Achieve Sustainable Financial Stability & Growth

Cultivate Exemplary Board

Be the Recognized Expert for Improving Community Systems to Ensure Accessible Mental Health Services & Emotional Wellness for Life

Mental Health America of Greater Houston
Board Approved on 1/21/20
https://mhahouston.org/
Prepared by Gershenson Consulting, LLC
Mental Health America of Greater Houston (Strategy On A Page) January 2020 through December 2023

**Mission**
Drive community solutions to promote mental health for all

**Strategic Intents**

- Achieve sustainable financial stability & growth
- Be the recognized expert for improving community systems to ensure accessible mental health services & emotional wellness for life
- Cultivate exemplary board
  - Create a diverse and engaged Board of Directors reflecting doers, donors, and door openers.

**Strategic Initiatives**

- Evaluate and explore new revenue streams
- Reenergize Advancement Committee
- Increase unrestricted contributions by 100%
- Analyze program funding and create programmatic business plans

**Key Measures of Success**

- Hire professional by March 2022; Evaluate and hire additional professional by January 2023
- 25% increase in unrestricted contributions by end of FY 2021
- 50% increase in unrestricted contributions by end of FY 2022
- Recruit Advancement Chair and 2 committee members by March 2021
- Begin building out plans for viable service lines (fee for service and consultancy) by May 2021; Plans fully developed and implementation begins by September 2021

- Develop mechanism / tool to determine further investment or planned abandonment of programs / services by March 2021
- Develop a set of guiding statements perceived to be central, distinctive, and enduring to the organization (i.e. mission, vision, values, identity) by Feb 2021
- Refine brand positioning to achieve consistent recognition with stakeholders by April 2021
- Develop and implement marketing and communication strategy by May 2021, updated annually

- Review and acceptance of recommendations related to board size, meeting frequency, and board member expectations by April 2020
- Refine board Job descriptions and evaluate board talent and skill gaps by April 2020
- Create and implement formal orientation process to train board members to effectively fulfill their roles by August 2020
- Find four exemplary board prospects by November 2020 and then prospect annually

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*Amended by BOD, Nov 17, 2020 to extend due to pandemic*