

To: KMHC Capacity Building Work Group and Board Executive Committee
From: Andy Martin, Communications and Development, Director NAMI Kansas
Dr. Sherrie Vaughn, Ed. D., Executive Director, NAMI Kansas
Date: September 2018
RE: **Capacity Building for Grassroots Advocacy Recommendation**

This document represents Year 2 progress per objective as well as the stated Year 3 objectives, including a sustainability plan required by Objective 8 of the Year 2 HEPI Grant listed below. The following is recommended for approval by the KMHC Board.

Objective 1: NAMI Kansas Capacity Building Project

1. By February 28, 2018, NAMI Kansas will have a 2-year project plan to expand capacity for Customer Relationship Management (CRM) and volunteer development.
 - a. At the end of Year 2 of the NAMI Kansas CB Project, NAMI Kansas completed the 2-year project plan to expand capacity of Customer Relationship Management (CRM) and volunteer development. See attached Project Plan documents and timelines.

Objective 2: NAMI Kansas Capacity Building Project

1. By June 30, 2018, NAMI Kansas will have completed the leadership transition and succession plan for its Executive Director
 - a. The leadership transition and succession plan for the Executive Director was completed. Dr. Sherrie Vaughn, Ed. D., was recruited and hired; start date of employment was 6/25/2018.

Objective 4: KMHC GAN Project

1. By November 30, 2018, decrease the number of Kansas House districts and counties not covered by Legislative District Advocates by 50% by targeting specific geographic areas through advocacy and provider organizations.
 - a. At the end of Year 2 of the GAN Project, the number of Kansas House districts and counties not covered by Legislative Advocates was decreased from ## as of 12/1/2017 to ## at end of Year 2. This is a ##% decrease. This data was gathered from where?
 - b. Year 3 Objective: the GAN Project will continue to monitor the number of Kansas House districts and counties not covered by Legislative Advocates and continue to decrease that number throughout the remainder of the GAN Project.

Objective 7: KMHC GAN Project

1. By November 30, 2018, 50% of Advocates will have demonstrated engagement in one or more ways including but not limited to the following examples, responses to actionable communications, participation in Mental Health Advocacy Day, local meetings with elected officials, attendance at meetings with the KMHC.
 - a. At the end of Year 2 of the GAN Project, we have ### volunteers facilitating grassroots advocacy. It is our goal to add ### new volunteers in Year 3.
 - b. At the end of Year 2 of the GAN Project, ##% of the ### volunteers demonstrated engagement in one or more ways, including but not limited responses to actionable

communications, participation in Mental Health Advocacy Day, local meetings with elected officials, attendance at meetings of the Kansas Mental Health Coalition. This data was gathered via a Survey Monkey questionnaire facilitated on **Date, Date, and Date OR Was it gathered in another venue such as Voter Voice?**

Objective 8: KMHC and NAMI Kansas Sustainability Plans

1. By September 1, 2018, NAMI Kansas will have a 2-year project plan to expand capacity for the KHMC Grassroots Advocacy Network (GAN) including the work of a GAN Coordinator, cost and revenue development.
 - a. KHMC Confirmation and approval for financial need to support the ongoing work of the GAN Project
 - b. Following Year 3, the GAN Coordinator position will transition from a NAMI Kansas employee to a KMHC employee and report directly to the KMHC. The GAN Coordinator position will include the following activities and tasks:
 1. Task/Activity
 2. Task/Activity
 3. Task/Activity
 - c. Develop and approve a budget to represent ongoing support and demonstration of financial need for the GAN Project. The annual need for the GAN Project includes the wages and benefits of a part-time GAN Project Coordinator serving 12 hours per week or 624 hours per year as well as in-state travel expenses and website support:

	<u>Year Four</u>	<u>Year Five</u>
Wages/Benefits:	\$19,520	\$20,592
Travel:	\$ 1,000	\$ 1,000
Website:	\$ 2,000	\$ 2,000
Total:	\$22,520	\$23,592

- d. Develop and implement a fundraising plan and events to support the ongoing work of the GAN Project. The following represents the elements of the plan. A comprehensive plan will be completed and submitted to the KMHC by December 1, 2018.

	<u>Year Four</u>	<u>Year Five</u>
Advocacy Day Event:	\$	\$
Foundation Grant(s):	\$	\$
KMHC Membership Fees:	\$	\$
???	\$	\$
???	\$	\$
Total:	\$22,520	\$23,592

Next Steps if approved by the KMHC Board:

1. Finalize the Goals and Objectives of the 3rd year of the HEPI Grant to support this recommendation.
2. Beginning November 2018, begin the fundraising and cultivation planning and process with KHF and other funding sources to support this work after November 2019
3. Revise the MOU and job description of the GAN Coordinator to support this recommendation.