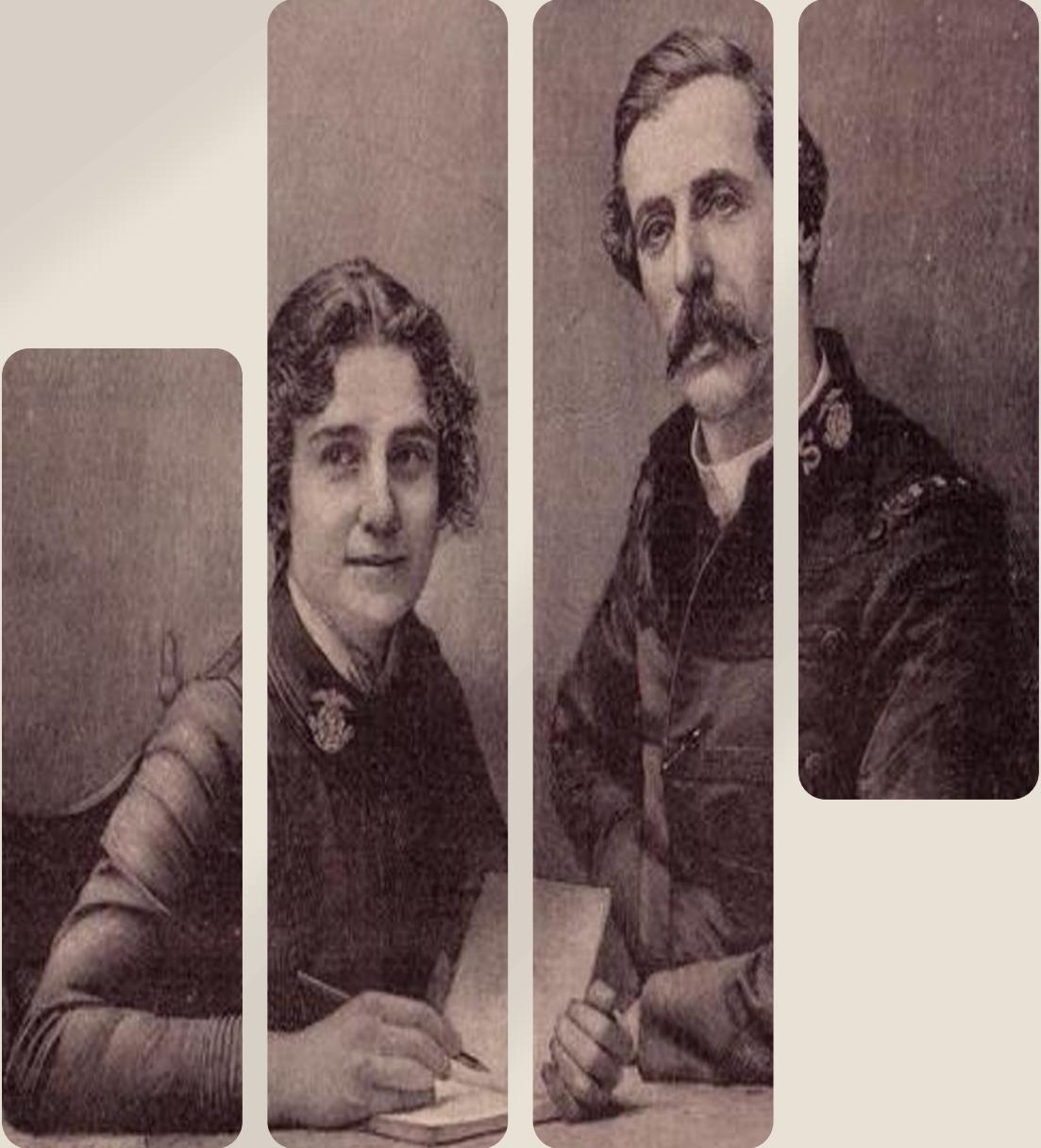


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Strategic Growth & Vision

Unlocking Potential, Driving Innovation

STRATEGIC PLAN
2025 – 2030



Overview

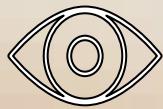
Volunteers of America South Central Louisiana (VOASCLA) stands at the intersection of mission and momentum, committed to transforming lives and communities through compassionate service, operational excellence, and faith-driven leadership. This Strategic Plan provides a five-year roadmap to guide VOASCLA toward sustainable growth, deeper impact, and organizational distinction.



