Heart of Missouri CASA
STRATEGIC PLAN
2023-2026

Approved by Board of Directors, May 17, 2023
Our Mission
To train and support volunteers to be exceptional voices for every abused and neglected child in the Boone and Callaway County Family Courts.

Our Vision
For every child who needs us, we envision a trained volunteer advocate, a safe home, and a promising future where each child can reach their full potential.

Values
Collaboration  Excellence  Inclusiveness  Integrity  Supportive

Strategic Priority Areas
- Brand Awareness
- Workforce
- Organizational Sustainability
Priorities & Outcomes

**Brand Awareness**

OUTCOME ONE: Increase new volunteers.
OUTCOME TWO: Increase community relationships to reflect the diversity of the children we serve.
OUTCOME THREE: Increase community education.

**Workforce**

OUTCOME ONE: Increase the staff to meet the needs of our community.
OUTCOME TWO: Strengthen workforce satisfaction.
OUTCOME THREE: Increase workforce's capacity to excel.

**Organizational Sustainability**

OUTCOME ONE: Increase reserves.
OUTCOME TWO: Improve efficiency of development efforts.
OUTCOME THREE: Increase number of major donors.
OUTCOME FOUR: Expand facilities.