



# **nAmicon**

**ELEVATING MENTAL HEALTH**

Alliance Day Plenary  
June 3, 2024

# Agenda

- State of the field
- NAMI10X
- Our vision for impact



# A pivotal moment for NAMI

# Increased reach

**Several** families  
in **Madison,**  
**Wisconsin**

**49** State Organizations

**600+** Affiliates

**Millions** of people

**1979**

**2024**



# Expanded impact

## **Support groups**

for family members of  
people with mental  
illness

**1979**

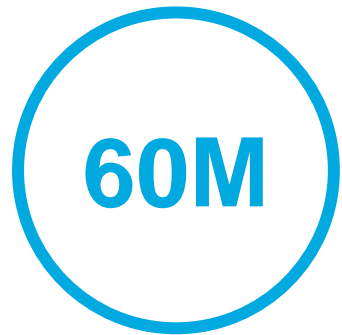
**12** signature programs

**20+** new programs & initiatives

**Leading voice** on mental health  
in the media and among  
policymakers

**2024**

# Unprecedented need



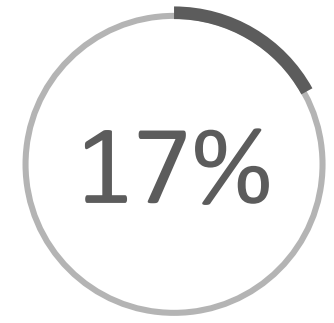
Adults with  
mental illness



Of adults with  
any mental  
illness receive  
treatment



Adults with  
serious mental  
illness



Of youth have a  
mental health  
disorder

# Trends



Increased funding



New channels



Decreased stigma



Provider shortage

# A changing landscape

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# NAMI's value proposition



**NAMI is a trusted voice** leading the conversation on mental health



**NAMI is the go-to resource** for families navigating mental illness



**NAMI reaches most communities** across the country



**Together, we will meet this moment**

# NAMI 10X

Improve how the layers of our Alliance **work together** in pursuit of  
**greater network-wide impact**

# The 10X recommendations

- ① **Strategy** | Concrete, measured, visible
- ② **Excellence** | Measured by impact
- ③ **NSOs** | Stronger, streamlined, standardized
- ④ **NAs** | More sustainable model
- ⑤ **National** | World-class support center
- ⑥ **Fundraising** | Communicated at all levels
- ⑦ **Programs** | Flexible, responsible, scalable
- ⑧ **Field Comms** | Right info at the right time
- ⑨ **Membership** | Radically inclusive
- ⑩ **Governance** | Resilient, representative, relevant



# Strategic planning goals

1. Refresh our Alliance-wide **vision for impact and theory of change**
2. Clarify **NAMI National's role** in advancing this vision for impact
3. Build a **roadmap for implementation success**

# Field leaders driving the strategic planning process



**Joyce A. Campbell**  
NAMI National Board  
*NAMI Ohio (former chair)*



**Kevin Fischer**  
NAMI Michigan



**Shirley J. Holloway**  
NAMI National Board  
NAMI Alaska



**Cathryn Nacario**  
NAMI National Board  
NAMI San Diego



**Diane Banks**  
NAMI Texas Peer  
Leadership Council



**Jeff Fladen**  
NAMI National Board  
*NAMI Tennessee (former ED)*



**Angelina Hudson**  
NAMI Greater  
Houston



**Imaan Siddiqi**  
NAMI National Board  
Next Gen Ex-Officio

NAMI National's Executive Team is also part of the committee leading the strategic planning process

# Field-wide planning process

## NAMI Affiliates

Affiliate Presidents' Council

Peer Leadership Council

Service Members, Veterans, and their Families Council

Executive Directors Council

Joint Council

## NAMI State Organizations

State Presidents' Council

## NAMI National

National Board

National Staff

# NAMI's vision for impact and theory of change

## WHO WE WORK WITH

NAMI serves ALL individuals, families, and caregivers who are affected by mental health conditions

