

Strengthening Support, Expanding Belonging:

Strategic Plan for NAMI Colorado Springs

2026 - 2028



A Joint Letter from the Co-Executive Directors and the Board Chair of NAMI Colorado Springs

Dear supporters, partners and community members,

As leaders of NAMI Colorado Springs, we are honored to present this strategic plan — an ambitious and thoughtful roadmap that reflects both the need of the moment and the strength of our community. This plan is the result of months of thoughtful listening, honest reflection and collaboration among board members, staff, volunteers, program participants, partners and other stakeholders. It is a plan rooted in who we are today and who we aspire to become for the Pikes Peak region.

The mental health landscape around us continues to shift. Families are carrying increasing burdens as services become more costly or less accessible, and individuals experiencing mental health challenges often feel isolated or unsure where to turn. At the same time, in this post-COVID society, people are hungry for connection, understanding and support. These realities make NAMI Colorado Springs' role more essential than ever.

Through this strategic planning process, we heard clear themes: NAMI Colorado Springs is deeply trusted. Our peer-led approach creates a sense of safety and belonging that people cannot find elsewhere. Volunteers, participants and partners overwhelmingly affirm that our authenticity, empathy and lived experience make us a vital presence in a community navigating profound change.

We also heard that we must continue to grow — responsibly, thoughtfully and boldly. We must meet people earlier in their journeys, expand awareness of our programs, strengthen support for families, deepen our partnerships, and build lasting trust within underserved communities. We must continue investing in our volunteers, honoring their experiences, and equipping them with the tools they need to lead with confidence and compassion. And we must nurture meaningful relationships with our donors, ensuring they understand the extraordinary impact they make.

While the challenges facing our community are real, so too is our resilience. NAMI Colorado Springs has been a steadfast presence since 1983. We have walked alongside individuals and families through some of their hardest moments. We have shown up, over and over again, with empathy, understanding and hope. And with this plan, we reaffirm our commitment to showing up in even more meaningful, accessible and transformative ways.

We extend our deepest gratitude to every person who contributed their insight, experience and vision to this effort. Together, we will continue building a community where compassion is the expectation, not the exception — and where no one faces mental health challenges alone.

With appreciation and hope,



Monica Furey
Board Chair



Emily Brady
Co-CEO



Kirk Woundy
Co-CEO

Acknowledgements

NAMI Colorado Springs gratefully acknowledges everyone who participated in the development of this strategic plan. Everyone played a critical role and because of your engagement, this strategic plan is shaped by community voice and designed with intention.

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Not all focus group participants are listed due to requests for anonymity. We are thankful to everyone who contributed.

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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.



Overview of NAMI Colorado Springs

NAMI Colorado Springs stands at the heart of a community striving to be safe, connected and vibrant. In a city where almost a third of residents experience a mental health condition,¹ lives and families can change dramatically when support is unavailable. Untreated mental health challenges impact school performance, workplace productivity, family stability and overall community wellbeing.

At a time of increasing loneliness, shifting health policies, and strained support systems, NAMI Colorado Springs plays an essential role — offering free, high-quality, peer-led support that helps people feel seen, understood and hopeful. We meet people where they are and walk alongside them through some of the most vulnerable and courageous moments of their lives.

This strategic plan charts a bold and compassionate path forward. It reflects our commitment to expanding belonging, deepening trust and ensuring every person — no matter their background, diagnosis, or financial situation — can access the support they need.

Mission:

NAMI Colorado Springs creates and cultivates a welcoming community of peers who educate, support, and advocate for people and families living with mental health conditions.

The Urgency of Now

As is true across the country, mental health needs in Colorado Springs are rapidly intensifying. Many residents cannot access or afford timely mental health care. Loneliness and isolation continue to grow, with more than half of U.S. adults reporting they feel disconnected from others.²

When individuals and families cannot find support, the consequences ripple through schools, workplaces, healthcare systems and communities. **NAMI Colorado Springs is a critical part of the solution**, ensuring no one faces mental health challenges alone.