Serving Our Communities Over 100 Years

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

38,000 People served in 2025 throughout Greater Baton Rouge, Acadiana, Southwest and Central Louisiana.



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.



Impact

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

Strategic Pillars



1. Becoming Best in Class

Position the organization as a benchmark leader in service delivery, employee engagement, and client outcomes.



Objectives

- Elevate program quality to meet or exceed industry standards.
- Invest in leadership development and staff capacity.
- Leverage data for evidence-based decision-making.

Key Initiatives

- Implement staff certification and ongoing training programs.
- Develop a quality assurance and continuous improvement framework.
- Benchmark outcomes against peer organizations nationally.

2. External Partnerships

Strengthen and expand collaborations that enhance capacity, influence, and sustainability.

Objectives

- Build multi-sector alliances (government, business, faith, nonprofit).
- Create shared initiatives for housing, health, workforce, and community engagement.
- Increase visibility and advocacy influence.

Key Initiatives

- Establish a formal partnership pipeline with criteria for alignment.
- Launch quarterly roundtables with local leaders and community stakeholders.
- Expand regional/state/national advocacy participation.



THE HOME DEPOT & VOLUNTEERS OF AMERICA

3. Ministry

Ensure that all services reflect our core Christian values of compassion, dignity, and spiritual care.

Objectives

- Integrate ministry opportunities across programs.
- Provide holistic support addressing body, mind, and spirit.
- Deepen community engagement in mission-based service.

Key Initiatives

- Develop staff training on ministry integration and trauma-informed care.
- Create spaces/programs for spiritual enrichment for clients and staff.
- Host annual “Mission in Action” community events.



4. Operational Excellence & Innovation

Create a high-performing organization by modernizing systems and optimize processes to drive efficiency, equity, and mission-centered growth.

Objectives

- Implement creative technologies and innovative service models that enhance client outcomes and organizational scalability.
- Streamline and standardize internal processes to reduce redundancy, cost, and inefficiency.
- Strengthen governance, leadership, and structural alignment to support mission execution and sustainable growth.
- Foster a culture of continuous improvement, accountability, and inclusion at every level.

Key Initiatives

- Launch a digital transformation plan integrating data systems, client portals, and mobile tools.
- Adopt a continuous improvement framework (e.g., Lean Six Sigma) to increase efficiency and quality.
- Realign organizational structure, leadership roles, and governance processes to enhance clarity, inclusion, and accountability.



5. Financial Sustainability & Organizational Strength

Ensure long-term mission impact through diversified revenue, strong reserves, and a resilient organizational structure that supports sustainable growth and accountability.

Objectives

- Diversify and expand revenue streams across philanthropy, grants, earned income, and partnerships.
- Strengthen financial management, reserves, and investment strategies for long-term stability.
- Align organizational capacity and structure with sustainability and growth priorities.

Key Initiatives

- Develop and implement a 5-year financial roadmap and investment policy that includes reserve, endowment, and diversification strategies.
- Expand earned income and partnership opportunities (e.g., social enterprise, government contracts, corporate collaborations).
- Conduct annual capacity and risk assessments to align financial and organizational readiness with strategic goals.



6. Fundraising & Development

Build a culture of philanthropy that expands donor engagement, strengthens community trust, and fuels mission growth.

