Standards of Excellence
Workshop for Affiliate Leaders

Overview
- Project Updates
- Recap of the SOE Process
- Available Resources
- Documentation Requirements
- Individual Affiliate Plans
- Questions & Suggestions

Welcome to the Standards of Excellence workshop!

Project Updates
Affiliates That Have Been Endorsed by NAMI Texas:
- NAMI Austin
- NAMI Dallas
- NAMI Denton County
- NAMI El Paso
- NAMI Greater Houston
- NAMI Gulf Coast
- NAMI Texas Panhandle
- NAMI Temple Area

Congratulations on reaching this important milestone!

Project Updates
Lessons Learned
- Select an Affiliate leader who is detail-oriented and driven to orchestrate the process at your local Affiliate
- Complete the process in the shortest time frame possible
- Remain in close communication with NAMI Texas throughout the process
- It is possible for Affiliates of all sizes and budgets to successfully complete Standards of Excellence!!!

Recap of the SOE Process

Step 1 Identify your SOE Project Lead
Step 2 Pass and submit a SOE Board Resolution
Step 3 Determine which operational model your Affiliate will pursue
Step 4 Use the Document Checklist as a guide to collect/update docs
Step 5 Customize Affiliate templates as needed
Step 6 Upload documents to your NAMI Profile Center account
Step 7 Revise and re-submit SOE documents based on feedback
Step 8 Once endorsed by NAMI Texas, upload supporting documentation
Step 9 Complete the re-affiliation process with NAMI
Step 10 Continue to uphold the Standards & maintain document postings

Common Concerns
- Time Constraints
  - No deadline set as of yet
  - Possible to complete SOE within 1 month
- Just Need One Leader Willing to Take This On
  - All it takes is one dedicated leader to guide the Affiliate through the process
  - Steady progress is encouraging and helps to gain confidence in ability to complete process
- Limited Budget
  - Most items do not entail costs
  - There are ways to reduce costs (i.e., pro-bono work, templates, insurance partnerships)
- Technology Usage
  - Relatively intuitive interface; easy to use once initial issues are resolved
  - Instructions manual and tips available on NAMI Texas website
  - In cases in which technology was a major barrier, NAMI Texas posted on Affiliate’s behalf
Available Resources
NAMI Texas Website – SOE Section
www.namitexas.org/soe

Available Resources
Model Comparison Chart

Available Resources
Document Checklist

Available Resources
Templates & Sample Documents

Available Resources
NAMI Profile Center Instructional Materials

Available Resources
Sample SOE Progress Report
Document: Letter of Endorsement

- Provided to your Affiliate once you have been officially endorsed by the NAMI Texas Board of Directors

Document: Logo

- Official version of your NAMI Affiliate logo
- You can create a folder for “Logos” to keep the entire set organized on your NAMI Profile Center account
- To download your official logo set from the NAMI website:
  > Visit www.nami.org/identity
  > Click on “NAMI State Organization & NAMI Affiliate Logos”
  > Scroll down and click on “NAMI Texas”
  > Click on your Affiliate name
Document: Brochure

- Include your official NAMI Affiliate logo
- Make sure text (address, phone, programs, etc.) is in the NAMI Identity Style Guide formatting
- Main colors are NAMI Blue and NAMI Gold
- If tagline is included, it must read: “Find Help. Find Hope.”

Document: Newsletters

- Include your official NAMI Affiliate logo
- Make sure text (address, phone, programs, etc.) is in the NAMI Identity Style Guide formatting
- Main colors are NAMI Blue and NAMI Gold
- If tagline is included, it must read: “Find Help. Find Hope.”
- Electronic versions of newsletters are acceptable
- Aim to produce at least 2 newsletters per year

Document: Website URL & Screenshot

- Include your official NAMI Affiliate logo
- Make sure text (address, phone, programs, etc.) is in the NAMI Identity Style Guide formatting
- Main colors are NAMI Blue and NAMI Gold
- If tagline is included, it must read: “Find Help. Find Hope.”
- 3 main options:
  1. NAMI EasySite
  2. Another website development solution
  3. Single webpage created & managed through NAMI TX site