Projected Medicaid cuts in 2027 will further limit access to behavioral health services. It's essential that people know they can turn to NAMI Colorado Springs for support.

Our programs are offered at no cost. The first question we ask is never, *"Do you have insurance?"* It is, *"How can we help?"*



The NAMI Colorado Springs Difference

What makes NAMI Colorado Springs unique is simple yet profound: We are peer-led. Our support groups, classes and community programs are facilitated by individuals who have lived experience — people who have navigated mental illness themselves, supported loved ones on their journey, or both.

The impact speaks for itself:

In Family-to-Family (an 8-week course that covers treatment, coping and coping skills among other topics), 100% of student participants in 2025 strongly agreed that “Because of the program I just completed, I feel better able to manage crises that may result from symptoms of mental health conditions.”

98% of support group respondents report they receive support at NAMI COS groups that they cannot get elsewhere.

After seeing an “In Our Own Voice” presentation, 92% of respondents can envision feeling more comfortable in conversations about mental health.

6 out of 7 students who attend the “What’s on Your Mind?” program say they feel better prepared to access local mental health resources.

NAMI Colorado Springs’ peer model builds trust that cannot be replicated by clinical providers. It creates environments that are stigma-free, honest, and deeply supportive.

Current Status of the Nonprofit Sector

Shifts in federal funding over the past year, combined with the ripple effects of broader economic uncertainty, are creating significant downstream impacts on nonprofit financial support. Organizations are feeling the strain. One Colorado Springs shelter has been forced to cut its emergency overnight beds for families with children by half. Another organization has had to remove 16 family-style rooms from operations. Staff reductions are occurring across multiple agencies.

At the same time, federal changes to support programs such as SNAP (formerly known as food stamps) and Medicaid are intensifying the burden on the nonprofit sector. Some Colorado organizations have already closed, while others are pursuing mergers or acquisitions to survive. Philanthropic funders report increases of 30 percent or more in the number and size of funding requests. This surge is largely tied to expiration of American Rescue Plan Act (ARPA) dollars and ongoing delays or volatility in federal grants.

In 2026, foundation giving is expected to grow by 5–7%, reaching approximately \$122 billion. This increase is driven by rising community needs and values-based responses to declining government support. Emerging trends include faster and less restrictive funding, greater emphasis on local impact, increased use of AI, and evolving donor expectations around transparency and meaningful engagement, all occurring alongside new tax policies that favor direct giving over donor-advised funds.³ Additionally, 2026 is expected to bring a shift from individual giving to collective giving. From neighborhood donation drives to giving circles and mutual aid networks, more people are pooling their resources to create shared impact and revitalizing civic life. This kind of localized, participatory giving does more than raise funds. It builds trust, strengthens community ties, and reduces polarization.⁴

NAMI Colorado Springs has weathered many challenges. We are resilient, deeply rooted and committed to being here for the long term.



Our Commitment to the Community

Most people discover NAMI Colorado Springs only when they are overwhelmed and desperate for help. We must shift this timeline. Early connection helps individuals and families stabilize sooner, understand their options, and build supportive relationships before they are in crisis.

Goal	Strategies
Bring People In	<ul style="list-style-type: none">● Scale existing program capacity● Infuse storytelling into every program, initiative, and communication vehicle at NAMI Colorado Springs● Commit to building lasting trust in underserved communities● Increase outreach to the business community and mental health/recovery treatment providers via In Our Own Voice, Voices of Hope and Recovery, Voices of Hope, and program overviews

While we excel at supporting individuals with severe mental illness and navigating extremely challenging situations, we must devote more effort to upstream, preventative approaches. We want people to become familiar with *before a crisis occurs* — and to be well-equipped with information about crisis resources when they need them most.

Everyone who engages with us — program participants, family members, volunteers, providers and partners — expresses a strong desire for more programs and greater visibility. We've long known that personal connections and word of mouth are our most powerful tools for reaching the broader community. Our programs themselves have been crucial in attracting new participants and partners. We plan to broaden our entry points so we can meet individuals in a wider range of settings — wherever they are, both literally and figuratively. This includes expanding our partnerships in every way possible and growing the programs we already know are effective in providing meaningful support.

