



Our work touches the
mind, body and spirit of
the people we serve.

STRATEGIC PLAN
2023 – 2025



VOASCLA HEALTHY COMMUNITIES FOR ALL

VISION

A world where all people in our communities live with social, emotional and physical well-being, spiritual fulfillment, justice and hope.

MISSION

Volunteers of America is a movement organized to reach and uplift all people and bring them to the knowledge and active service of God.

Volunteers of America, illustrating the presence of God through all that we do, serves people and communities in need and creates opportunities for people to experience the joy of serving others.

Volunteers of America measures its success in positive change in the lives of individuals and communities we serve.

IMPACT STATEMENT

Volunteers of America supports all people in our communities to achieve their full potential.



Engagement

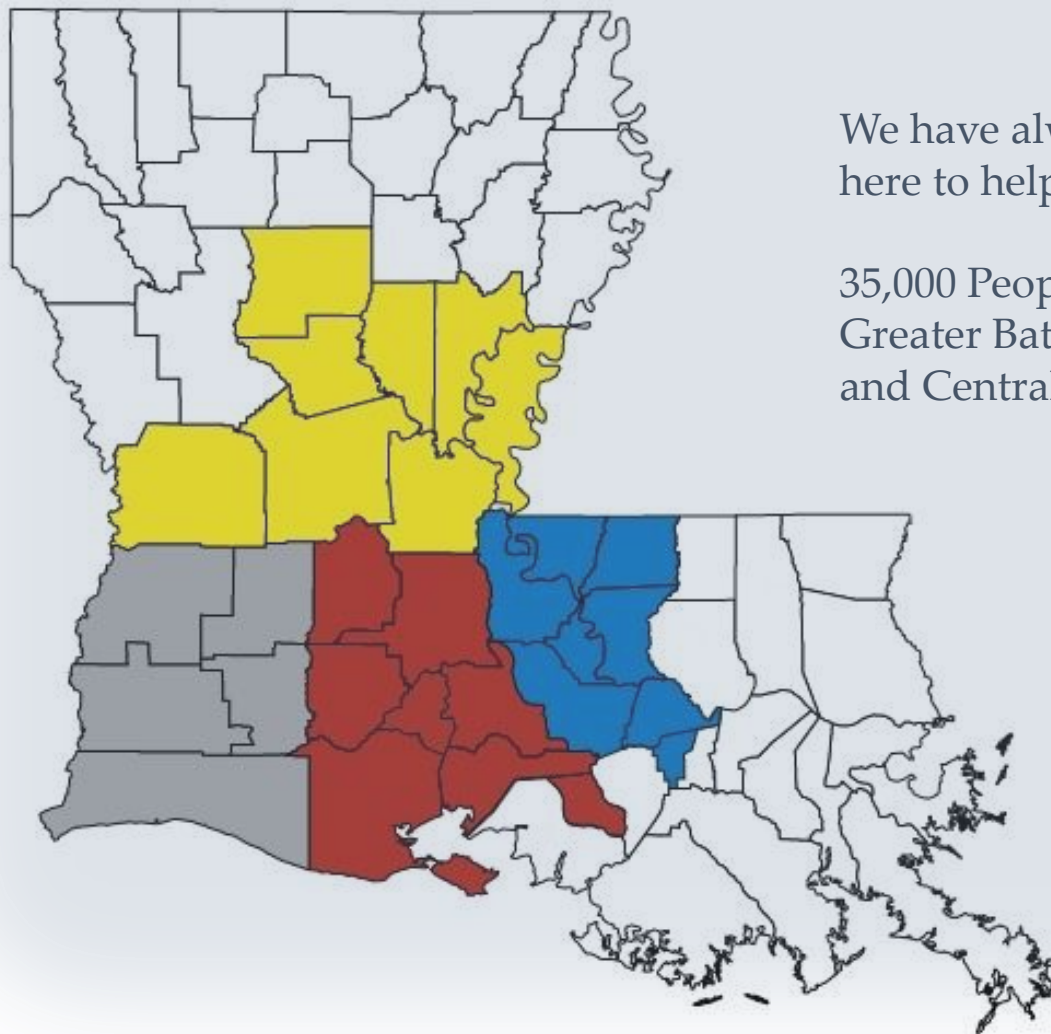


Innovation



Strengthening
Communities

SERVING OUR COMMUNITIES FOR
OVER 100 YEARS



We have always been and always will be here to help the most vulnerable.

