



# Court Appointed Special Advocates (CASA) of Lane County Strategic Plan 2013-2016

## VISION

We envision a world in which every child has a safe, permanent home.

## MISSION

Court Appointed Special Advocates (CASA) provides a powerful voice for abused kids by advocating for foster children within the court system, because with CASA, children are more likely to find a safe, permanent home.

## STRATEGIC PLAN GOALS

83% of eligible children are served by CASA

65% of children exit the court system within 15 months of being assigned to a CASA volunteer

## CHILDREN

**Outstanding Quality Service Delivery:  
Positive Outcomes & Consistent Experiences that Meet the Needs of CASA Children**

1. Improve consistency, effectiveness & expediency of advocacy & case resolution for children
2. Expand the number of children served through the continued implementation of new staffing model
3. Increase focus on specific at-risk groups of children to ensure services meet their unique needs

## PEOPLE - Internal

**Culture of Excellence:  
A Dedicated & Engaged Pool of High Performing Staffers, Volunteers & Board Members**

1. Better match staff & volunteers to child demographics to improve advocacy for children
2. Create comprehensive succession plans to minimize risk of future transitions & ensure needed talent
3. Focus on training & retention to ensure volunteers have a positive, consistent & supportive experience

## PEOPLE - External

**Culture of Engagement:  
Enhance & Pursue Meaningful Relationships with Key Strategic Partners**

1. Provide leadership & influence in Lane County's implementation of statewide reforms to ensure CASA is optimizing program, funding & political support

## FINANCIAL & OPERATIONAL

**Resource Sustainability & Growth:  
Meet Evolving CASA Demand via Optimized Fundraising, Investments & Cost Efficiencies**

1. Expand the number of major private donors & average contribution size to balance CASA's overall funding sources profile, reducing risk and increasing program growth potential

## COMMUNITY AWARENESS

**Outstanding Market Recognition & Goodwill:  
Actively Engage the Community to Expand Awareness, Understanding & Promotion of CASA**

1. Increase public recognition of CASA to increase funding opportunities, recruitment of qualified volunteers & differentiation from other community services