NAMI Colorado Springs is comfortable with the uncomfortable. We dive deep into the messy ... because mental illness *is* messy.

NAMI Colorado Springs has built trust and credibility within the LGBTQ+ community because we have team members who belong to that community, and who show up in a safe and affirming way.

We are dedicated to providing understanding and high-quality support, and also to shifting the narrative, challenging common misconceptions, deepening understanding and fostering empathy. We are strengthening our storytelling so that people know who is, understand what we do, recognize the individuals who make our work possible, and see the unique value our organization provides. We've developed training to ensure that our storytelling is ethical, responsible and holistic — portraying people as multidimensional individuals whose lives are far richer than any diagnosis.

We also recognize the importance of investing in long-term trust within underserved communities. These relationships take time to build, and representation at every level of the organization is essential to that work. We will continue to deepen this commitment as we move forward.



NAMI Colorado Springs is respected for our authenticity, empathy and firsthand understanding of mental health conditions. No other organization offers what we do.

Goal	Strategies
Show Up Like No One Else	<ul style="list-style-type: none"> ● Increase awareness of NAMI Colorado Springs' programs ● Position NAMI Colorado Springs as the peer support expert in the community ● Sustain NAMI Colorado Springs' commitment to human-centered support for every individual seeking services

At NAMI Colorado Springs, peer support is central to the healing journey. Whether you're living with a long-term mental health condition, caring for someone who is, or navigating a new diagnosis, our peer support groups offer connection, understanding and hope.

We've learned that the most effective way to engage people is through direct, face-to-face connection with a peer — someone who can share their experience and introduce them to the support NAMI Colorado Springs provides. Over time, we've built a strong peer team within our staff, and they play a critical role in advancing our mission. We will continue to serve as both experts and ambassadors for peer support. As peers, we can elevate the conversation around mental health and offer insight into the mental health system in ways that others in the sector simply cannot.

NAMI Colorado Springs is recognized as a leader in mental health and a lot of that has to do with our unique lived experience as peers.

Looking ahead, we see a significant opportunity to strengthen our programs for families. As cuts to mental health services continue, family members and care partners will shoulder even greater stress while supporting loved ones with mental illness. We will expand our outreach to families and care partners — and be intentional about engaging the many different types of family members who play a role in someone's support system.



Our donors are partners in changing lives. Many have been program participants. Their personal connection to our mission is powerful and deserves continuous care.

Goal	Strategies
Cultivate Donor Connection	<ul style="list-style-type: none"> ● Ensure donors understand their impact ● Build deeper connections with donors ● Ensure donors feel valued

Individual donors, philanthropic partners and corporate supporters all play an essential role in sustaining our work. Although NAMI Colorado Springs is fortunate to have a diverse base of funding, we must continue to broaden and deepen these relationships. We want to connect more regularly — and more meaningfully — so donors can clearly see the impact their generosity makes.

Supporting family members is a distinctive strength of NAMI Colorado Springs and an integral part of our history. Many of our donors have attended or graduated from our Family-to-Family education program, and we want them to continue feeling connected to their impact long after their participation ends.

We will invest in training, support, flexibility and recognition to ensure volunteers feel celebrated and empowered. Every interaction a volunteer has can transform someone's story.

Goal	Strategies
Build a Thriving Culture	<ul style="list-style-type: none">● Expand and stabilize volunteer base● Lead with kindness

We will continue to invest meaningfully in volunteer recruitment, support, retention and development. This includes refining our training and educational offerings and our processes so that every volunteer, at every stage, has a consistently positive experience. We also recognize the importance of flexibility and understand that volunteer engagement can look different for each person. Our goal is to honor individual journeys and meet people where they are.

We will strengthen the heart of NAMI Colorado Springs: our volunteers.

Every interaction has the power to shape someone's story. When a person builds up the courage to call and inquire about a support group, being met with patience and kindness increases the likelihood they will attend a program and find the connection they may have been missing.



How We Will Get There

Bringing this vision to life will involve implementing it in stages. We are confident that the following tactics are feasible within our existing capacity, while also preparing us for the resources we will require over time.

