

- **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

## **FY2027 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. 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 strategies opportunities
  - d. Fee for service opportunities
    - i. Define new areas of growth (such as Workforce Wellness, Suicide Prevention)
- Goal 2. Increase capacity of NAMI Vermont by strategic engagement of new board members, affiliates, volunteers, members, interns, and contractors and staff.
- a. Build Board Governance, Leadership, and Engagement
    - i. Training, orientations
    - ii. Recruitment of gaps in our Board Composition Matrix
  - b. Staff/Contractors/Interns
    - i. Staff recommendations from staff retreat to be added...
  - c. Affiliates
    - i. Redefine the Affiliate Leader roles
    - ii. Involve membership in the Affiliate meetings
  - d. Volunteers/Members
    - 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 3. Leverage technology to expand leadership and organizational capacity
- a. Maintain, upgrade, and enhance our Customer Relationship Management database

### **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
- a. Update marketing plan and develop outreach plans
    - i. Reference plan that was created by Momentum
  - b. Expand on community outreach opportunities

Goal 2. Increase awareness of NAMI Vermont's resources

- a. Educational programs
  - i. NAMI Family-to-Family Class
  - ii. Mental Illness and Recovery Workshop
  - iii. NAMI Provider
  - iv. NAMI Smarts Legislative Advocacy training
  - v. Resource Guidebooks
  - vi. NAMI Basics
- b. Support Groups
  - i. NAMI Family Support Groups
  - ii. NAMI Connection Support Groups
- c. Presentations:
  - i. NAMI In Our Own Voice
  - ii. NAMI Vermont Family Voices
  - iii. NAMI Ending the Silence for Students, Staff, and Families
  - iv. NAMI FaithNet Presentations
- d. Statewide Trainings
  - i. Family-to-Family
  - ii. NAMI Connection Support Groups
  - iii. NAMI In Our Own Voice
  - iv. Basics
  - v. NAMI Provider

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

- a. Community Conversations

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. Plan and co-host Mental Health Advocacy Day each year.
- Goal 2. Alert, inform, and educate membership on important state and federal legislation.
- Goal 3. Track and identify mental health state legislation on which the Advocacy Committee should take a position – based on our Advocacy Platform and Priorities.
- Goal 4. Testify in legislative committees to influence and educate legislators via testimony and conversations.
- Goal 5. Maintain an active Advocacy Committee.
- Goal 6. Review, update and evaluate our Advocacy Platform each year.
- Goal 7. Participate in mental health advisory/committee meetings throughout the state.
- Goal 8. Continue to partner with other advocacy-focused organizations.