MISSION

NAMI Wake County provides support, education, and advocacy to individuals, families, and caregivers living with mental health challenges to lead better lives.

VISION

A community where mental health is valued and quality resources are accessible to individuals affected by mental health challenges.
**STRATEGIC GOALS**

1. **Sustainable resources support the delivery of NAMI Wake County’s Mission**

2. **Conduct programs to serve Wake County needs and fulfill the Wake County mission.**

3. **Individuals living with a mental illness, their families/caregivers, and community leaders easily access and utilize resources offered by NAMI Wake County.**

4. **NAMI Wake County provides a collaborative approach that encourages Wake County leaders to identify mental health as a critical issue and prioritize community resources for mental health.**
OBJECTIVE #1:
STRENGTHENING BOARD DEVELOPMENT AND LEADERSHIP

Progress

• Development of six board committees (governance, development, marketing, programs, advocacy, and finance) with committee chairs and goals.

• Updated Bylaws to assist with re-affiliation and Board Development.

STRATEGIC GOAL #1
Sustainable resources support the delivery of NAMI Wake County’s Mission.
STRATEGIC GOAL PROGRESS

OBJECTIVE #2:
INCREASE FUNDRAISING DOLLARS TO ASSURE SUSTAINABILITY.

Progress

• Updated website.

• Development of fundraising plan with SMART goals and objectives.

• Identifying Data Coordinator to manage database.

STRATEGIC GOAL #1
Sustainable resources support the delivery of NAMI Wake County’s Mission.
OBJECTIVE #3:
DRAFT AND IMPLEMENT A RESOURCE PLAN THAT ENSURES SUSTAINABILITY OF THE ORGANIZATION.

Progress

• New fundraising plan is focused diversification of income sources.
STRATEGIC GOAL PROGRESS

OBJECTIVE #4:
INCREASE MEMBERSHIP AND MEMBER RETENTION.

Progress

- Focus on staff with sole purpose on membership cultivation and retention.
- Working with NAMI on implementation of new Salesforce database.

STRATEGIC GOAL #1
Sustainable resources support the delivery of NAMI Wake County’s Mission.
STRATEGIC GOAL PROGRESS

OBJECTIVE #5:
IMPROVE ORGANIZATIONAL FUNCTIONALITY.

Progress

• Hired an Executive Director.
• New organizational structures focused on volunteer management.
• Focused on strategically taking the Board from working to governance.

STRATEGIC GOAL #1
Sustainable resources support the delivery of NAMI Wake County’s Mission.
ADDITIONAL FOCUS- IMPROVING TECHNOLOGY

PHASE ONE: NEW WEBSITE
• New website launched August 2018

PHASE TWO: CLOUD BASED SERVER
• Transition from personal computers to cloud server that can be accessed by program leaders and board members.
• ECU Senior Capstone Project projected to complete May 2019.

PHASE THREE: CLOUD BASED DATABASE
• Allow multiple users to access the database at the same time.
• Transition to Salesforce with NAMI free platform for affiliates in Spring 2019.
STRATEGIC GOAL PROGRESS

OBJECTIVE #1:
DEVELOP A PLAN AND MANAGE ALL EDUCATION CLASSES AND SUPPORT GROUPS.

Progress

• Development of Programs Committee with representatives from each group.
• Empowering leaders within Connections Support Group and education classes.
• Assuring adherence to the NAMI program models.

STRATEGIC GOAL #2
Conduct programs to serve Wake County needs and fulfill the Wake County mission.
OBJECTIVE #2:
EXPAND PARTNERSHIPS WITH CHURCHES, MENTAL HEALTH PARTNERS, STEPHEN MINISTERS, AND SCHOOLS TO INCREASE AND STRENGTHEN COMMUNITY OUTREACH AND SUPPORT OF OUR PROGRAMS.

Progress

- # of church partners
- # of outreach events
- # of service partners
OBJECTIVE #3:
STRENGTHEN NAMI’S VOLUNTEER RECRUITMENT AND MANAGEMENT TO ASSURE GREATER UTILIZATION, FIT, AND EFFICIENCY OF VOLUNTEERS.

Progress

• New volunteer management model focused on volunteer leaders.

• New process includes volunteer screening, general orientation, position specific training, and ongoing support.
OBJECTIVE #4: INCREASE NAMI PROGRAMS THAT ARE AVAILABLE TO WAKE COUNTY RESIDENTS WHO MAY NOT BE SEEKING MENTAL HEALTH EDUCATION AND SUPPORT.

