



2020-2024 STRATEGIC PLAN

DEVELOPING A STRATEGIC PLAN

In 2019, the NAMI North Carolina Board of Directors formed a committee to develop a four-year strategic plan for our organization. They were charged with creating a document that would leverage the strategies and focus areas of the NAMI national organization, while providing a bold and achievable plan for serving our unique community in North Carolina.

We started developing the plan by gathering input from many stakeholders—Affiliate Leaders, Community Partners, Board members, and staff. This data was carefully examined through the lens of the national planning process.



UPDATED MISSION AND VISION STATEMENTS

In addition to establishing our core values, during the development of the 2020-2024 Strategic Plan, we refined our Vision Statement and Mission statement.

CORE VALUES:

HOPE:

We believe in the possibility of recovery, wellness, and the potential in all of us.

INCLUSION:

We embrace diverse backgrounds, cultures, and perspectives.

EMPOWERMENT:

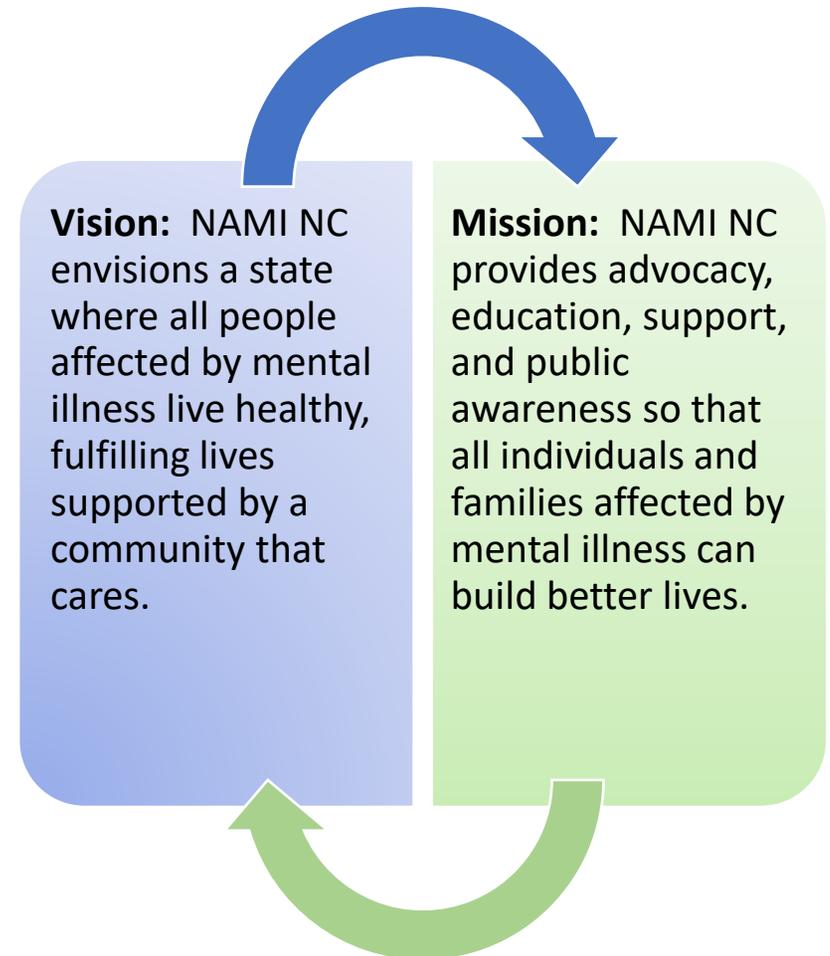
We promote confidence, self-efficacy, and service to our mission.

COMPASSION:

We practice respect, kindness, and empathy.

FAIRNESS:

We fight for equity and justice





The result of this effort was four focus areas within which goals, actions, and metrics could be created and refined. Our aim was to develop a living document that could serve as NAMI North Carolina’s guide, while allowing for flexibility, as the environment and needs of our constituents dictated.

In addition to the overarching goals for each area, specific tactics were identified in each area as depicted in the following pages.

