

2023 - 2025

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