

## **NAMI Minnesota's Strategic Plan, 2019-2024**

Based on input from stakeholders including the public, affiliates, donors, staff, and the board of directors through surveys, interviews, and discussion the NAMI Minnesota Board of Directors has adopted a new strategic plan for 2019-2024.

The first step was to update the mission statement, removing the word "stigma." The new mission statement is:

"NAMI Minnesota champions justice, dignity, and respect for all people affected by mental illnesses. Through education, support, and advocacy we strive to effect positive changes in the mental health system and increase the public and professional understanding of mental illnesses."

### **Goal 1: Ensure access to mental health education and support to people throughout Minnesota.**

1. Increase access to support and education for people living with mental illness and their families.
2. Deepen focus on select populations including young adults transitioning between juvenile and adult systems and people in underrepresented communities in a culturally responsive way.
3. Build and enhance relationships and partnerships with organizations and community groups to make the best use of our resources in the fulfillment of NAMI Minnesota's goals.
4. Raise public awareness and understanding of mental illnesses and mental health.

### **Goal 2: Advocate for policies and structures that contribute to building an equitable and effective mental health system.**

1. Continue to provide critical leadership in establishing and maintaining strategic relationships, forming collaborations, convening critical stakeholders, and building consensus to address important mental health issues.
2. Design and seek increased collaborative practices with affiliates in Greater Minnesota to connect constituents with their policymakers and advocate on mental health issues.
3. Advocate for equitable responses to mental health disparities, ensuring that specific populations' unique needs are met, and assist people with mental health needs through all phases of their lives.

### **Goal 3: Work with providers and professionals who touch the lives of people living with mental illnesses.**

1. Collaborate with providers and professionals to ensure access to sound educational resources that promote understanding of person-centered, recovery-based mental health concepts and frameworks.
2. Educate and collaborate with providers and professionals to increase engagement with and to improve health outcomes of people living with mental illnesses.
3. Increase NAMI Minnesota's visibility in community mental health settings and hospitals through relationship building and marketing of educational materials to provide information and connect their clients and patients to NAMI Minnesota in a timely and convenient manner.

**Goal 4: Ensure that all people living with mental illnesses in Minnesota have access to a NAMI Minnesota affiliate.**

1. Strengthen affiliates' capacity and ability to provide mental health education, support and advocacy.
2. Enhance collaboration and communication among affiliates in the Twin Cities metropolitan area to maximize visibility of affiliate resources and programming across affiliate boundaries.
3. Encourage strong relationships among affiliates and NAMI Minnesota to improve collaboration and the state organizations ability to support the affiliates.
4. Develop relationships with underrepresented communities to provide culturally sensitive mental health education and support.

**Goal 5: Position NAMI Minnesota to continue to grow and endure for generations to come through strategic investments.**

1. Expand the diversity of funding base, increase major gifts, and expand the number of individual donors.
2. Attract and retain highly qualified professionals who envision longer-term career growth within NAMI Minnesota
3. Continue to build effective board governance by enhancing the skills and diversity of board members.

**Goal 6: Expand NAMI Minnesota's ability and capacity to advance equity and diversity.**

1. Infuse equity in all education, support, and advocacy efforts to reflect a commitment to diversity and inclusion.
2. Advance the use of equity in decision-making to advocate and address disparities in mental health programs and practices.
3. Challenge organizational and personal biases of staff, board of directors, and volunteers how they impact the work and decisions.