

Heart of Missouri CASA

STRATEGIC PLAN

2023-2026



Approved by Board of Directors, May 17, 2023

Prepared By:



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.

