

## STRATEGIC PLAN 2016-2020

### 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

