

Build the NAMI Southwestern Illinois house that is dedicated to providing support, education and advocacy for persons with mental illness, their families and others whose lives are affected by these diseases.



Our house will be a home for:

- **Education and support programs for persons with mental illnesses and their families.**
- **Empowering people who have mental illness to address concerns related to their illnesses.**
- **Providing a voice for people affected by mental illness by advocating for them with public and private policy makers for better legislation more effective treatment options.**
- **Collaborating with other local, state and national mental health organizations along with those that treat co-occurring disorders.**

2010 SITE PREPARATION AND FOUNDATION



- 2 paid staff, with 1 full time starting March, 2010.
- Resource Line volunteers are trained, referrals documented, policies and procedures updated, and strengthened coordination with United Way 211 by May, 2010.
- Resource development program operating and administered by a board level fund raising committee by June, 2010.
- Operation policies and procedures are developed and approved by the Board by September, 2010.
- Establish a board level legislative committee by September, 2010.
- Conduct annual survey in service area to measure change in the awareness and reputation of NAMI SWI beginning in October, 2010.
- 15 active Board members by December, 2010. Maintain 15 member level throughout strategic plan implementation.
- Complete incorporation St. Clair County and surrounding service area counties into NAMI SWI by December, 2010.
- All board members make an annual financial contribution to NAMI SWI by December, 2010.
- Hold an annual awards luncheon or dinner to honor individuals and organizations working to improve the lives of those dealing with mental illness by December, 2010.
- Secure paid and free advertisements (print, web, TV, radio, billboards) by December, 2010.
- Increase number of volunteers by an average of 20% per year.
- NAMI SWI membership average increase of 15% per year.
- Raise an average of \$50,000 per year in unrestricted funds (new money)
- Enhance the activities of NAMI National and NAMI Illinois to positively impact the development and implementation of legislation and policy that affects people with mental illness.

- Partner with other local mental health and organizations that treat co-occurring disorders to support joint advocacy efforts and meet the needs of people and families in crisis.
- Provide accurate information to the media and the public when local events and issues are affected by people with mental illness or when events and issues impact people with mental illness.

2011 EXTERIOR



- Partner with NAMI St. Louis to recruit a regional NAMI spokesperson or champion by June, 2011.
- At least 10 attendees at each education and support session by June, 2011.
- 1 part-time staff person on board by July, 2011.
- All education and training programs are evaluated for effectiveness and costs by December, 2011.
- Develop and implement CIT modeled program for education and other first responders by December, 2011.
- Average 6 news and media hits (articles, stories, quotes, etc) per year that provide positive exposure for NAMI SWI by December, 2011.
- Within the NAMI SWI service area, biennially meet with major political leaders to discuss issues faced by people with mental illness by December, 2011.
- Increase number of volunteers by an average of 20% per year.
- NAMI SWI membership average increase of 15% per year.
- Raise an average of \$50,000 per year in unrestricted funds (new money)
- Begin development of a transportation program for consumers. Program will be developed in collaboration with transportation providers in NAMI SWI service area.
- Begin to expand CIT to include non-participating police, fire, dispatch and EMT departments throughout the NAMI SWI region.
- Enhance the activities of NAMI National and NAMI Illinois to positively impact the development and implementation of legislation and policy that affects people with mental illness.
- Partner with other local mental health and organizations that treat co-occurring disorders to support joint advocacy efforts and meet the needs of people and families in crisis.
- Provide accurate information to the media and the public when local events and issues are affected by people with mental illness or when events and issues impact people with mental illness.

2012 INTERIOR AND FINISHING



- Develop transportation program for consumers. Program will be developed in collaboration with transportation providers in NAMI SWI service area by March, 2012.
- Operational policies and procedures will be reviewed and updated by July, 2012.
- Increase number of volunteers by an average of 20% per year. All volunteers have attended at least 1 NAMI Illinois training by July, 2012.
- NAMI SWI membership average increase of 15% per year.
- Increase the involvement of diverse populations within all parts of the organization by December, 2012.
- Raise an average of \$50,000 per year in unrestricted funds (new money) by December, 2012.
- 12 signature/education programs are conducted each year in the NAMI SWI region by December, 2012.
- 1 support group meeting every week in the NAMI SWI region by December, 2012.
- Expand CIT to include non-participating police, fire, dispatch and EMT departments throughout the NAMI SWI region by December, 2012.
- Enhance the activities of NAMI National and NAMI Illinois to positively impact the development and implementation of legislation and policy that affects people with mental illness.
- Partner with other local mental health and organizations that treat co-occurring disorders to support joint advocacy efforts and meet the needs of people and families in crisis.
- Provide accurate information to the media and the public when local events and issues are affected by people with mental illness or when events and issues impact people with mental illness.