

STRATEGIC PLAN 2020-2023

MISSION

We provide a local approach to address the causes and conditions of poverty by promoting self-sufficiency in Jackson Lenawee and Hillsdale Counties through programming, advocacy and leadership.

VISION

As an empowering community partner, CAA's local approach to address poverty will provide opportunities and engaging partnerships with families and individuals to achieve a self-sufficient quality of life, benefiting the communities we serve.

VALUES

Integrity / Ethics | Accountability | Collaboration & Partnerships | Knowledge | Equity | Forward Thinking | Adaptability | Compassion

STRATEGIC RESULT: To increase resiliency and create social and economic mobility and stability for people and our communities

STRATEGIC FOCUS



HOUSING



COMMUNITY DEVELOPMENT



EDUCATION



ASSET BUILDING

PRIORITIES & STRATEGIES

Advocacy & Community Engagement

- Utilize data and personal stories to build awareness of the realities of poverty at the local level
- Empower residents to advocate for system change in their own communities
- Leverage partnerships to build capacity and maximize impact
- Empower staff to become catalysts for change

Client Engagement & Empowerment

- Re-envision authentic engagement with our families, individuals and community
- Transform the staff mindset from service provider to ambassador
- Cultivate a culture that embraces empowerment

Operational Excellence

- Create efficiencies in internal processes
- Strengthen communication systems
- Equip our staff with principles, systems and tools that result in sustainable improvement

Self Sufficiency through Education

- Utilize strategic partnerships to strengthen and expand opportunities for education
- Provide opportunities that build resiliency for staff, families and communities
- Embed individual financial equity into all aspects of programming