

**Mission:** NAMI Vermont supports, educates and advocates so that all communities, families, and individuals affected by mental illness or mental health challenges can build better lives.

**Vision:** A world where Vermonters affected by mental illness or mental health challenges have the care, support and knowledge that they need.

**Values:** Empathy ~ Acceptance ~ Hope ~ Resilience ~ Honesty ~ Self-Care ~ Empowerment ~ Inclusion

**Advocacy Goal:** Youth and adults living with mental illness receive the right care at the right time and in the right place to experience lives of resiliency, recovery and inclusion.

### **FY2023 Strategic Objectives:**

**Strengthen the Organization** - NAMI will grow and develop financing, infrastructure and capacity that support a vibrant and bold organization.

1. Improve efficiency of operations - create systems, processes, guidelines.
2. Leverage technology to expand leadership and organizational capacity.
3. Strengthen financials - budget, growth, revenue sources, investments.
4. Enhance staff and volunteer capacity and capabilities across the organization.

### **Build a Movement - Increase our visibility and impact**

NAMI Vermont will broaden public awareness and inclusion in every part of the state.

1. Continue to develop, implement, and monitor publicity and outreach plans for each affiliate.
2. Increase awareness of NAMI Vermont's resources, starting with the programs we already have.
3. Maximize our outreach to and engagement with diverse communities and underserved communities.
4. Partner with other organizations to increase the impact of our programs statewide.

**Drive Advocacy** - NAMI Vermont will lead advocacy efforts to improve the lives of those affected by mental health conditions.

1. Review, update and evaluate our Advocacy Priorities each year
2. Focus on advancing advocacy priorities
3. Raise awareness of NAMI Vermont's programs and advocacy efforts through implementing action items of our marketing plan
4. Continue to reflect peer and family interests and concerns
5. Identify and track legislation of relevance to our mission
6. Continue to partner with other advocacy organizations
7. Identify and track NAMI Vermont volunteer and staff participation in mental health advisory committees.

## **FY2023 NAMI Vermont's Goals/Strategic Drivers** (long version with activities)

**Strengthen the Organization** - NAMI will grow and develop financing, infrastructure and capacity that support a vibrant and bold organization.

1. Improve efficiency of operations - create systems, processes, guidelines
  - a. Update Policies and Bylaws through Governance as needed
  - b. Update Volunteer and Employee Handbook as needed
  - c. Update Staff Procedures and Process Flow Documents as needed
  - d. Evaluate and improve processes
2. Leverage technology to expand leadership and organizational capacity
  - a. Expand and ensure access to information and programs (internal) through technology solutions
    - i. Evaluate and update software to share documents and forms with staff and volunteers, forms, surveys, conference calling, virtual/online meetings and software
    - ii. Maintain, upgrade, and enhance our Customer Relationship Management database to meet business needs
      1. Continue to upgrade and improve NAMI Vermont Website
  - b. Upgrade hardware and software - security of data and information
    - i. Evaluate IT Systems
      1. Ensure performance of data back-up systems and redundancies are in place
      2. Coordinate IT consultants to support all systems
      3. Ensure all equipment and leases are current
      4. Invest in hardware and software as needed
  - c. Maximize connections and support between individuals and communities (external) through technology
    - i. Continue to use online webinars and video conferencing when appropriate/necessary
    - ii. Encourage sharing information with other organizations via websites or Facebook
    - iii. Work with NAMI Vermont Board Members/Affiliates to establish comprehensive marketing outreach contacts
      1. Develop process to ensure contacts are continuously updated
    - iv. Identify fundraising platforms to maximize efficiency (conference/walk/etc.)
    - v. Maintain an active presence with media
      1. Social Media: Facebook, Twitter, Instagram
      2. Website
      3. Front Porch Forum
      4. Newspapers, press releases
      5. TV, Radio
3. Strengthen financials (budget, growth, revenue sources, investments)
  - a. Develop, analyze, implement, and evaluate the Financial Management Plan
    - i. Build relationships with individual and corporate donors
    - ii. Continue to identify ways to appreciate and thank volunteers/donors/sponsors, etc.
    - iii. Finance Committee continue to build strategies
  - b. Identify grant and fundraising opportunities to diversify our funding
    - i. Establish a Legacy program
    - ii. Implement Affiliate fundraising strategies and events
    - iii. Identify and implement additional statewide fundraising opportunities
    - iv. Continue to identify ways to grow current fundraising strategies (such as Annual Appeal, NAMIWALK, membership drive, etc.)
4. Enhance staff and volunteer capacity and capabilities across the organization
  - a. Maximize opportunities for training of staff and volunteers
    - i. Find and share trainings with staff and volunteers to participate