35,000 People served in 2023 throughout Greater Baton Rouge, Acadiana, Southwest and Central Louisiana.

-  Central
-  Southwest
-  Acadiana
-  Greater Baton Rouge

STRATEGIC PILLARS

2 | EXTERNAL PARTNERSHIPS

Develop and expand sustainable individual and corporate partnerships.

1 | BECOMING BEST IN CLASS

Build and leverage the Volunteers of America SCLA brand.

3 | MINISTRY & MISSION

Expand our ministry.

4 | OPERATIONAL IMPROVEMENT & INNOVATION

Promote operational excellence.

5 | FINANCIAL & ORGANIZATIONAL STRENGTH

Generate sufficient and sustainable revenue.

6 | ORGANIZATIONAL FRAMEWORK

Develop and enhance agency cultural intelligence, retention and leadership development.



1

BRANDING

Build and leverage the Volunteers of America SCLA brand

ACTIONS

- Create cohesive messaging that can be used internally and externally by all stakeholders by June 2024
- Proactively educate and expose local print and electronic media on one event, program, or service of the organization at least quarterly
- Advocate for policies and funding to advance our vision





One Mission
One Message
*Regional publications
and materials*

BECOMING BEST IN CLASS

Regional Tool Kit
*Accessible by each
division*

Affiliate Store
*Regional orders
accessible on website*

2

EXTERNAL PARTNERSHIPS

Develop a diverse portfolio of community partners to meet the agency's needs

ACTIONS

- Identify and create one new relationship with the following sectors: industry, universities, churches, other nonprofits each year
- Our Board will lead expansion of corporate/individual partners who share our mission by bringing in at least one partner each year.
- Develop a bold vision focused on community engagement





CULTIVATE SUSTAINABLE INDIVIDUAL AND CORPORATE PARTNERSHIPS

Leverage board
relationships and
businesses

Establish and
cultivate one
corporate relationship
in Lake Charles

Open the VOASCLA
Neighborhood Center

3

MINISTRY & MISSION

Infuse ministry throughout the organization

ACTIONS

- Institute VOA ReST training for staff promoting moral resilience and awareness
- Promote pastoral care for employees, clients and families
- Launch a movement of healing through expansion and awareness for ministry services



Volunteers of America
A Ministry of Service





Integrate moral injury
awareness and
services

EXPAND OUR MINISTRY OF SERVICES

Develop partnerships
with faith-based
organizations for
community outreach

Strengthen
infrastructure of
ministry

4

OPERATIONAL IMPROVEMENT & INNOVATION

Provide quality housing and services to the individuals we serve

ACTIONS

- Develop and advocate for affordable housing across the affiliate
- Develop tools to help quantify and measure the operational risk and the impact related to continuity of care
- Build an affiliate culture that emphasizes corporate compliance and quality services





Redesign housing
services – create new
housing opportunities

PROMOTE OPERATIONAL EXCELLENCE

Mitigate risk to
strengthen affiliate
operations

optimization of
business processes
and systems to
achieve better results

5

FINANCIAL & ORGANIZATIONAL STRENGTH

Generate sufficient and sustainable revenue

ACTIONS

- Improve cost efficiency
 - renegotiate vendor contracts
- 10% program revenue growth
 - additional services/contracts (increased admin)
- 5% agency debt reduction
- Diversify funding in Lafayette and Lake Charles





Identify funding
source for ministry

ORGANIZATIONAL ANALYSIS

Identify financial risk
and low producing
programs

Identify time
restricted objectives
and expected
outcomes

6

ORGANIZATIONAL FRAMEWORK

Create a healthy empowered culture

ACTIONS

- Conceptualize DEI efforts & new initiatives
- Implement Leadership Development all levels of staffing
- Develop a competitive recruitment and retention program





Enhance agency's
cultural intelligence,
retention and leadership
development

FRAMEWORK PROCESSES & DEVELOPMENT

Become premier
employer of choice

Establish indicators
for change and
impact



ACTIONS TO BUILD A FOUNDATION OF EXCELLENCE



DEVELOP new programs to meet consumer needs



IMPLEMENT more affiliate partnerships throughout the state



ENHANCE agency's standing in the community



LEVERAGE opportunities to engage and cultivate community needs



Thank you for my
new SHOES. I wear
them to my School
every Day.



THIS IS WHY WE DO WHAT WE DO.™

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