



THE NEED FOR CHANGE



FROM GOOD TO GREAT

“A great organization is one that delivers superior performance and makes a distinctive impact over a long period of time...”

Jim Collins



NAMI'S GOALS

- 1. NAMI is a dynamic well run organization that seeks and engages a diverse growing membership**
2. NAMI is financially secure and independent
3. NAMI is a dominant force in serious mental illness advocacy
4. NAMI is a leader in crafting and implementing state-of-the-art education and information
5. NAMI is building and incorporating the largest consumer movement in the country



THE NEED FOR CHANGE

- ❖ Fund raising has become a necessity of non-profit life
- ❖ The IRS has redesigned Form 990
- ❖ National is working on the establishment of standards for NAMI organizations
- ❖ Organizational development



THE ROLE OF AFFILIATES

- ❖ to organize and assist local support groups,
- ❖ to provide local information and referral services,
- ❖ to conduct community education by serving on local committees and boards,
- ❖ to interact with local professionals,
- ❖ to involve other community groups in the NAMI agenda,
- ❖ to work with the local media on matters relating to mental illness,
- ❖ to report on local issues and needs to their Organization,
- ❖ to engage in fund raising for Affiliate, Organization, and NAMI offices and programs, and
- ❖ to engage in grass roots advocacy on local, state and federal issues.

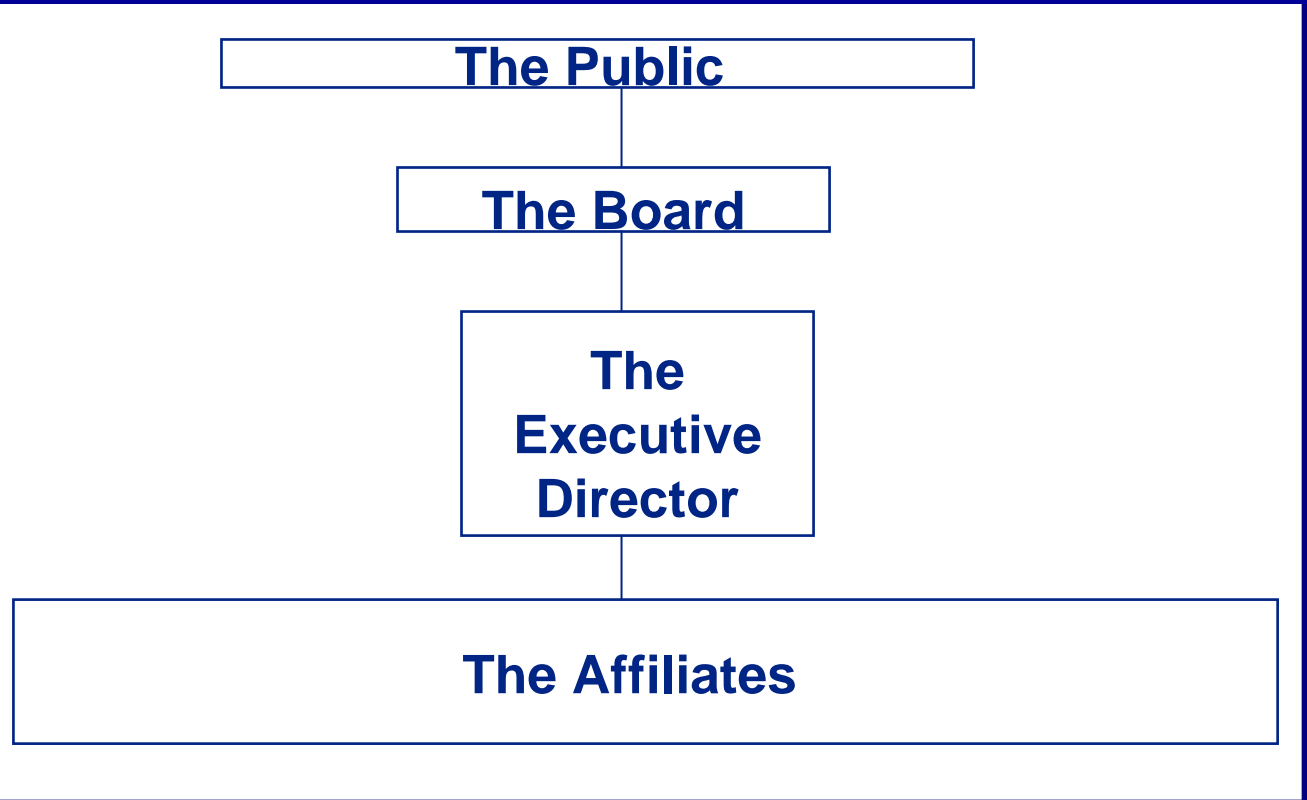


THE ROLE OF THE STATE ORGANIZATION

- ❖ to develop a mental illness agenda within their respective states which reflects the needs of all areas of their respective states
- ❖ to conduct advocacy at state level within the legislative, executive and judicial branches, to monitor the activities and the budgets of state agencies
- ❖ to encourage coordination of local advocacy
- ❖ to support Affiliates by (i) organizing new Affiliates, (ii) providing a state information and referral service, (iii) providing technical assistance to Affiliates, (iv) conducting state conferences, and to report on state issues to NAMI.



ORGANIZATIONS





BOARD TYPES

- ❖ **Working Boards**
- ❖ **Policy Boards**
- ❖ **Institutional Boards**



POLICY BOARD RESPONSIBILITIES

- ❖ **Determine the organization's mission and purpose.**
- ❖ **Select the ED, support them and assess their performance**
- ❖ **Provide proper financial oversight.**
- ❖ **Ensure adequate resources for the organization to fulfill its mission.**



BOARD RESPONSIBILITIES (con.)

- ❖ Ensure legal and ethical integrity and maintain accountability.
- ❖ Ensure effective organizational planning.
- ❖ Recruit and orient new board members and assess board performance.
- ❖ Enhance the organization's public standing.



IRS EXPECTATIONS

“Governing boards should be composed of persons who are informed and active in overseeing a charity’s operations and finances. ..Successful governing boards include individuals who not only are knowledgeable and engaged, but selected with the organization’s needs in mind (e.g. accounting, finance, compensation, and ethics). ... a governing board should include independent members and should not be dominated by employees or others who are not, by their very nature, independent individuals because of family or business relationships.”