When old business
becomes new business!

“Building A Movement”

NAMI California
Dorothy Hendrickson, 2\textsuperscript{nd} Vice /Past President
Jessica Cruz, MPA/HS, Executive Director
Steven Kite, Deputy Director
Session Goals:

Share concepts and methods NAMI CA used to:

• develop an achievable strategic plan that improved visibility and statewide impact
• Increased annual revenues
• establish a multicultural staff and board
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
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

NAMI National Convention
Denver. July 6-9, 2016
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

EVERY ACCOMPLISHMENT STARTS WITH THE DECISION TO TRY.

Group Discussion
National Minority Mental Health Awareness Month (July)

Jessica Cruz, Executive Director and Sergio Aguilar-Gaxiola, Board President and other NAMI CA supporters.
Questions?
Thank you for your attendance!

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

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