

PARTNERING WITH COUNTY ADMINISTRATORS TO BECOME AN INDEPENDENT AGENCY

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PENNSYLVANIA MENTAL HEALTH CONSUMERS' ASSOCIATION

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IMAGINE!!

Think about an **image of the future** you want your organization to create

1. Develop a Vision Statement

- A sentence or short paragraph
- Clear, concise, inspiring and engaging
- No jargon – don't use words that are not familiar to the public
- Reflects your values and philosophy
- Focuses on tomorrow

BUTLER COUNTY HUMAN SERVICES VISION STATEMENT

- Butler County is a safe and thriving place to live and work, where individuals and families reach their highest possible potential and are educated, productive, self-sufficient, vested members of the community.

NASA VISION STATEMENT

- To understand and protect our home planet,
To explore the Universe and search for life,
and To inspire the next generation of
explorers...as only NASA can.
 - Notice the use of action words: “understand”,
“protect”, “explore”, “search”, and “inspire”.
 - Also notice NASA’s intent to stand out from other
agencies with the phrase “as only NASA can”.

2. Develop a Mission Statement

who are we and what do we do

- Short and concise
- Engaging
- Information about your organization in a **nutshell** – Try to separate your organization from others so you stand out.
- Reflects core identity, values, and business aims (services/products)
- Focus on today

DISNEY MISSION STATEMENT

- We create happiness by providing the finest in entertainment for people of all ages, everywhere.
 - Who doesn't want to buy Disney's product, "happiness"? It will sell!!
 - Also Disney wants to appeal to as many people as possible "people of all ages, everywhere"!

MCDONALDS MISSION STATEMENT

- McDonald's vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.
 - McDonald's wants to stand out from other fast food competitors by being "the world's best".

BP'S (BP) MISSION STATEMENT

- In all our activities we seek to display some unchanging, fundamental qualities – integrity, honest dealing, treating everyone with respect and dignity, striving for mutual advantage and contributing to human progress.

After the catastrophic oil spill in the Gulf of Mexico –

In retrospect,

- BP's mission statement is a cautionary tale!
- Don't let your actions or lack of action undermine your mission in the public's eye.

3. STRATEGIC BUSINESS PLAN

- Background Information
 - Tell a compelling story!!
 - Snapshot of who, what, when, where, why
- Marketing Plan
 - What are the community's needs you want to fulfill?
 - Data collection and analysis
 - Talk to county administration
 - Review county mental health annual plan
 - Attend county mental health advisory board meetings
 - Listen to and observe what is happening in your community

3. Strategic Business Plan cont....

- What are the target groups
(eg. people who are isolated and need socialization, people needing lifeskills)
- What is your business, services and products?
(eg. drop-in centers, consumer satisfaction teams, peer specialist services)
- How will you assure quality and cost effectiveness?
- Legal Forms of Business
 - Articles of Incorporation
 - IRS 501(C)(3) Tax Exemption
 - PA Department of Revenue: Corporate and Sales Tax Exemptions

3. Strategic Business Plan cont....

- Organization Chart
 - Leaders/Roles
 - Describe how organization will operate
- Financials
 - Projected Operating Budget
 - Sources of Income (County, Charitable Organizations, Service Fees, Donations)
 - Cost Centers (Personnel, Rent, Utilities, Equipment, Office Supplies)
 - Start-up costs
 - Very critical in planning budget

3. Strategic Business Plan cont....

- By-Laws: Governance of Organization

Name

Order of Business

Purpose

Board of Directors

Members

Officers

Meetings

Committees

Voting

To encourage the county to contract with your agency and maintain your working partnership you also need to -

Build visibility, trust, and confidence

- Participate in local MH planning process
- Network with the community
 - Community collaboratives for housing, transportation, utilities, families, criminal justice, etc.
 - Business: join Chamber of Commerce
- Use available resources (internet, community colleges and universities, professionals such as attorneys, bankers, business managers as well as other independent consumer organizations)

Build visibility, trust, and confidence cont....

- Explore joint ventures
- Volunteer for provider and county MH/MR advisory boards
- Ensure your accounting of all funds is accurate, timely, and transparent

FINAL THOUGHT.....

When consumers create and manage an independent agency, this is much more than supporting their recovery.

It is because of their recovery that the agency and its mission can succeed.