Our work touches the mind, body and spirit of the people we serve.
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.
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.
1| **BECOMING BEST IN CLASS**
Build and leverage the Volunteers of America SCLA brand.

2| **EXTERNAL PARTNERSHIPS**
Develop and expand sustainable individual and corporate partnerships.

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
BECOMING BEST IN CLASS

One Mission
One Message
Regional publications and materials

Regional Tool Kit
Accessible by each division

Affiliate Store
Regional orders accessible on website
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
Integrate moral injury awareness and services

Develop partnerships with faith-based organizations for community outreach

Strengthen infrastructure of ministry

EXPAND OUR MINISTRY OF SERVICES
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
Promote Operational Excellence

- Redesign housing services – create new housing opportunities
- 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
ORGANIZATIONAL ANALYSIS

- Identify funding source for ministry
- Identify financial risk and low producing programs
- Identify time restricted objectives and expected outcomes
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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