Our Goals at NAMI Eastside:

People in East King County know how to connect with NAMI and other resources for mental health services and support.

Behavioral health care in East King County is higher quality, culturally competent, and promotes recovery and hope.

**OBJECTIVE 1:**
EDUCATION & SUPPORT

**OBJECTIVE 2:**
BROADEN THE SCOPE OF ADVOCACY

**OBJECTIVE 3:**
BUILD COMMUNITY

**OBJECTIVE 4:**
RAISE AWARENESS

**STRATEGY #1:**
CREATE A STABLE FOUNDATION FOR NAMI EASTSIDE

**STRATEGY #2:**
COLLABORATE WITH OTHERS TO IMPROVE BEHAVIORAL HEALTH SERVICE DELIVERY IN EAST KING COUNTY

**STRATEGY #3:**
BUILD A SENSE OF BELONGING AND HOPE
STRATEGY #1: CREATE A STABLE FOUNDATION FOR NAMI EASTSIDE

EDUCATE & SUPPORT

- PROVIDE VOLUNTEER STEWARDSHIP & CONTINUED TRAINING
- FOCUS ON HIGH-QUALITY & DEPENDABLE PROGRAM DELIVERY

ACTION ITEMS

- Increase pool of volunteer facilitators & presenters by 50% over 2022 baseline
- Decrease annual attrition of volunteers to less than 10%
- Develop & implement a quarterly skill development program for facilitators & presenters
STRATEGY #1:
CREATE A STABLE FOUNDATION FOR NAMI EASTSIDE

ADVOCATE IN THE BROADER SENSE OF ADVOCACY (NOT JUST POLITICAL ADVOCACY)

ENSURE ADEQUATE FUNDRAISING TO SUPPORT THE ORGANIZATION’S MISSION, INCLUDING A FUNDRAISING PLAN THAT PROVIDES CONSISTENCY & BALANCE ACROSS FUNDING STREAMS

ACTION ITEMS

Raise at least $500,000 per year from diverse revenue sources that are roughly split into thirds between donations, grants, & sponsorships
STRATEGY #1:
CREATE A STABLE FOUNDATION FOR NAMI EASTSIDE

BUILD COMMUNITY

- Recruit a diverse volunteer pool
- Prioritize use of people & finances for core programs
- Strengthen organizational infrastructure & define internal staff needs for program quality & growth
- Provide competitive salaries, benefits, & working conditions for staff recruitment & retention

ACTION ITEMS

- Increase website visitors by 50% over 2022 baseline
- Increase number of support groups by 50% over 2022 baseline
- Develop & implement support groups for 2 priority populations
STRATEGY #1: CREATE A STABLE FOUNDATION FOR NAMI EASTSIDE

RAISE AWARENESS

ARTICULATE OUR NAMI VALUES:

WHO WE ARE,
WHY WE DO THIS WORK,
&
WHAT WE BRING TO THE TABLE
IN BEHAVIORAL HEALTH

ACTION ITEMS

Our value statements are part of our website messaging

Our value statements are built into our program marketing materials & volunteer trainings
STRATEGY #2: COLLABORATE WITH OTHERS TO IMPROVE BEHAVIORAL HEALTH SCIENCE DELIVERY IN EAST KING COUNTY

EDUCATE & SUPPORT

- PROMOTE RESOURCES FOR PARENTS & PARTNERS OF PERSONS WITH MENTAL HEALTH CONDITIONS
- PROVIDE EXPANDED MENTAL HEALTH EDUCATION TO SCHOOLS, PARENTS, COMMUNITY GROUPS, & WORKPLACES

ACTION ITEMS

- Increase *Ending the Silence & In Our Own Voice* presentations by 25% over 2022 baseline
- Provide 20 mental health presentations that teach coping skills and ways to access mental health resources
STRATEGY #2: COLLABORATE WITH OTHERS TO IMPROVE BEHAVIORAL HEALTH SCIENCE DELIVERY IN EAST KING COUNTY

ADVOCATE IN THE BROADER SENSE OF ADVOCACY (NOT JUST POLITICAL ADVOCACY)

