

Strategic Plan Executive Summary

NAMI Colorado Springs sits at the center of a community striving to be safe, connected and vibrant. Nearly one in three Colorado Springs residents experiences a mental health condition, and when timely, affordable support is unavailable, the consequences extend far beyond the individual. Untreated mental health challenges affect families, schools, workplaces and the overall wellbeing of our community.

At a time of increasing loneliness, shifting public policy, and strained mental health systems, NAMI Colorado Springs provides something both essential and rare: high-quality, peer-led support, rooted in lived experience, offered at no cost. Our programs help people feel seen, understood and hopeful — often at the most vulnerable moments of their lives. We meet people where they are and walk alongside them with empathy, authenticity and deep respect.

This strategic plan charts a bold and compassionate path forward. It reflects our commitment to expanding belonging, deepening trust, and ensuring that every person — regardless of diagnosis, background or ability to pay — can access meaningful mental health support.

The Urgency of Now

Mental health needs in Colorado Springs are growing rapidly. Many residents cannot access or afford care, and loneliness and isolation continue to rise nationwide. NAMI Colorado Springs is a critical part of the solution. Our programs are offered at no cost, and our first question is always, “How can we help?” Early connection matters, and this plan emphasizes reaching people before they reach a breaking point.



What Makes NAMI Colorado Springs Different

NAMI Colorado Springs is uniquely peer-led. Our support groups, education programs, and community outreach are facilitated by people with lived experience — individuals who have navigated mental illness themselves, supported loved ones, or both. This model builds trust that cannot be replicated in clinical settings. It creates stigma-free environments where honesty, understanding, and hope flourish.

As nonprofit organizations nationwide face increasing financial pressure due to reduced federal support, expiring pandemic relief funds, and heightened demand for services, NAMI Colorado Springs remains resilient and deeply rooted in this community. While philanthropy is evolving — with greater emphasis on local impact, transparency, collaboration, and collective giving — our mission remains constant: ensuring no one faces mental health challenges alone.



Strategic Priorities

Over the coming years, NAMI Colorado Springs will focus on four core priorities:

Bring People In

We will expand awareness, outreach, and access to our proven programs, with a particular emphasis on early connection and prevention. This includes strengthening partnerships, increasing visibility across the community, and building lasting trust within underserved populations.

Show Up Like No One Else

We will continue to lead as the peer support expert in Colorado Springs — offering human-centered, compassionate support that reflects the real experiences of those we serve. We will expand support for families and care partners, who are increasingly carrying the burden of a strained mental health system.

Cultivate Donor Connection

Our donors are partners in changing lives. Many have personal experience with our programs, and we are committed to deepening these relationships by clearly demonstrating impact, strengthening communication, and ensuring every donor feels valued and connected to the mission.

Build a Thriving Culture

Volunteers are the heart of NAMI Colorado Springs. We will invest in training, flexibility, recognition, and care to ensure volunteers feel supported and empowered — knowing that every interaction they have can transform someone's story.

Looking Ahead

NAMI Colorado Springs is respected for its authenticity, empathy, and firsthand understanding of mental health challenges. No other organization in our community offers what we do. Our strategic plan provides a clear, actionable roadmap for the years ahead — one that is ambitious, grounded, and responsive to a rapidly changing landscape.

With the continued partnership of our community, donors, volunteers, and supporters, NAMI Colorado Springs will remain a trusted place of connection, understanding, and hope — today and for generations to come.