## HOW WE WORK

AWARENESS

PROGRAMS &  
INITIATIVES

ADVOCACY

## LONG-TERM IMPACT GOALS

People prioritize  
mental health

People get help early

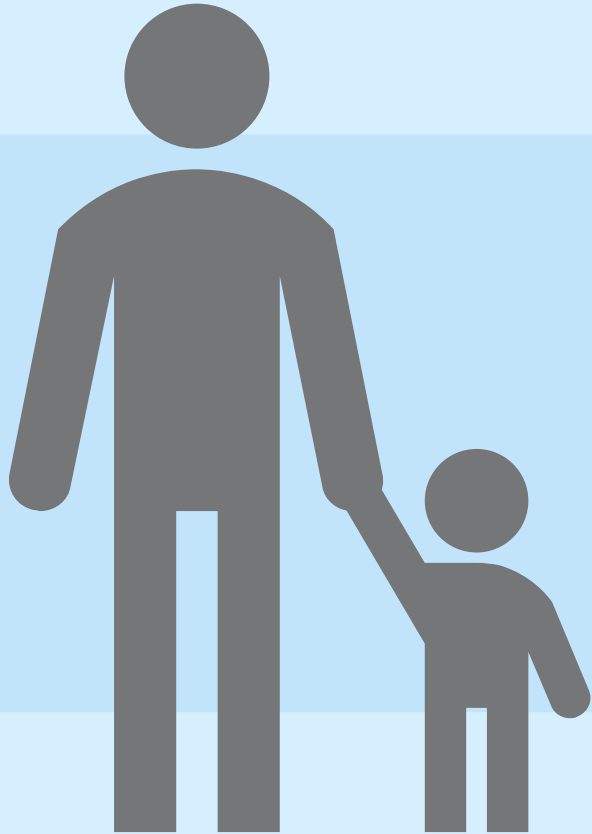
People get the best  
possible care

## ULTIMATE VISION

A world where  
all people  
affected by  
mental illness  
live healthy,  
fulfilling lives  
supported by a  
community that  
cares



