, their stakeholders, and volunteers in learning the skills to reach out to people who are currently unserved by NAMI
- Design and host learning sessions using demographic and other data to understand the breadth of mental health need that each Affiliate can address
- Host listening meetings with Affiliates to safely explore the practices that are working and those that are not to help Affiliates find practical and effective ways to better serve their communities



Standard Operating Objectives To Keep The Organization Afloat And Our Daily Focus



- Ensure signature programs continue to meet client need
- Staff morale and health
- Revenue and Expense dynamics
- Donor/sponsor satisfaction
- Affiliate satisfaction
- Collaboration with NAMI Inc.
- Board engagement