- Serve as a connector & catalyst for a better integrated behavioral health system in King County
- Promote reduced barriers to access mental health services
- Promote increased involvement of mental health professionals in crisis response to 911 or 988 calls

ACTION ITEMS

Support the establishment of crisis response facilities in East King County & advocate for adequate staffing & funding of facilities
STRATEGY #2:
COLLABORATE WITH OTHERS TO IMPROVE BEHAVIORAL HEALTH SCIENCE DELIVERY IN EAST KING COUNTY

BUILD COMMUNITY

ESTABLISH & MAINTAIN GENUINE PARTNERSHIPS WITH PEER ORGANIZATIONS IN THE REGION TO REDUCE CULTURAL & LINGUISTIC BARRIERS TO MENTAL HEALTH EDUCATION & SUPPORT

ACTION ITEMS
Establish at least 3 additional community partnerships with organizations representing underserved populations in East King County to help address behavioral health needs
STRATEGY #2:
COLLABORATE WITH OTHERS TO IMPROVE BEHAVIORAL HEALTH SCIENCE DELIVERY IN EAST KING COUNTY

RAISE AWARENESS

ACTIVELY ENGAGE PEOPLE WITH LIVED EXPERIENCE & EXPERTISE IN PUBLIC POLICY DISCUSSIONS

PROMOTE AN INTEGRATED MENTAL HEALTH SERVICE DELIVERY SYSTEM

ACTION ITEMS

NAMI Eastside members will participate in public policy discussions around mental health

NAMI Eastside members will address public officials on the need for an integrated system at the local & county level
STRATEGY #3:
BUILD A SENSE OF BELONGING & HOPE

EDUCATE & SUPPORT

ESTABLISH SUPPORT GROUPS & PARTNERSHIPS TO MEET THE NEEDS OF UNDERSERVED COMMUNITIES (E.G., SPANISH SPEAKERS, YOUTH, LGBTQ+, BIPOC, & UNHOUSED INDIVIDUALS)

ACTION ITEMS

Increase access to number and variety of support groups by 50% over 2022 baseline

Develop & implement support groups for 2 priority populations in partnership with community partners and/or other NAMI affiliates
STRATEGY #3:
BUILD A SENSE OF BELONGING & HOPE

ADVOCATE IN THE BROADER SENSE OF ADVOCACY
(NOT JUST POLITICAL ADVOCACY)

ENGAGE 25% MORE NAMI EASTSIDE MEMBERS IN ADVOCACY WORK WITH LOCAL & STATE OFFICIALS; PREPARE ADVOCATES WITH TALKING POINTS & MATERIALS

WORK WITH NAMI WA TO PROMOTE MENTAL HEALTH LEGISLATION THAT BUILDS A STRONGER MENTAL HEALTH COMMUNITY & NETWORK

ACTION ITEMS

Establish an Advisory Council, separate from the Board, that helps build stronger community connections & raise funds
STRATEGY #3: BUILD A SENSE OF BELONGING & HOPE

BUILD COMMUNITY

INCREASE VISIBILITY & ACCESS TO NAMI PROGRAMS & SUPPORTS THROUGH EAST KING COUNTY

ARTICULATE OUR NAMI VALUES:
WHO WE ARE, WHY WE DO THIS WORK, & WHAT WE BRING TO THE TABLE IN BEHAVIORAL HEALTH

ACTION ITEMS

Increase newsletter readership by 50% over 2022 baseline
Promote Pride in NAMI Eastside Membership
STRATEGY #3: BUILD A SENSE OF BELONGING & HOPE

RAISE AWARENESS

PROMOTE & MAGNIFY VOICES OF THOSE WITH LIVED EXPERIENCE

ESTABLISH AN ADVISORY COUNCIL, SEPARATE FROM THE BOARD, TO INCREASE COMMUNITY AWARENESS OF NAMI EASTSIDE & THE VALUE OF OUR PROGRAMS & SERVICES

ACTION ITEMS

At least one newsletter per month will feature the lived experience of a NAMI member

Social media posts & other marketing materials will focus on people's experiences with mental health & NAMI