

- **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

FY2026 NAMI VERMONT'S GOALS/STRATEGIC DRIVERS

STRENGTHEN THE ORGANIZATION

NAMI will grow and develop financing, infrastructure and capacity that support a vibrant and bold organization.

- Goal 1. Enhance volunteer capacity and capabilities across the organization
- a. Increase capacity of NAMI Vermont by strategic engagement of new board members, affiliates, volunteers, members, interns, and contractors:
 - i. Identify ways to build relationships with potential and current volunteers
 - ii. Increase number of involved volunteers/members
 - iii. Listen and learn from our membership through various feedback methods
- Goal 2. Leverage technology to expand leadership and organizational capacity
- a. Maintain, upgrade, and enhance our Customer Relationship Management database
- Goal 3. Strengthen financials (budget, growth, revenue sources, investments)
- a. Build relationships with individual and corporate donors
 - b. Identify grant and fundraising opportunities to diversify our funding
 - c. Identify and implement additional statewide fundraising opportunities
 - d. Continue to identify ways to grow current fundraising strategies

BUILD MOMENTUM - INCREASE OUR VISIBILITY AND IMPACT

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

- Goal 1. Develop and implement publicity and outreach plans for each affiliate
- a. Implement action items from our marketing plan
 - i. Share plan that was created by Momentum with Board
 - b. Expand on community outreach opportunities with Affiliates
- Goal 2. Increase awareness of NAMI Vermont's resources
- a. Educational programs
 - i. NAMI Family-to-Family Class (3)
 - ii. Mental Illness and Recovery Workshop
 - iii. NAMI Provider Course (2)
 - iv. NAMI Smarts Legislative Advocacy training (1)
 - v. Annual Conference (online)
 - vi. Resource Guidebooks (750)
 - vii. NAMI Basics OnDemand (NEW)

- b. Support Groups
 - i. NAMI Family Support Groups
 - ii. NAMI Connection Support Groups
- c. Presentations:
 - i. NAMI In Our Own Voice Presentations (15)
 - ii. Family Voices (NEW) (5)
 - iii. NAMI Ending the Silence for Students, Staff, and Families (10)
 - iv. NAMI Ending the Silence self-paced online training, plus in-person (as needed)
 - v. NAMI FaithNet Presentations
- d. Strengthen our voice as a unified organization of lived experiences
 - i. Add new program for the Family Voice

Goal 3. Maximize our outreach to and engagement with diverse, underserved, and at-risk communities.

Goal 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.

Goal 1. Review, update and evaluate our Advocacy Platform each year

- a. The advocacy committee will update the platform by the end of August 2025.

Goal 2. Continue to partner with other advocacy organizations