



## Programs

Increase the impact of NAMI Austin's programs

- Develop a process to evaluate and assess the impact and effectiveness of NAMI Austin's current program and service mix
- Expand reach of current programs or create programs for new target audiences



## Funding

Diversify funding to ensure mission sustainability

- Increase grant funding to support current programming
- Increase individual donors



## Human Capital

Ensure that NAMI Austin has appropriate staff, board and infrastructure

- Create an effective board that possesses the skills to run NAMI
- Create an effective work place for NAMI staff
- Ensure work space and tools support a dynamic and positive work environment



## Brand Awareness & Partnership

Expand NAMI Austin's visibility and influence in the Central Texas community

- Capitalize on established, co-branded events
- Develop new partnerships to increase awareness of NAMI Austin

### Our Mission

Improve the lives of all persons affected by mental illness by providing support, education and advocacy to individuals and families

### Our Vision

Ensure acceptance of and treatment for all those with mental illness and facilitate their recovery through support, education and advocacy

## our mission

Improve the lives of all persons affected by mental illness by providing support, education and advocacy to individuals and families

21,717

individuals & families impacted this year by NAMI Austin programs

### Impact



1,606

support group meeting participants



503

class and workshop graduates



60

tv, radio and newspaper stories



6,228

teens received mental health training



10,000+

volunteer hours



2,000+

NAMIWalks participants

### New Initiatives

#### Law Enforcement

In partnership with the Austin Police Department and Travis County Sheriff's Office, NAMI Austin offers a portion of the mental health training officers receive and prepares them to engage with individuals going through a mental health crisis. The presenters' real stories of encounters with police emphasize how best to respond to people in crisis and foster empathy and compassion while encouraging officers to connect families and individuals to vital community resources.

23

trainings

764

officers

#### Let's Talk

One in five teens live with a mental health condition. Yet more than 40% aren't receiving the care and treatment they need—often because they are too embarrassed to talk about mental health or don't know how to ask for help. Created by NAMI Austin, "Let's Talk" is a one-hour presentation that equips parents with the simple tools they need to have positive and proactive mental health conversations that can help teens feel more comfortable seeking help for themselves or their friends.

16

presentations

585

parents

#### Workplace Presentations

Fear of discrimination and shame mean the workplace is often the last place people will share their mental health journey and needs. NAMI Austin's Workplace Presentation series gives offices the information and resources to create a safe and supportive space for employees to talk about their mental health. The presentations provide tools for addressing the impact of stress, break down mental health myths, promote empathy and compassion, and encourage employees to help change the mental health conversation at work.

12

presentations

451

employees & managers