

**Volunteers of America Greater Baton Rouge**

**Strategic Plan  
2012 – 2015**



**Volunteers of America®**

**GREATER BATON ROUGE**

## **Mission Statement**

*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.*

## **Statement of Impact**

Volunteers of America helps the most vulnerable and under-served people achieve their full potential.

We provide services that are designed locally to address specific community needs. Our common areas of focus include promoting self-sufficiency for the homeless and for others overcoming personal crises, caring for the elderly and disabled and fostering their independence, and supporting positive development for troubled and at-risk children and youth. We look at the whole person and address both urgent and ongoing needs, with the goal of helping people become as self-reliant as possible.

We draw on more than a century of experience and the reach of a nationwide movement that is:

- Bonded by a commitment to faith, human dignity, and social justice
- Dedicated to actively engaging volunteers in the community
- Committed to the highest quality of service

## **Vision Statement**

Volunteers of America Greater Baton Rouge, a faith based organization, is the recognized community leader providing innovative and diversified solutions to human service needs through collaboration and partnership.

## **Statement of Values**

In response to our founder's promise, Volunteers of America Greater Baton Rouge "will go wherever we are needed and do whatever comes to hand in service to God and humanity" across the three south Louisiana regions we serve.

We are recognized as the premier provider of human service programs in our service area because by implementing our planning orientation in all that we do, we identify community needs and respond with innovative programs. Operating both efficiently and effectively our organization develops unique responses to community needs that serve as models for replication in other communities. An essential element of our unique programming is the realization that it is not enough to simply "reach and uplift" people materially and emotionally but we must also help people develop spiritually by bringing them to the knowledge and active service of God. By mission, an

opportunity for service creates the framework that guides our programming because we believe in the value of service both to those who are served and those who serve.

We actively seek partnerships with communities of faith, businesses, civic groups, and federal, state and local agencies to meet unmet community needs with life-giving, life-changing programs of the highest quality. Our Board of Directors, as both representatives of and ambassadors to the communities we serve, reflects the diversity of those communities and takes leadership in ensuring that Volunteers of America has the resources necessary to fulfill its mission.

As always we draw our values from our Christian tradition that celebrates human dignity and human worth as the creation of God.

**Values**

- Honoring the organization's history
- Excellent service
- Innovation
- Community engagement
- Strong faith base

**The Strategies for the next four years include:**

- Provide and Enhance Quality Services
- Increase and Diversify Funding
- Strengthen Internal Capacities
- Increase capacity to provide spiritual support to the people we serve

## Volunteers of America Greater Baton Rouge Strategic Plan 2012 -2015

Strategy	Strategic Initiatives	Activities
<p>1. Provide and Enhance Quality Services</p>	<p>Provide Quality Services</p> <p>Enhance Quality Services</p>	<p>Become CARF (Commission on Accreditation of Rehabilitation Facilities) Accredited                      Analyze existing and potential programs for sustainability                      Create opportunities to increase program growth                      Strengthen and Standardize our Quality Assurance Plans</p> <p>Explore additional resources for those we serve to enhance their lives                      Coordinate with Human Resources to improve staff performance, thus strengthening services                      Develop partnerships to expand housing opportunities                      Assess facilities and maintenance needs to ensure cost effective spending</p>
<p>2. Increase and Diversify Funding</p>	<p>Increase Funding</p> <p>Diversify Funding</p>	<p>Increase number of the Family Funds                      Increase participation in Employee Giving Campaign (EGC)                      Research alternate Funding and Grants                      Develop Faith Based Non-traditional partnerships                      Explore and Expand new Social Enterprises                      Enhance marketing of Enterprise car donation program                      Increase Dollars Raised and participation at annual fundraiser</p> <p>Develop alternative funding resources in all regions                      Use purchasing power to access rebates on purchases                      Use the dashboard matrix to assist yellow and red programs in increasing revenue through gap funding, grants, and fundraising                      Attract donors and clients through increased name recognition using multimedia strategies.</p>

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Strategy	Strategic Initiatives	Activities
<p>3. Strengthen Internal Capacities</p>	<p>Strengthen HR Capacities</p> <p>Increase IT Capacities</p>	<p>Develop and Implement Compensation Plan            Develop and Implement Succession Plan            Create and Implement a Centralized Training Model            Promote and Practice an organizational culture of consideration, well being and commitment            Increase and Expand Recruitment Practices</p> <p>Expand IT Department            Develop Training            Establish SharePoint Document Libraries and Paperless Workflows            Implement Electronic Benefits Management            Create Inventory Systems            Standardize Operating Systems</p>
<p>4. Increase capacity to provide spiritual support to the people we serve</p>	<p>Integrate the “ministry” throughout VOAGBR program and services</p>	<p>Achieve Culture change by reaching organizational consensus            Implement integration activities in targeted programs            Network with other churches to expand pastoral care</p>