



National Alliance on Mental Illness

Inland Valley

2020 – 2022 Strategic Plan

Our Mission:

To provide advocacy, emotional support, understanding, and public awareness so that all individuals and families affected by a mental illness can build better lives.

Our Vision:

NAMI Inland Valley envisions the High Desert as a place where all persons affected by mental illness experience resiliency, recovery, and wellness.

The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization providing advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.

NAMI Inland Valley, an affiliate, undertook strategic planning to achieve our goals and focus our energies to build support and public awareness through advocacy and education. This planning process allows us to identify the most important objectives to focus our energies in the upcoming three years.

Our key strategic goals reflect our commitment to moving forward and to building capacity within the High Desert's communities. This includes reaching more diverse individuals and populations and bringing them into the NAMI community.

We are united by our lived experience with mental illness. Strengthened by our collective voices, we commit ourselves to realizing a world where all persons affected by mental illness experience resiliency, recovery, and wellness.

Overview:

In our 2020 – 2022 Strategic Plan, we selected strategic goals where we will invest our resources. We believe these goals offer strong potential for impact by advancing our mission and achieving our vision.

- Attract, Engage and Retain Members
- Expand Public Awareness to Build Capacity
- Build Relationships and Collaboration with Like-minded Community Partners
- Build A Robust Advocacy Program in the High Desert

Summary of the Process:

NAMI started in 1979 by a small group of East coast families. Similarly, a small group started the High Desert's first mental health support group to help area families who have loved ones living with a mental illness. The group's experiences with the High Desert's Mental Health systems, or the lack there of, led them to recognize the need to bring a NAMI Affiliate to the area. They worked with past leadership of an inactive affiliate in the Rancho Cucamonga/Upland areas to revitalize NAMI Inland Valley (Inland Valley). The two groups merged in October 2017 and incorporated December 26, 2017. Inland Valley was successful in completing the re-affiliation process with NAMI California in September 2018.

Our strategic plan focuses strongly on two NAMI cornerstones; advocacy and education. These cornerstones are central to building a robust infrastructure to ensure visibility and longevity. With the High Desert areas needs in mind, our strategic plan includes initiatives for outreach, support and education to build capacity, connection and growth to help all individuals and families in the High Desert affected by mental illness build better lives. Inland Valley's presence in the High Desert is key now that the High Desert communities are experiencing explosive population growth that includes demographic shifts, a growing number of low to moderate-income families and, with the prevalence of mental illness, unequipped mental health systems. Data collected in a 2017 health assessment (published by St. Mary Medical Center) reports that 9% of adults (18 years and older) are in serious psychological distress within the High Desert cities of Adelanto (population 32,000) and Victorville (population 120,000) and are more at risk. In the United Way's 2017 comparison of eight significant health and social needs within 31 San Bernardino County cities and towns, it reported that calls for mental health services made up nearly 3% per 10 residents (n=64,529) in Victorville and Lucerne Valley, and nearly 2% in Apple Valley. In Adelanto with a significant Spanish speaking population, the percentage is lower due largely to the lack of resources in Spanish.

Feedback from local mental health advocates and church leaders include the need for training and support groups to promote mental health education and successful recovery. There is also a need for mental health providers to: work together, collaborate across agencies and disciplines, and to support stigma reduction and mental health education. Key initiatives are included in our plan to engage members and to address building relationships, collaboration and advocacy with our like-minded community partners.

The sharing of personal experiences comfort and unite us and so Inland Valley sought initiatives that will help toward becoming a recognized resource for families and individuals affected by mental illness and for the mental health professional community.

Selecting Strategic Goals and Key Initiatives:

We have listed our Strategic Goals with Key Initiatives in a sequence that reflects the amount of focus we must bring to their implementation. Ideally, each enhances and advances the others.

1) **Attract, Engage and Retain Members**

- Grow Membership by Meeting the Community Where They Live
- Grow Membership to Sustain Operations
- Establish Member Development Programs
- Add Additional Support Meeting Locations

2) **Expand Public Awareness to Build Capacity**

- Increase Community Education Programs
- Promote Inland Valley as an Advocacy Leader
- Offer Relevant Topics at General Meetings
- Sponsor Mental Health Partners

3) **Build Relationships and Collaboration with Like-minded Community Partners**

- Develop an Outreach Plan
- Educate Community Partners About NAMI Programs and Initiatives
- Seek Out Partnering Opportunities
- Recognize the Mental Health Professionals That Are Helping to Improve Mental Health Care Services

4) **Build a Robust Advocacy Program in the High Desert**

- Involve the Community in Mental Health Care Advocacy
- Address Stigma Reduction Through Fundraising Opportunities
- Represent NAMI at Local Mental Health Fairs
- Increase Visibility by Attending Local Government Meetings

Strategic Framework

OUR BUSINESS | MISSION

NAMI Inland Valley provides advocacy, emotional support, understanding, and public awareness so that all individuals and families affected by a mental illness can build better lives.



