

STRATEGIC PLAN FOR THE YEARS 2019 – 2021

MISSION

To improve the quality of life for individuals and supporting families affected by mental illness through education, support and advocacy.

VISION

Individuals living with mental illness can recover, and lead productive and meaningful lives.

GOALS

1. Financial Support
2. Education/Advocacy
3. Community Partnerships
4. Membership
5. Impact

OBJECTIVES

1. Financial Support

- a) Evaluate hourly staffing levels on a Quarterly basis.
- b) Evaluate budget annually with comparison to prior year. Organization should run off a balanced budget.
- c) When NAMI Greater Orlando has a minimum of 1-year of operating funds sufficient to cover the cost of programs and payroll, evaluate and act upon our preparedness to hire a competent Event Coordinator to oversee and coordinate fundraising events.
- d) Secure more unrestricted grants vs. restricted grants to any extent possible.
- e) Diversify in fundraising events.
- f) Explore and implement a system of benefits for NAMIGO staff that includes health care by 2020.
- g) Evaluate and propose options for new office space by 2nd Qtr of 2019 with potential move by 1st Qtr 2020.

2. Education/Advocacy

- a) Strive for diversity of the NAMIGO Board with succession plan.
- b) Strengthen committees, working and meeting regularly, giving feedback to Board.
- c) Year over year growth of NAMI Signature Programs.
- d) Ensure fidelity and execution of NAMI Signature Programs.
- e) Research and initiate new programs.
- f) Advocate on legislative priorities.
- g) Build and maintain a strong volunteer base.
- h) Continue outreach to under-served and diverse communities.
- i) Expand outreach and services to Osceola County.

3. Community Partnerships

- a) Build and maintain a strong relationship with local public and private mental health treatment facilities.
- b) Maintain relationship with law enforcement, ie: CIT.
- c) Build and maintain partnerships with Orange, Seminole and Osceola County schools, colleges and universities.
- d) Maintain our presence on local Boards and Councils to continue our presence in the mental health arena.
- e) Grow and maintain speaking events and strengthen continuity of the presentations given.
- f) Invest in Leadership Development.

4. Membership

- a) Maintain and increase membership 20% by 2021.
- b) Encourage membership campaigns through our Signature Education Classes.
- c) Conduct year-long membership campaign incorporating various forms of outreach.

5. Impact

- a) Increase social media presence.
- b) Create and distribute consistent newsletters to our membership.
- c) Advertise classes and support groups and develop stories to be published in local newspapers and community flyers.
- d) Participation in NAMI Florida Affiliate calls and meetings, and appropriately distribute that information to the NAMIGO Board and membership.
- e) Encourage participation at NAMI Florida and NAMI sponsored conferences.
- f) Encourage participation of Consumer Council Chair to attend NAMI sponsored conferences and calls.
- g) Support the funding of one (1) Board member to attend NAMI sponsored conferences.