

## **Strategic Agency Goals 2018-2021**

*We are people of faith helping people in need achieve self-sufficiency and live with dignity.*

### **GOAL 1: STRENGTHEN ROLE AS REGION'S INNOVATIVE LEADER IN ADDRESSING POVERTY.**

- Employ best-practice methods of helping poor and vulnerable individuals and families gain self-sufficiency and explore ways to reduce poverty across the community.
- Strengthen/increase partnerships that leverage our core competencies.
- Serve as a moral force and increase advocacy for the poor and vulnerable.
- Increase efforts to educate the community about ways to improve the lives of the poor and vulnerable.

### **GOAL 2: ENHANCE POSITION AS COMMUNITY'S RECOGNIZED LEADER IN LONG-TERM DISASTER RECOVERY CASE MANAGEMENT.**

- Leverage our expertise, experience and skills to directly assist clients through case management and referrals.
- Positively influence disaster-recovery service delivery systems.
- Serve as a social justice voice for individuals impacted by disasters.
- Create partnerships that bridge disaster-impacted clients to self-sufficiency.

### **GOAL 3: COMMUNICATE A CLEAR BRAND IDENTITY AND RAISE OUR PROFILE IN THE REGION.**

- Clarify and simplify our message.
- Equip champions throughout the region to better tell our story.
- Leverage today's communication tools to more effectively engage friends and supporters.
- Become known as a leader and well-informed resource regarding poverty-related issues and long-term disaster recovery case management.

### **GOAL 4: BALANCE RISKS AND OPPORTUNITIES TO ACHIEVE IMPROVED FINANCIAL STABILITY.**

- Leverage current assets to provide maximum financial benefit.
- Address the opportunities and risks of government funding.
- Implement a best-practice fundraising program that achieves improved results.
- Discover and implement creative new funding options/revenue streams.

### **GOAL 5: ALIGN SERVICES WITH CURRENT/ANTICIPATED COMMUNITY NEEDS, FINANCIAL VISION AND CATHOLIC SOCIAL TEACHINGS.**

- Review environment, trends and best practices to ensure current programs are excellent, meet mission/community needs, align with Catholic social teachings and are funded adequately.
- Explore/assess potential new programs, regional expansions and program spin-offs in light of mission, community needs, potential funding resources and Catholic social teachings.

### **GOAL 6: INCREASE EXCELLENCE IN OPERATIONS.**

- Demonstrate measurable accountability across the organization and to board.
- Hire, retain, develop and support exceptional staff.
- Increase consistent training on internal controls, policies and practices.
- Develop a succession plan for top leaders.
- Grow staff in critical areas as organization grows.