Ensure People Get Help Early



NAMI NC will increase efforts to ensure people get help early. Half of all mental illness begins by age 14; 75% by age 24. While early intervention can get people onto the path of recovery, there are typically long delays before people get the treatment they need. Promoting earlier screenings and making mental health care more accessible are key strategies to ensuring early intervention.

An additional strategy is to advocate for enhanced legislation to accelerate awareness education, early intervention, suicide prevention, and other supports for all people with mental health conditions and illnesses.

Ensure People Get the Best Possible Care

NAMI NC fights for policies and methods to ensure people get the best possible care. About one in five North Carolinians experience a mental health condition, but only half receive treatment. Comprehensive coverage of mental health care should be the standard for everyone in our State, with access to quality treatment when and where people need it. Here are a few of the tactics that NAMI NC will work towards as a part of the effort to ensure that people get the best possible care:



Strengthen the State Organization and its Operations

NAMI North Carolina is a 501(c)3 organization affiliated with the National Alliance on Mental Illness, the nation's largest grassroots mental health organization. NAMI NC supports over 24 affiliates, which directly serve 61 counties and all 100 NC counties via virtual programs. NAMI NC aims to build on its foundations by leveraging technologies, bolstering its existing affiliates, and expanding its footprint with new affiliates. We will also increase the efficiency and effectiveness of the State office. Funding and financial strength are critical to these efforts, and we will seek new ways to diversify and sustain our revenue streams.



Become the Leading Voice on Mental Health in North Carolina

Building on the success of these three focus areas, we will engage more young people, partners, and inclusive communities in order to become the Leading Voice on Mental Health in our State.



SNAPSHOT of STRATEGIC PLAN OBJECTIVES FOR 2020-2024

FOUR FOCUS AREAS

STRATEGIES	ENSURE PEOPLE GET HELP EARLY	ENSURE PEOPLE GET THE BEST POSSIBLE CARE	STRENGTHEN THE STATE ORGANIZATION AND ITS OPERATIONS	BECOME THE LEADING VOICE ON MENTAL HEALTH IN NC
LISTEN AND BUILD OUR COMMUNITY	OBJECTIVES ACROSS ALL AREAS <ul style="list-style-type: none"> • Mobilize and engage more young people, partners, and inclusive communities to speak out on critical issues and policies. • Increase and diversify overall funding. • Strengthen current affiliates and their operations for sustainability. 			
EDUCATE AND SUPPORT	<ul style="list-style-type: none"> • Reach more families, adults, peers, caregivers, and youth-serving professionals with peer-informed education and support. • Reach more adolescents and young adults with support and information 	<ul style="list-style-type: none"> • Reach more people and their families with mental health issues—providing real-time support and guidance when people need it most. • Help people navigate and advocate for the care they need. 	<ul style="list-style-type: none"> • Expand NAMI NC’s presence in geographical area not currently served by an affiliate. 	<ul style="list-style-type: none"> • Train more program and support leaders for its signature programs provided by affiliates.
ADVOCATE	<ul style="list-style-type: none"> • Accelerate awareness education, early intervention, suicide prevention, and other supports for all people with mental health conditions and illnesses. 	<ul style="list-style-type: none"> • Promote a standard of care and best practices for improving how the justice system treats people with mental illness. 	<ul style="list-style-type: none"> • Mobilize and engage more young people, partners, and inclusive communities to speak out on critical issues and policies 	<ul style="list-style-type: none"> • Be the leading voice for advocacy and policies to improve access and quality of the experience of mental health care and support.
LEAD THE CONVERSATION	OBJECTIVES ACROSS ALL AREAS <ul style="list-style-type: none"> • Recruit and engage more new members and improve membership retention. • The NAMI state office and organization will be efficient, strategic, and effective with a culture that reflects our values, vision, and mission. 			

Mental Health is not a singular journey, and this Plan is not ours alone. NAMI NC needs our members, affiliates, Board, Staff, volunteers, donors, and partners. Won't you join us?

The background of the slide features a silhouette of four hikers standing on a jagged mountain peak. They are positioned on the left side of the frame, with their figures dark against the lighter sky. The hiker on the far right has their arms raised in a celebratory gesture. The sky is a gradient of light blue and green, suggesting a sunrise or sunset. In the distance, there are faint silhouettes of mountains and a body of water with some whitecaps.

Together we will Rise...