OUR IMPACT | VISION

NAMI Inland Valley envisions the High Desert as a place where all persons affected by mental illness experience resiliency, recovery, and wellness.

Goal

Attract, Engage and Retain Members

1. Grow membership by meeting Community Members Where They Live
2. Grow membership to sustain operations
3. Establish member development programs
4. Add additional support meeting locations

Goal

Expand Public Awareness to Build Capacity

1. Increase community educational Programs
2. Develop a strategy for promoting Inland Valley as a mental health advocacy leader within our service area
3. Offer relevant topics at General Meetings
4. Sponsor mental health partners

Goal

Build Relationships and Collaboration with Like-minded Community Partners

1. Develop an outreach strategy to increase collaboration and relationships with community partners
2. Educate community partners about NAMI programs and initiatives
3. Seek out partnering opportunities
4. Recognize mental health professionals that improve mental health care services within our service areas

Goal

Build A Robust Advocacy Program in the High Desert

1. Involve High Desert communities in mental health care advocacy
2. Develop and promote fundraising activities
3. Represent NAMI at local mental health resource fairs
4. Increase visibility with local governments

Balanced Scorecard Strategy Map

	Categories			
	Financial	Internal	Learning and Growth	Community
Objectives	<ul style="list-style-type: none"> • Increase Revenues through: <ul style="list-style-type: none"> ○ Membership Growth ○ Donations ○ Fundraisers ○ Sponsors ○ Grants 	<ul style="list-style-type: none"> • Increase Membership and Community Educational Programs • Present Relevant General Meeting Topics • Develop Sponsorship Building Programs • Develop Fundraising Opportunities 	<ul style="list-style-type: none"> • Increase Public Awareness Through Support and Educational Programs • Increase General Meeting Attendance • Educate Members About NAMI 	<ul style="list-style-type: none"> • Increase Membership • Increase Sponsorships • Engage Community Partners with Shared Missions to Advocate for Better Mental Health Care
Initiatives	<ul style="list-style-type: none"> • Grow Membership • Develop Partnerships with Like-minded Communities • Develop Sponsorships • Develop Fundraising Opportunities • Seize Grant Funding Opportunities 	<ul style="list-style-type: none"> • Create Sponsor/Partner Development Committee • Actively Recruit Relevant Mental Health Speakers • Develop an Outreach Plan to Introduce Inland Valley and Engage Like-minded Partners • Incorporate an Informative Segment about NAMI Initiatives/Policies into General Meetings 	<ul style="list-style-type: none"> • Develop Annual Training Plans • Track Program Participants' Demographics to Identify Areas of Need and to Determine Attainment of Our Goals • Seek Out Relevant Speakers Whose Message Aligns with Our Mission 	<ul style="list-style-type: none"> • Develop a Strategy to Increase NAMI Exposure Within Our Service Areas • Influence Public Perception of Mental Health • Become a Leading Voice to Help Reduce the Stigma Attached to Mental Illness
Measures	<ul style="list-style-type: none"> • Actively Promote Membership to Increase Growth by 25% in Each Year 2020 – 2022 • Engage Members in Annual NAMI Walks Fundraisers • Develop a Local Fundraiser for Each Year 2020-2022 • Take Advantage of all Relevant Grant Opportunities in Years 2020 – 2022 	<ul style="list-style-type: none"> • During 2020, Meet with Community Partners Quarterly • During 2020, Actively Recruit Relevant General Meeting Speakers • In 2020, Utilize Community Partners as an Advertising Resource • Continue monthly Advertising Efforts in 2020: <ul style="list-style-type: none"> ○ Local Newspapers/Radio Stations ○ Newsletters/Flyers 	<ul style="list-style-type: none"> • Complete 2020 Training Plan: <ul style="list-style-type: none"> ○ 2 F2F Classes ○ 2 FaF Classes ○ 1 P2P Mentor Class ○ 1 FSGFT Class ○ 1 F2F Teacher Class ○ Train the Trainer • In 2020, Utilize General Meetings to Educate Members about NAMI 	<ul style="list-style-type: none"> • Establish Annual Fundraisers • Add 2 Meeting Locations in 2020 and 1 in 2021 <ul style="list-style-type: none"> ○ 1 Consumer Support Group ○ 1 Spanish Family Support Group • 2021 – Add 1 Consumer Support Group • Recognize Community Partners Annually for Their Work/Support in Improving Mental Health Care Services