Objectives

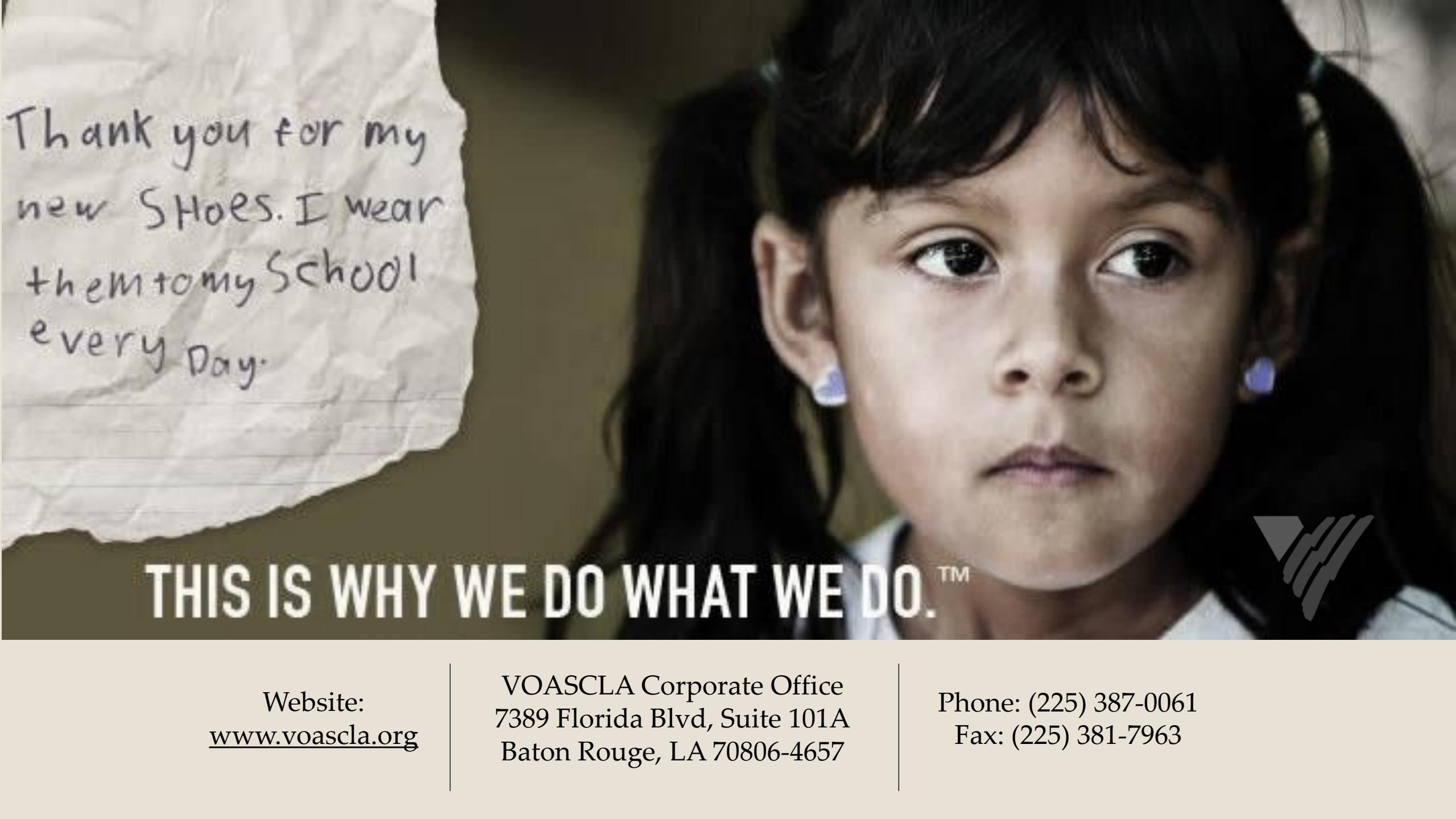
- Develop a comprehensive fundraising strategy (annual giving, major gifts, grants, corporate sponsorships, planned giving).
- Strengthen donor stewardship and recognition practices.
- Expand brand visibility to attract new supporters and funders.
- Create innovative fundraising campaigns aligned with mission and ministry.

Key Initiatives



- Launch a 5-year Fundraising & Development Plan with clear revenue targets.
- Build a Major Gifts & Planned Giving Program (focus on legacy and endowment growth).
- Establish Corporate/Community Sponsorship Models for events and programs.
- Develop signature annual fundraising event tied to VOA's mission.
- Create donor recognition society and impact reports.

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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