

# #NAMIcon16

When old business  
becomes new business!

“Building A Movement”

NAMI California

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# Background History

- NAMI California (CA) was formed by the efforts of a few courageous parent leaders, many families and thousands of individuals; friends and professionals.
- Nine Oakland (Northern CA) parent groups established the beginning of the NAMI CA organization in October 1977. By 1981 NAMI CA became a non-profit 501(c) (3) corporation.



# Prior Landscape



- Previous Executive Director served for 25 years
- Annual revenues were approx. \$950k
- Organization lacked appropriate resources to:
  - engage culturally diverse board members and staff
  - research and apply for larger grants
  - develop a plan to expand alliances with public and private entities (i.e. health care providers, law enforcement agencies, department of education, college universities, and other community based organizations)



# Prior Landscape – Board Meetings

Passionate board members often promoted non-negotiated agenda items. This behavior often caused confusion among the board and staff, hindering strategic plans.



# Changing Landscape – New Board Tools



To become more strategic  
To bring order and meet deadlines  
To ensure all views were heard and considered  
To promote and foster collaboration and teamwork



# Current Landscape

**Board of Directors:** 12 Directors (2 vacancies)

**Employee Partners:** 13 Employees

**Affiliates:** 64 affiliates statewide

**Members:** 19,000 (unduplicated members/supporters)

**Annual Revenues:** \$3.2million

**Reserve Funds:** 6 months



# Events that Motivated Change

- Establishing a new game plan
  - What did we change?
  - What did we want to achieve?
  - Hiring a New Executive Director

**“IF YOU DO  
WHAT YOU’VE ALWAYS  
DONE, YOU’LL GET  
WHAT YOU’VE ALWAYS  
GOTTEN.”**

**- TONY ROBBINS**  
KUSHANDWISDOM

**- TONY ROBBINS**





# Lessons Learned

## Methods used to achieve more productive Board Meetings

- Creating effective and efficient agendas
- Moving from fighting fires to preventing them  
(revised Strategic Plan, Policies and Procedures, etc.)
- Old policies built from experiences rather than from running a business
- Updating and revising procedures



# Lessons Learned

Best offense is a good defense - Board Development

- Composition; importance of reflecting our state
- Recruitment tools (handouts)
- Courting and recruiting new members
- Succession planning



# Lessons Learned

## Better Together - Building a Strong Unified Team

- Unifying board and staff
  - Roles of board members
  - Roles of staff
- Communication

“The strength of the team is each individual member.

The strength of each member is the team.”

Phil Jackson

American retired basketball coach and former player



# Lessons Learned

## Steadying the Ship - Building a Stronger Foundation

- Strategic Plan
  - Supporting Affiliates
  - Collaborating to Build Capacity
  - Aligning our plans with NAMI's
- Financial Stability
  - Building Strategic Partnerships
  - Growing Financial Resources



# Accomplishments 2010-2016

## *NAMI CA Accomplishments*



# National Minority Mental Health Awareness Month (July)

Jessica Cruz, Executive Director and Sergio Aguilar-Gaxiola, Board President and other NAMI CA supporters.



# Questions?



lickr: sean-b



# Thank you for your attendance!

Please feel free to contact us or follow us on social media:

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