Goals (primary outcome we are seeking)	Strategies (approach to achieve goal)	Tactics - 2026 (how to pursue objective)	Tactics - 2027 (how to pursue objective)	Tactics - 2028 (how to pursue objective)	Objectives (measurable step to achieve strategy)
Bring People In	Scale existing program capacity	<ul style="list-style-type: none"> Develop plan to expand existing programs Continue to explore how family and peer programs can better collaborate and integrate together Continue to explore ways of offering simultaneous programming 	<ul style="list-style-type: none"> Begin to implement program expansion Assess "train the trainer" options and integrate additional ongoing training options and support to bolster volunteer competence and confidence Revise and update all programs to ensure they are relevant and not outdated Assess need for supporting mental health providers 	<ul style="list-style-type: none"> Continue program expansion, exploring options for age-based groups as well as integrating more virtual/hybrid opportunities 	<ul style="list-style-type: none"> 25% increase in the number of participants attending NAMI Colorado Springs' signature programs over the three year period
	Infuse storytelling into every program, initiative, and communication vehicle at NAMI Colorado Springs	<ul style="list-style-type: none"> Develop and initiate processes to capture participants' NAMI Colorado Springs narratives, including opportunities for sharing stories without having to be personally asked Run four storytelling-related trainings during the year 	<ul style="list-style-type: none"> Develop processes to capture partners' and providers' NAMI Colorado Springs narratives Continue to expand/revise communications plan to reach new and different audiences Schedule opportunities to deepen engagement with individuals willing to share their stories, to include opportunities to see/hear others sharing stories 	<ul style="list-style-type: none"> Share stories about the impact that NAMI Colorado Springs has for people with a mental health condition *and* their loved ones/caregivers to demonstrate how everyone involved is affected Incorporate creative activities as new avenues for social connection and storytelling 	<ul style="list-style-type: none"> 15% increase in the number of active volunteers annually At least 60% volunteer retention rate annually
Bring People In	Commit to building lasting trust in underserved communities	<ul style="list-style-type: none"> Identify and prioritize underserved communities Develop an initial plan to build or deepen relationships/trust with those communities, meeting with the unofficial community leaders to understand how best to do that Identify best approaches to offering accessible programming 	<ul style="list-style-type: none"> Implement plan and continue to build relationships/trust with underserved communities, and check in with community leaders to understand if/what NAMI Colorado Springs needs to do differently Implement follow-up activities after all interactions to ensure community members know and understand that NAMI Colorado Springs is committed to continuing to show up for them Continue diversifying our volunteer pool to continue this work Formalize campaign to get community groups into our community space 	<ul style="list-style-type: none"> Assess the need for a new position to be able to support this continued work in reaching and supporting underserved communities. 	<ul style="list-style-type: none"> **See objectives related to the number of program participants, volunteers, and donors**
	Increase outreach to the business community and mental health/recovery treatment providers via In Our Own Voice, Voices of Hope and Recovery, NAMI Colorado Springs program overviews	<ul style="list-style-type: none"> Develop and begin to implement a plan to reach the business community and mental health/recovery treatment providers Present overview of NAMI Colorado Springs and programmatic opportunities to 3 new private sector partners 	<ul style="list-style-type: none"> Continue implementation of outreach plan Integrate participation in NAMI Colorado Springs' fundraising and community awareness events into business relationship building. Present to 6 new private sector partners 	<ul style="list-style-type: none"> Present to 10 new private sector partners 	<ul style="list-style-type: none"> 3 to 4 presentations/conversations facilitated annually to new business partners and mental health providers 15% increase in the number of businesses that engage in our fundraising events