- ii. NAMI Convention
- iii. NAMI Vermont Programs and Events
- iv. Teacher or Facilitator Refresher meetings
- v. Wellness Recovery Action Plan (WRAP)
- vi. Youth Mental Health First Aid
- vii. Suicide Prevention Training
- viii. Ensure NAMI Train-the-Trainer and all NAMI Vermont statewide trainings
- b. Increase capacity of NAMI Vermont by strategic engagement of affiliates, volunteers, members, interns, and contractors:
  - i. Identify ways to build relationships with potential and current volunteers to increase numbers of involved volunteers/members
  - ii. Find ways to show appreciation and thanks to volunteers in order to help motivate, engage, and maintain current volunteers/members (i.e. recognition of milestones).
  - iii. Listen and learn from our membership through various feedback methods
    - 1. Via social media, evaluation forms, annual survey, informally
  - iv. Create and maintain accurate historical records of volunteers, including trainings, dates of service, etc.
  - v. Identify and advertise volunteer opportunities to communities.

### **Build a Movement - Increase our visibility and impact**

NAMI Vermont will broaden public awareness and impact of its programs throughout the state.

1. Develop and implement publicity and outreach plans for each affiliate
  - Implement action items from our marketing plan
2. Increase awareness of NAMI Vermont's resources, starting with the programs we already have.
  - NAMI Family-to-Family Training - 0
  - NAMI Family-to-Family Class - 3
  - Mental Illness and Recovery Workshop Training - 1
  - Mental Illness and Recovery Workshop – 3 (+4 HG)
  - NAMI Family Support Group Training - 0
  - NAMI Connection Support Group Training - 1
  - NAMI Provider Course - 1 (at least)
  - NAMI Provider (Presenter) Training - 1
  - NAMI In Our Own Voice Training - 1
  - NAMI In Our Own Voice Presentations – 15 (+34 VCF)
  - NAMI National Train-the-Trainer- up to 3 as needed
  - NAMI Family Support Groups – 5
  - NAMI Connection Support Groups – 5
  - NAMI FaithNet Presentations—1 per Affiliate (+3 HG)
  - NAMI Ending the Silence
    - i. Recruit volunteers and offer training as needed with Affiliates
    - ii. Up to 10 presentations statewide (+20 VCF)
  - NAMI Smarts Advocacy trainings - 5
  - Share NAMI Homefront Online - Quarterly
  - Annual Conference
  - Resource Guidebooks or brochures in hospitals, libraries, doctor offices, etc.
  - Strengthen our voice as a unified organization of lived experiences
    - i. IOOV (see above)
    - ii. FaithNet and other community group presentations (see above)
    - iii. Hospital Orientations
    - iv. Law Enforcement Presentations
    - v. Video Conference as needed

3. Maximize our outreach to and engagement with diverse communities and underserved communities
  - Establish support group, MIR class, and or other programs
  - Presentation in areas that don't currently have NAMI Vermont programs
  - Outreach and support to the community during critical times
  - Outreach and support to LGBTQ, BIPOC communities, veterans, refugees.
4. Partner with other organizations to increase the impact of our programs statewide.
  - Exhibiting, Advocacy Day, Conference, Walk, All Programs, Fundraising, Advocacy External Committees, State Agencies, etc.

**Drive Advocacy** – NAMI Vermont will lead advocacy efforts to improve the lives of those affected by mental health conditions.

1. Review, update and evaluate our Advocacy Priorities each year
2. Focus on advancing advocacy priorities
3. Raise awareness of NAMI Vermont's programs and advocacy efforts through implementing action items of our marketing plan
4. Continue to reflect peer and family interests and concerns
  - a. Solicit input from membership for immediate feedback
5. Identify and track legislation of relevance to our mission
  - a. Advocacy Committee
6. Continue to partner with other advocacy organizations
7. Identify and track NAMI Vermont volunteer and staff participation in mental health advisory committees.

Approvals:

NAMI Vermont Board of Directors Meeting 2/19/2022 – APPROVED

NAMI Vermont Executive Committee Meetings to review and update the Strategic Objectives: 1/17/2020 – APPROVED

NAMI Vermont Board of Directors Meeting 2/2/2020 – APPROVED

NAMI Vermont Board of Directors Meeting 4/18/2020 – FINAL VERSION APPROVED

NAMI Vermont Executive Committee Meetings to review and update the Strategic Objectives: 1/17/2021 – APPROVED

NAMI Vermont Board of Directors Meeting 2/13/2021 – APPROVED