# What we're working towards



**People prioritize  
mental health**

**People get help  
early**

**People get the best  
possible care**

*Grounded in measurable outcomes*

An increased number of  
people know about NAMI  
and its resources

An increased number of  
people reach out to NAMI for  
resources

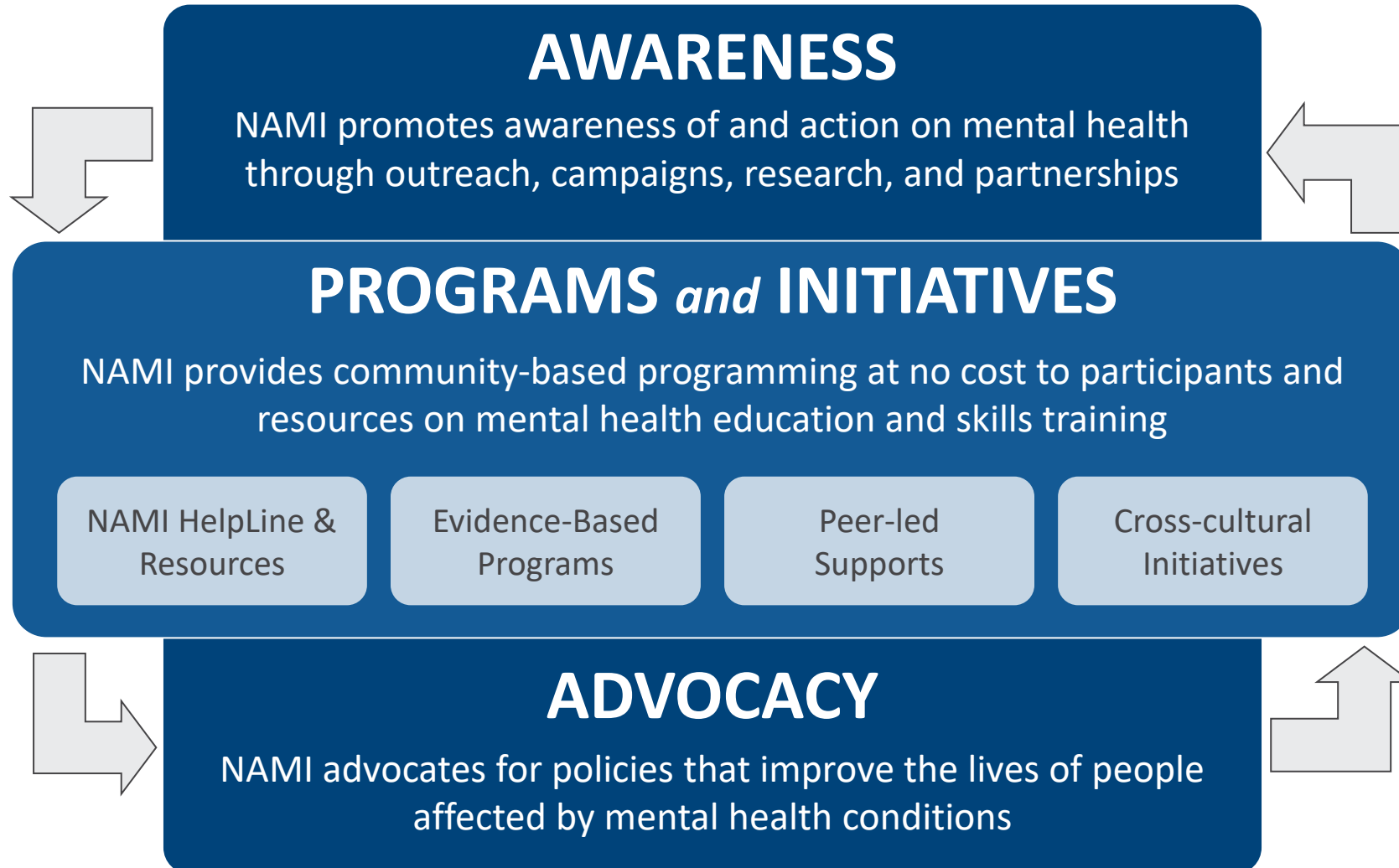
NAMI is the subject matter  
expert on mental health  
among policymakers

More mentions by key media  
outlets than any other mental  
health org

An increased number of  
people participate in NAMI  
programs

An increased number of  
people supported by NAMI  
report improved wellbeing

# How we will get there



# We all have a role to play



A graphic for NAMI Affiliates featuring a 4x6 grid of light blue squares. A dark blue rectangle with the text 'NAMI Affiliates' is centered over the grid. A light gray downward-pointing arrow is positioned below the grid.

## NAMI Affiliates

- Program delivery
- Grassroots mobilizing
- Community outreach & partnerships
- Local advocacy & fundraising



A graphic for NAMI State Organizations featuring a 2x3 grid of light blue squares. A dark blue rectangle with the text 'NAMI State Organizations' is centered over the grid. A light gray downward-pointing arrow is positioned below the grid.

## NAMI State Organizations

- Affiliate support
- Program training
- State-level campaigns and partnerships
- State legislative support
- State fundraising



A graphic for NAMI National featuring a single light blue rounded rectangle. A dark blue rectangle with the text 'NAMI National' is centered over it. A light gray downward-pointing arrow is positioned below the rectangle.

## NAMI National

- Brand & strategy steward
- Program R&D
- National campaigns, media, partnerships
- Federal advocacy
- Alliance support

# Draft NAMI National strategic priorities

1

**Turbocharge NAMI's  
impact through advocacy  
and awareness**

2

**Drive excellence across  
programs and initiatives  
to meet evolving  
demand**

3

**Strengthen the Alliance  
to help the State Orgs  
and Affiliates reach full  
potential**

4

**Strengthen NAMI National into a more efficient and effective national office**



# NAMIcon workshops

Date	Time	Location
Monday, June 3 <sup>rd</sup>	4:30pm – 5:30pm	Governor's Square 14
Tuesday, June 4 <sup>th</sup>	10:30am – 11:30am	Plaza Court 4
Tuesday, June 4 <sup>th</sup>	2:45pm – 3:45pm	Tower D

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**THANK YOU!**

 **nami**  
National Alliance on Mental Illness