Document: Membership Application

- Adhere to all NAMI Affiliate branding & formatting guidelines
- State that members of your Affiliate also become members of NAMI Texas & NAMI
- Follow the standardized membership dues structure ($35 for Regular Membership, $3 for Open Door)
- Note: Membership dues amounts will be changing in 2017

Document: Signature Programs

- List (in a document) and/or check off (in Shared Metrics) all NAMI Signature Programs your Affiliate currently offers

NAMI Signature Programs include:
- Family-to-Family
- Peer-to-Peer
- Provider Education
- Connection Recovery Support Group
- Family Support Group
- In Our Own Voice
- Hearts & Minds
- Parents & Teachers
- Parents & Providers on Alumni

Document: Other Programs

- If your Affiliate does not offer programs apart from NAMI Signature programs, upload a document stating this
- If your Affiliate does offer other programs in your community, create a folder on the Profile Center for each program and upload relevant documents (such as program descriptions, advertisements, brochures, hand-outs, evaluations, etc.)
Document: Leadership Contacts
- For Model A: Board of Directors & Staff Members
- For Model B: Leadership Contacts
- Include names, positions (where applicable), and contact information (phone, email, etc.) for all current leaders

Document: Advocacy Contact
- Fill out the items pertaining to your Advocacy Contact (toward the bottom of the Shared Metrics section)

Document: Articles of Incorporation
- Upload your original "Articles of Incorporation" document
- If your Affiliate’s name has changed over time, be sure to include the amendment (filed with the Texas Secretary of State’s Office)

Document: Certificate of Incorporation
- Provide a copy of the official certification document from The State of Texas

Document: Bylaws
- Start working on this document early—changes require membership votes for approval
- Suggestion: Prior to putting Bylaws changes up for a membership vote, run the updates by NAMI Texas to ensure that all changes are consistent with SOE
- Content should be in alignment with NAMI policies

Document: Legal Review Letter for Bylaws
- A Texas lawyer (does not have to be nonprofit specialist) needs to review your Bylaws and provide letter stating that Bylaws are in compliance with Texas law
- Letter should be on official letterhead and include lawyer's name, contact information, and credentials
- If you use NAMI Texas Bylaws template within specified parameters, you can also use our Legal Review Letter (in lieu of having to secure a separate review)
Document: Board Operating Policies & Procedures
- Includes the 7 specially mentioned policies:
  - Code of Ethics
  - Compensation Policy
  - Confidentiality Policy
  - Conflict of Interest Policy
  - Document Retention Policy
  - Diversity, Inclusion & Nondiscrimination Policy
  - Whistle Blower Policy
- Also contains Cover Page, Table of Contents, & Other Policies

Document: Board Meeting Minutes
- Suggestion: Create a folder for each calendar or fiscal year to store meeting minutes
- Minutes should include date, list of Board members in attendance, note about whether or not quorum was met, record of board actions, and an indication that minutes were approved
- Upload minutes from the past year

Document: Certificate of Fact
- Appears as “Proof of Registration as a State Public Charity” in official NAMI documents; called “Certificate of Fact” in Texas
- Can obtain this document from the Texas Secretary of State’s Office

Document: IRS 501(c)(3) Tax Determination Letter
- Provide the official IRS letter indicating that your organization is exempt from Federal Income Tax

Document: IRS 990 Forms
- Copies of Form 990, Form 990-EZ, or Form 990-N (whichever version is applicable to your Affiliate) from the most recent 2 years
- If you have not filed during the past 2 years (or only filed one of the two years), provide a statement in writing explaining the circumstances and your plan to file in the future

Document: Financial Audit/Review/Compilation
- If your Affiliate receives grant funding, you may be required to complete a full audit regardless of your expenses
- Completed by independent CPA
- Otherwise, submit according to the following parameters:
  - If annual Affiliate expenses < $50,000, submit financial compilation
  - If annual Affiliate expenses between $50,000-$200,000, submit financial review
  - If annual Affiliate expenses > $200,000, submit financial audit
Directors & Officers Insurance

- Summary page for proof of insurance
- Coverage must be under your Affiliate’s name for the current time period

Individual Affiliate Plans

- Consider your strengths
- Make sure you have the “right” people working on SOE
- Determine your timeline
- Figure out how you work best as an Affiliate
- Devise targeted plans for challenging requirements

Questions & Suggestions?

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