

Minimum Standards for a Mental Health America Affiliate

Leadership

- Adopt MHA mission, vision and values.
- Establish and maintain a visible and positive image in the community and insure significant influence so that the general public recognizes it as a leading mental health association.
- Include consumers, family members and mental health providers in the staffing, leadership and/or operation of the affiliate.
- Maximize the involvement of volunteers in the work of the affiliate.
- Provide input, feedback and perspective within the MHA network to help shape the direction and development of the MHA movement.

Affiliate Relations

- Execute an affiliation agreement expressing compliance with state and national standards and policies.
- Participate in affiliate-to-affiliate communication throughout the MHA network.

Advocacy and Public Policy

- Advocate for public policies in keeping with the MHA mission through leadership, partnerships, and/or participation in coalitions.

Research and Services

- Establish or promote evidence-based, best or promising practices to help put research into practice within the community.

Education

- Plan and implement public education and media efforts in partnership with the other parts of the MHA network, and ensure that all the materials are consistent with the messages and principles of the MHA movement.

Cultural Competence

- Engage staff and board in the development, endorsement and implementation of a statement, guiding principles and action plan related to cultural competency.
- Work to create a staff, board and programs that represent and respond to the diversity of the community.

Marketing identification

- Use name, logo and mission statement consistent with the national organization to help create a unified brand for the MHA movement.

Administration/Organizational Maintenance (Non-profit 101)

- If appropriate, incorporate as a 501(c)(3) tax-exempt non-profit organization, maintain awareness of the limitations charitable organizations have regarding lobbying, and when necessary, take the appropriate steps to protect tax-exempt status.
- Provide annual administrative and financial reporting on a timely basis as required by law and affiliation agreements.
- Maintain required documentation for internal and external reporting.
- Comply with all federal, state and local laws and regulations, Generally Accepted Accounting Principles, and other standards or requirements of appropriate oversight authorities.
- Develop and implement effective and realistic strategies for financial management and operation.