

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.

FY2025 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. (move to #1 and drop down the others)

Build Momentum - 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 promote and lead advocacy efforts to improve the lives of those affected by mental health conditions.

1. Review, update and evaluate our Advocacy Platform 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, track, and testify regarding legislation relevant 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.

FY2025 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, virtual/online meetings and software
 - ii. Maintain, upgrade, and enhance our Customer Relationship Management database and NAMI Vermont Website to meet business needs
 - 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. Establish and update comprehensive marketing outreach contacts
 - iv. Identify fundraising platforms to maximize efficiency (conference/walk/etc.)
 - v. Maintain an active presence with media
 1. Social Media: Facebook, Twitter (now known as "X"), Instagram
 2. Website
 3. Front Porch Forum
 4. eNews, Newspapers, press releases
 5. TV, Radio
3. Strengthen financials (budget, growth, revenue sources, investments)
 - a. Build relationships with individual and corporate donors
 - b. Continue to identify ways to appreciate and thank volunteers/donors/sponsors, etc.
 - c. Finance Committee continue to analyze and evaluate the financial health of the organization
 - d. 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, Go Fund Me, etc.)
4. Enhance staff and volunteer capacity and capabilities across the organization
 - a. Ongoing training for Board members at meetings
 - i. Interactions between Board members, staff, and volunteers
 - ii. Review of policies, bylaws, and other procedures
 - b. Maximize opportunities for training of staff and volunteers
 - i. Find and share trainings with staff and volunteers to participate
 1. InvestEAP program

2. Online trainings Harassment & Diversity
 - 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
- c. 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 by including mentorship
 - 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
 2. In Person, phone-athon, email, Community Forums, Community Events
 3. Share feedback with volunteers and debrief with improvements
 4. Reach out to past participants
 - iv. Create and maintain accurate historical records of volunteers, including trainings, dates of service, etc.
 - v. Identify and advertise volunteer opportunities to communities.
 1. Use Front Porch Forum, eNews, and paper newsletter to advertise volunteerism

Build Momentum - 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
 - Incentivize volunteers with branded swag
 - VPR, PSAs, create a library of videos to share
 - Expand on community outreach opportunities with Affiliates
 - Develop paper flyers/posters to post with general information about NAMI Vermont
2. Increase awareness of NAMI Vermont’s resources, starting with the programs we already have.
 - NAMI National Train-the-Trainer
 - Educational programs
 - i. NAMI Family-to-Family Training
 - ii. NAMI Family-to-Family Class
 - iii. Mental Illness and Recovery Workshop Training
 - iv. Mental Illness and Recovery Workshop
 - v. NAMI Provider Training
 - vi. NAMI Provider Course
 - vii. NAMI Smarts Advocacy trainings
 - viii. Annual Conference
 - ix. Resource Guidebooks or brochures in hospitals, libraries, doctor offices, etc.
 - Support Groups
 - i. NAMI Family Support Group Training
 - ii. NAMI Family Support Groups
 - iii. NAMI Connection Support Group Training
 - iv. NAMI Connection Support Groups
 - Presentations:
 - i. NAMI In Our Own Voice Training
 - ii. NAMI In Our Own Voice Presentations

- iii. NAMI Ending the Silence for Students, Staff, and Families
- iv. NAMI Ending the Silence self-paced online training
- v. NAMI FaithNet Presentations
- Strengthen our voice as a unified organization of lived experiences
 - i. Add new program for the Family Voice to work with IOOV presenters
 - ii. FaithNet and other community group presentations (see above)
 - iii. Hospital Staff Orientations
 - iv. Law Enforcement and First Responder Presentations
 - v. Video Conference as needed
- 3. Maximize our outreach to and engagement with diverse, underserved, and at-risk 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 (Outright Vermont, Out in the Open), BIPOC communities, veterans, new Americans.
 - i. Invite community organizations as attendees or speakers from at-risk communities
- 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, Vermont Care Partners (Designated Agencies), Vermont Psychiatric Survivors, etc.

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

1. Review, update and evaluate our Advocacy Platform each year
2. Focus on advancing advocacy efforts
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, track, and testify regarding legislation relevant 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.
8. Train peers and family members to empower them to advocate for themselves and their loved ones.

Approvals:

NAMI Vermont Board of Directors Meeting 2/28/2024 – APPROVED

NAMI Vermont Board of Directors Meeting 3/5/2023 – APPROVED

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