MISSION
NAMI California’s mission is to advocate for lives of quality and respect, without discrimination and stigma, for families and individuals who have been affected by serious mental illness.

VISION
NAMI California is the leading organization of individuals working with mutual respect to provide help, hope and health for those affected by serious mental illness.

CORE VALUES
Integrity
Inclusion
Action
Diversity
Love & Compassion
Strategic Plan 2016-2020

Decriminalize mental illness
Define NAMI CA’s role in relation to its national and local affiliate organizations
Identify and procure diverse funding sources
Define how NAMI CA can best serve communities at the state and local level
Partner with health care systems
Embrace and promote diversity and inclusion
Increase awareness and acceptance that mental illness is a treatable condition where resilience and recovery is possible
Increase NAMI CA’s visibility
Build capacity to attract and retain members and develop new leaders
Become one of the most accomplished mental health organizations in the state
Increase NAMI CA’s visibility

www.NAMICA.org | (916) 567-0163 | 1851 Heritage Lane, Suite 150 • Sacramento, CA 95815