NAMI Colorado
National Alliance on Mental Illness

Strategic Roadmap 2026

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 community, especially those who feel underserved, marginalized, or isolated.

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

NAMI Colorado, as an organization that focuses on people's strengths, also recognizes that we too come from a position of strength. We have tripled our budget, committed to delivering more program and education to more diverse people, places, and spaces. We also have grown our voice of collective advocacy throughout "64 voices," an effort to ensure mental health is present in all 64 counties across the State. As we look forward we must continue to add to our strengths and overcome any obstacles:

TECHNOLOGY:
We have come to realize the power of offering programs online, as well as rebuilding options for in person and hybrid gatherings. Across the state, we are meeting people where their needs are and understanding their desire for how programs and education are structured. We are getting better at balancing the tension between tradition and innovation.

ADVOCACY:
We encourage individuals to advocated for the policies that ensure the best opportunity for recovery and a full and productive life. We also recognize the value of collaboration with leading voices in other fields

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.

2026 GAMEPLAN

THEMATIC GOAL FOR 2026

Guided by our stakeholder driven Theory of Change we will strive for better outcomes for individuals, families and community in partnership with NAMI National and NAMI Colorado affiliates

Defining Objectives to Support Thematic Goal

1 CONDUCT ACTIVE LISTENING:

- Utilize, nurture and strengthen the core principle NAMI possesses around listening and 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:

- Direct communication to identify and respond to 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 us without us"

CREATE A CULTURE OF LEARNING:

- Invest in Affiliate and State infrastructure to support those we serve, our stakeholders, and volunteers in learning the skills to reach out to people who are currently unserved or under served by NAMI. We will do this while strengthening our existing programs and partnerships for those we currently serve.
- 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
- Revenue and Expense dynamics
- Affiliate satisfaction
- Board engagement
- Staff morale and health
- Donor/sponsor satisfaction
- Collaboration with NAMI Inc.

3333 S Bannock St., Suite 430 Englewood, CO 80110
(303) 321-3104 | info@namicolorado.com