

NAMI Arizona Annual Meeting continued

2007 President's Annual Report

by Cheryl Fanning

"NAMI Arizona began 2007 with many challenges... The Board identified our first priority was to fill the position of Executive Director. Given the high turn-over of Executive Directors, it was determined that we needed to decide what kind of organization we wanted to become and what qualities were needed in an ED to get us to that objective. A strategic planning initiative was therefore initiated... The objective of Phase I of the process was to review and revise our current Mission Statement and to compile the top five critical issues for NAMI Arizona... (See Susan Hyder's report on this page.)

...A Search Committee of the Board was established... After months of searching, the Board hired Robert Hess as our Executive Director. Dr. Hess came to us with extensive experience and a commitment to helping NAMI Arizona move from good to great.

Since his start date of Sept. 4, 2007, Dr. Hess has assisted the Board in the establishment of a firm organizational infrastructure. Financial, personnel, and organizational policies have been drafted for consideration. Input has been gathered from the local affiliates and an operational plan has been proposed. Arrangements are underway to finalize the Strategic Plan during the coming year.

Throughout the year, NAMI AZ has continued to implement the NAMI signature programs including Family to Family, Peer to Peer, In Our Own Voice, and Families and Teachers as Allies (2nd yr. of a 3 yr. pilot)... New programs to be implemented during 2008 include NAMI Connection and Family With Youth programs.

NAMI Arizona also participated in three successful events:

The 2007 NAMI Walk... In this third year of AZ's participation in the Walks event, we had a particularly successful Walk due in part to the efforts of two Affiliates: NAMI Southern Arizona (NAMISA) and NAMI Southeastern Arizona (NAMISEAZ) who hosted the walk in Tucson. The Walk figures indicate that, after expenses, the State portion was over \$78,000, Affiliates shared

over \$137,600, and NAMI-National received over \$29,200.

The Mystery Authors' Luncheon was once again a success, with one NAMI Phoenix member bidding over \$5,000 to have her name put in one of James Patterson's new books. Look for "Mona from Arizona" as a character in one of his future books.

The movie "Canvas" premiered in Phoenix and NAMI hosted a reception for Joe Greco and Joe Pantoliano which offered a great opportunity for publicity... (Canvas is now available as a video rental)

2008 offers NAMI AZ the opportunity to really grow. We are now fully staffed with truly qualified people, have a solid infrastructure and Board committed to become a true "working board." We are on our way to greatness in pursuing our mission to improve the quality of life for Arizonans whose lives have been affected by mental illness. We are walking on! "

(Report abbreviated for space constraints.)

Strategic Planning Update

Susan Hyder presented a report from the Strategic Planning Committee. The top five issues identified for the focus of the Strategic Plan over the next three years are:

1. Increase general membership with a focus on consumers and geographical/cultural expansion.
2. Legislative advocacy.
3. Strengthen NAMI AZs partnership with providers.
4. Stigma reduction through improved media relationships.
5. Education expansion: promote awareness through increased implementation of NAMI signature programs.

In February, a form will be sent to all affiliates to survey their ideas on how we should move forward in the next 5-10 years.

In June, a Planning Retreat will be held with an outside facilitator to draft our strategic plan.

In July, the Plan will be sent to all affiliates for their review and suggestions.

By September, the plan will be ready for implementation.