Goals (primary outcome we are seeking)	Strategies (approach to achieve goal)	Tactics - 2026 (how to pursue objective)	Tactics - 2027 (how to pursue objective)	Tactics - 2028 (how to pursue objective)	Objectives (measurable step to achieve strategy)
Show up Like No One Else	<p>Increase awareness of NAMI Colorado Springs' programs</p> <p>Sustain NAMI Colorado Springs' commitment to human-centered support for every individual seeking services</p>	<ul style="list-style-type: none"> Ensure plan to expand existing programs includes building a presence in each city council district and school district in the coming years Develop a plan to reach more providers, mental health agencies, hospitals, faith based communities, schools, doctors' offices, and other entities/places where people help people and incorporate it into a communications plan, focusing on partners who can assist with upstream prevention Extend our ability to track and document where program and event participants heard about NAMI Colorado Springs Design and test a tool to help document how often program participants refer others to NAMI 	<ul style="list-style-type: none"> Establish consistent programming for Parents and Caregivers of Youth, Sharing Hope, LGBTQIA2+ programs Forge and/or deepen relationships with Pikes Peak State College, UCCS, Colorado College and other health care disciplines Implement outreach plan, and solicit in put to understand the best way for providers to learn/know about NAMI Colorado Springs and remember to share the information with their clients/patients 	<ul style="list-style-type: none"> Secure partnerships with all major hospitals in the Pikes Peak region Increase partnerships with outpatient mental health programs 	<ul style="list-style-type: none"> 15% annual increase in those who have heard about NAMI Colorado Springs via word of mouth and outreach activities vs. Google 15% annual increase in the overall number of partners with whom NAMI Colorado Springs works 15% increase in the number of partners
		<ul style="list-style-type: none"> Actively engage in peer support conversations that influence peer support expansion Begin promoting the availability of one-on-one peer support at NAMI Colorado Springs 	<ul style="list-style-type: none"> Develop and launch a training for local peer support agencies and other NAMI affiliates on how to create a supportive peer environment 	<ul style="list-style-type: none"> All program staff are certified as Peer Support Specialists 	<ul style="list-style-type: none"> Increase of 10 peer participants in 2026, followed by 15 peer participants in 2027, and 20 peer participants in 2028
		<ul style="list-style-type: none"> Create and establish a more robust system for NAMI Colorado Springs' resource and referral navigation Continue providing ongoing education that is trauma-informed and relevant to supporting NAMI Colorado Springs' volunteers and team Explore re-establishing ongoing "Education Series" for the local community regarding mental health topics Evaluate feasibility of a voluntary 60-day check-in post-program for participants and facilitators to share updates 	<ul style="list-style-type: none"> NAMI Colorado Springs Board members reach out to team and key volunteers to thank them for their work and contributions 	<ul style="list-style-type: none"> Integrate self-care activities and offer ongoing activities to strengthen social connections for participants 	

Goals (primary outcome we are seeking)	Strategies (approach to achieve goal)	Tactics - 2026 (how to pursue objective)	Tactics - 2027 (how to pursue objective)	Tactics - 2028 (how to pursue objective)	Objectives (measurable step to achieve strategy)
Cultivate Donor Connection	Ensure donors understand their impact	<ul style="list-style-type: none"> Develop and implement consistent messaging around impact of giving to NAMI Colorado Springs Clarify Board member expectations related to fundraising and strengthen their ability to articulate NAMI Colorado Springs' impact 	<ul style="list-style-type: none"> Ensure communications plan has new and creative ways to reach and build connections with different potential donors 		
	Build deeper connections with donors	<ul style="list-style-type: none"> Continue to meet with new and long-time individual donors throughout the year Introduce two smaller gatherings/year as donor cultivation/stewardship vehicle 	<ul style="list-style-type: none"> Encourage higher level of giving from existing donor base Introduce three smaller gatherings/year as donor cultivation/stewardship vehicle 	<ul style="list-style-type: none"> Introduce four smaller gatherings/year as donor cultivation/stewardship vehicle 	<ul style="list-style-type: none"> Donor retention increases to 40% Individual donations increase 5% annually 5% annual increase in new donors 2% annual increase in large-dollar donors
	Ensure donors feel valued	<ul style="list-style-type: none"> Develop and implement a plan for board members to individually thank donors for their contributions — including time and money — around events Invest in building out planned giving materials/program 	<ul style="list-style-type: none"> Continue implementing plan for board members to individually thank donors for their contributions Initiate 5 conversations with planned giving prospects 	<ul style="list-style-type: none"> Initiate 8 new conversations with planned giving prospects 	

