

2022-2025 STRATEGIC GOALS & OBJECTIVES

As of November 1, 2021

OUR VISION

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

OUR MISSION

The mission of NAMI Maryland is to improve the quality of life for individuals with mental illnesses and their families. We are dedicated to providing education, support and advocacy for persons with mental illnesses, their families and the wider community.

OUR VALUES

Advocacy Research People with lived experiences Recovery and Resiliency Confronting Injustices Best Practices Diversity, Inclusion and Cultural Competence

OUR STRATEGIC GOALS & OBJECTIVES

External Stakeholder Perspective

Goal 1: Advocate for comprehensive, equitable policies, mental health services and support.

Objective 1.1: Increase capacity to conduct grassroots advocacy and policy activities statewide.

Objective 1.2: Engage and partner with underserved and minority communities in advocacy and policy activities statewide.

Operational Perspective (People & Financial)

Goal 2: Extend, expand and enhance NAMI's impact in Maryland.

Objective 2.1: Support the planning and operational needs of current and emerging affiliates.

Objective 2.2: Increase strategic partnerships in targeted and diverse sectors.

Goal 3: Strengthen organizational capacity.

Objective 3.1: Increase the number and capability of staff, volunteers, and board members that are representative of NAMI Maryland's primary and secondary stakeholders.

Objective 3.2: Increase revenue sources and streams.

Programmatic Perspective

Goal 4: Grow programs and expand outreach statewide.

Objective 4.1: Grow new and existing outreach projects that effectively reach diverse stakeholders and underserved communities.

Objective 4.2: Increase and enhance onsite and virtual programs.

Objective 4.3: Sustain and increase programs and outreach led by peers who are representative of the communities being served.