Progress

- Working to expand new programs in Southeast Raleigh and a greater presence in Knightdale, both areas highlighted in the 2015 Community Health Needs Assessment.
STRATEGIC GOAL #2

Conduct programs to serve Wake County needs and fulfill the Wake County mission.

OBJECTIVE #5:

MONITOR AND ASSESS NEW AND EXISTING CLASSES AND PROGRAMS FOR CONTINUOUS FEEDBACK, IMPROVEMENT AND IMPACT.

Progress

• Highlights from class evaluations
• Support Group Model Checklists
OBJECTIVE #6:
RECOGNIZE NATIONAL MENTAL HEALTH EVENTS (EX. MINORITY MENTAL HEALTH MONTH, MENTAL ILLNESS MONTH).

Progress

• Special email focused on resources surrounding special days.

• Partnership with Wake Tech Community College for Mental Illness Awareness Week.
ADDITIONAL FOCUS- DIVERSITY, EQUITY, & INCLUSION

Organizational Leadership

• Priority for Board Recruitment and Development in FY19.

Program Leadership

• Training among program leaders to ensure that all who attend our programs feel welcome and included, regardless of race, ethnicity, age, gender identity, sexual orientation, SES, religion, or life experience.

• Recruitment of new leaders from marginalized communities.

Integration in Goals

• Each Board Committee has a goal related to actively seeking diversity.
STRATEGIC GOAL PROGRESS

OBJECTIVE #1:
FORM AN ACTIVE MARKETING COMMITTEE THAT PROMOTES NAMI WAKE’S RESOURCES TO INDIVIDUALS, FAMILIES, AND COMMUNITY LEADERS.

Progress

• Marketing Committee developed with a chair and two active leaders focused on strategy, social media marketing, and general outreach.

STRATEGIC GOAL #3

Individuals living with a mental illness, their families/caregivers, and community leaders easily access and utilize resources offered by NAMI Wake County.
OBJECTIVE #2:
DEVELOP A STRATEGIC MARKETING AND COMMUNICATIONS PLAN TO SUPPORT NAMI WAKE’S MISSION AND PROGRAMS.

Progress

Goals of Marketing Committee

STRATEGIC GOAL #3
Individuals living with a mental illness, their families/caregivers, and community leaders easily access and utilize resources offered by NAMI Wake County.
OBJECTIVE #3:
EVALUATE ACCESSIBILITY AND UTILIZATION OF NAMI WAKE’S RESOURCES.

Progress

• Assessment of NAMI Wake’s current population and opportunities to address barriers to programs.
• Developing partnerships to address barriers due to social determinants of health.
OBJECTIVE #1:
STRIVE TO IMPROVE NAMI NC RELATIONSHIP WITH MUTUAL RESPECT AND BENEFIT TO BOTH GROUPS.

Progress

• Participation in NAMI NC organized committees and work-groups, leadership seminar, and state conference.

• Partnership with NAMI NC Program’s Department for outreach.
OBJECTIVE #2:
SOLICIT MEMBER AND COMMUNITY INPUT AND DRAFT AN ADVOCACY PLAN WITH TOP THREE WAKE PRIORITIES.

Progress

- Advocacy Committee has adopted NAMI NC’s Public Policy Platform.
- Implementation of NAMI Smarts Curriculum focused on developing advocates in Wake County.
STRATEGIC GOAL PROGRESS

OBJECTIVE #3:
EXPAND AND STRENGTHEN COLLABORATION WITH VARIOUS MENTAL HEALTH COMMUNITY GROUPS AND COLLABORATIONS.

Progress

• List partnerships and collaboratives which we have a presence.
OBJECTIVE #4:
EVALUATE EXISTING COLLABORATIONS AND POTENTIAL NEW OPPORTUNITIES TO PURSUE FOR BENEFIT OF FULFILLING NAMI WAKE’S MISSION AND COMMUNITY IMPACT.

Progress

• Assessing opportunities as they are presented and identifying NAMI Wake Members who may be able to act as a representative in various coalitions.
OBJECTIVE #5:

UTILIZE EXISTING AND NEW RELATIONSHIPS TO STRENGTHEN DONOR AND MEMBER PROSPECTS FOR FUNDRAISING AND SUSTAINABILITY WITH A FOCUS ON NAMI WAKE’S ADVOCACY PRIORITIES.

Progress

• Development of plan to recruit new members, regain lapsed members, and retain current members.

• Focus on accurate and sustainable data collection.