Goals (primary outcome we are seeking)	Strategies (approach to achieve goal)	Tactics - 2026 (how to pursue objective)	Tactics - 2027 (how to pursue objective)	Tactics - 2028 (how to pursue objective)	Objectives (measurable step to achieve strategy)
Build a Thriving Culture	Expand and stabilize volunteer base	<ul style="list-style-type: none"> Develop and implement a plan for volunteer recruitment, retention and growth, including developing standardized materials for outreach 	<ul style="list-style-type: none"> Conduct focus groups with volunteers to understand how to make their engagement with NAMI Colorado Springs more meaningful Connect "seasoned" volunteers with new volunteers to provide additional support and knowledge-sharing 	<ul style="list-style-type: none"> Develop and implement an ambassador program so that community members/volunteers become messengers about NAMI Colorado Springs' work, mission, and programs Pursue nomination for the Mayor's Spirit of Colorado Springs Awards to be recognized as an outstanding achievement of meaningful engaging volunteers 	<ul style="list-style-type: none"> See objectives related to volunteer increase and volunteer retention
	Lead with kindness	<ul style="list-style-type: none"> NAMI Colorado Springs Leadership always demonstrates support for the team, volunteers and participants Create a safe space by improving security across programs 	<ul style="list-style-type: none"> Consistently recognize/reward team members who go above and beyond Develop a plan to offer volunteer and staff appreciation events consistently every year, including recognizing volunteers during volunteer appreciation week 	<ul style="list-style-type: none"> Include demonstrations of "acts of kindness" in NAMI Colorado Springs communications 	



Overview of Process

We are deeply grateful to everyone who contributed to the development of this strategic plan. Our goal was to create a plan that is both aspirational and grounded in reality, and we followed a thoughtful, multi-step process to achieve that balance.

NAMI Colorado Springs engaged SHG Advisors (SHG) to facilitate the strategic planning effort. The process included the following steps:

Individual interviews

SHG conducted one-on-one interviews with each Board member and all NAMI Colorado Springs staff. Themes from these conversations informed an assessment that was then disseminated to the Board to further explore key issues that emerged.

Focus groups

Two focus groups — one with volunteers and one with program participants — were held to gather additional perspectives and suggestions.

Research and sector analysis

SHG examined current trends within the nonprofit sector, including data on funding and volunteerism.

Synthesis of findings

SHG analyzed all collected information and compiled a summary of findings for NAMI Colorado Springs leadership.

SHG also attended the August 2025 board of directors meeting to walk through the significant shifts in Colorado’s behavioral health landscape over recent years. SHG reviewed funding trends and volunteer patterns through two memos and highlighted consistent feedback from NAMI Colorado Springs volunteers: that NAMI Colorado Springs is seen as an inclusive and supportive organization, that peer programs are deeply valued, and that increased community awareness is essential so people know to reach out before they are in crisis.

In August 2025, SHG facilitated a 1½-day retreat with the board of directors. An evening session – focused on reactions to the themes from interviews and the board assessment – set the context for the full-day meeting that followed. The retreat also included a presentation from the co-CEOs outlining their vision for the organization, followed by a facilitated board discussion. The board rallied around this vision and drafted goals and strategies for the coming years. They also explored how the board can best support the work, leading to the formation of committees that will meet on an ongoing basis.

In September 2025, SHG facilitated a session with the NAMI Colorado Springs team. Staff were introduced to goals and strategies discussed during the board retreat and then collaborated to identify potential tactics for implementation. Across both board and staff discussions, numerous potential objectives emerged organically as possible metrics for a future dashboard.

After reviewing all inputs, SHG drafted the goals, strategies, tactics and objectives, which were refined through an iterative process with NAMI Colorado Springs leadership. The strategic plan was finalized in December 2025. As with all strategic plans, this document is intended to serve as a guide for the coming years, providing direction while allowing room for adaptation as circumstances evolve.





www.namicoloradosprings.org