

Strategic Plan 2026-2029

A future where every child in our community has a champion in court and an opportunity for a more hopeful tomorrow.

Serving **Acadia, Lafayette, and Vermilion Parishes**



2026-2028

CHANGE A
CHILD'S STORY.™

Board Approved on February 12, 2026



About CASA of SoLA



A Brief Summary of CASA of SoLA

CASA of South Louisiana recruits, trains, and supports community volunteers who serve as Court Appointed Special Advocates for children who have experienced abuse or neglect. CASA volunteers are appointed by judges to advocate for the best interests of children in foster care, helping ensure they are safe, supported, and placed in permanent, nurturing homes.

2026-2029

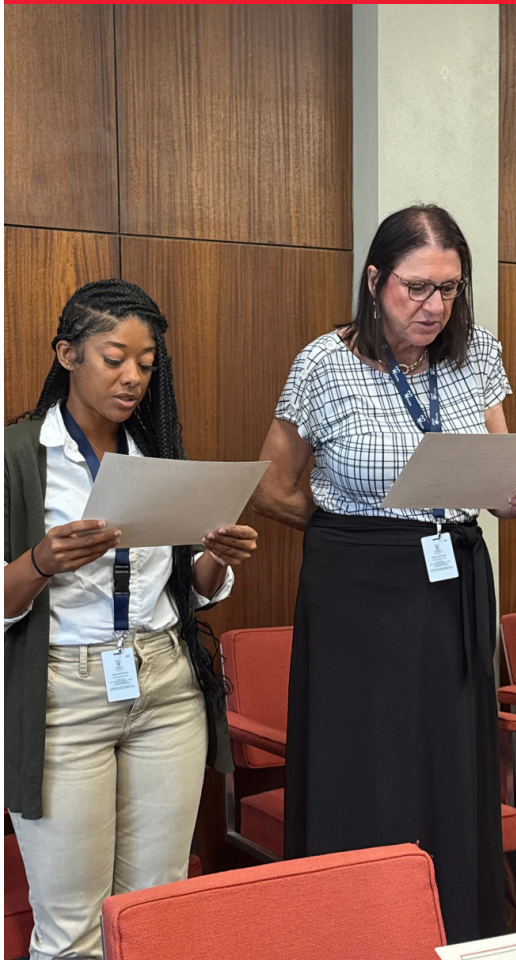
Vision

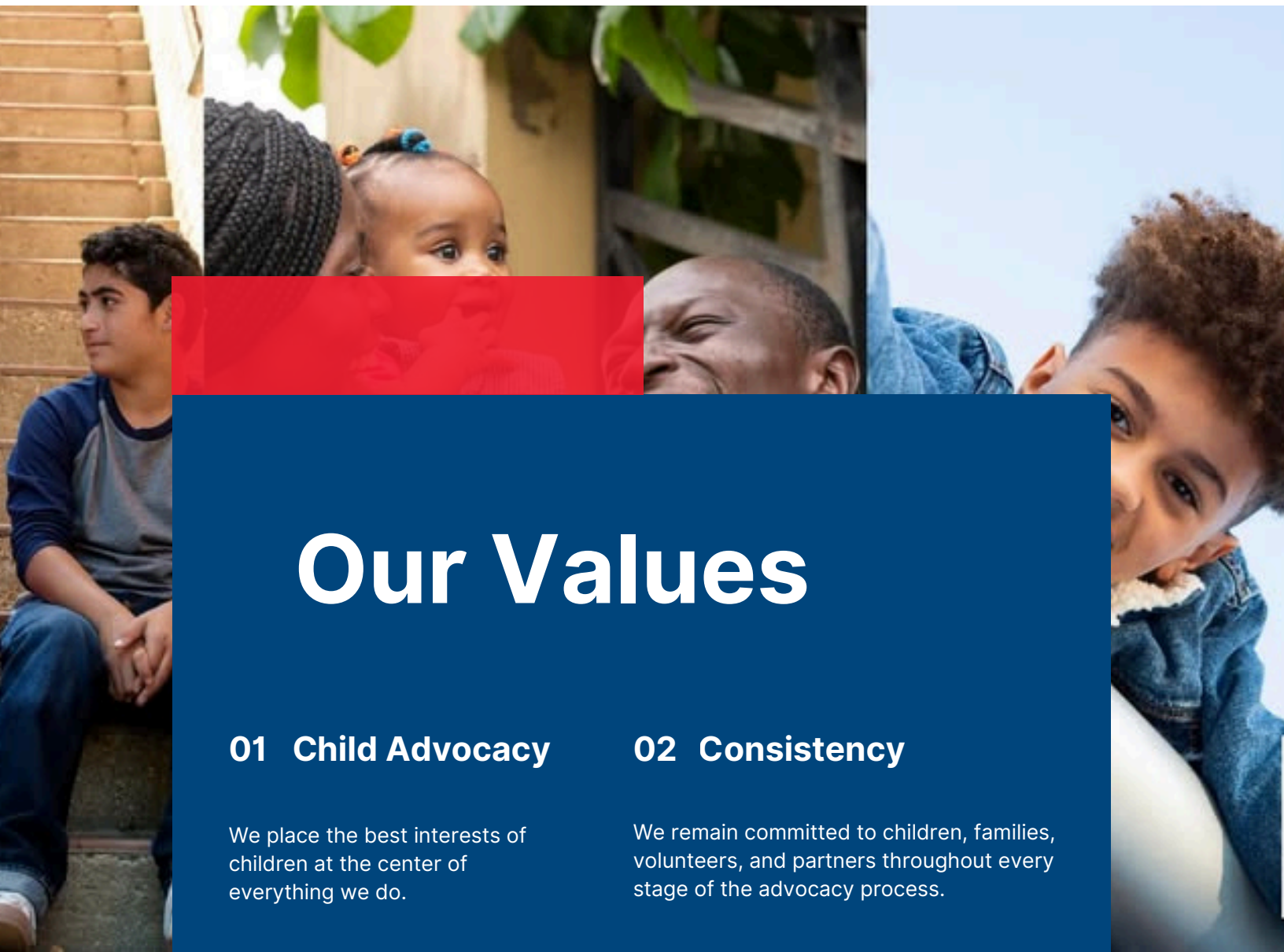
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Mission

The mission of CASA of SoLA (South Louisiana) is to address the cycle of child abuse and neglect and to advocate for safe, permanent, and nurturing homes for children.





Our Values

01 Child Advocacy

We place the best interests of children at the center of everything we do.

02 Consistency

We remain committed to children, families, volunteers, and partners throughout every stage of the advocacy process.

03 Collaboration

We work alongside courts, child welfare professionals, families, and community partners to achieve the best outcomes for children.

Why a Strategic Plan – Why Now



Strategic Plan

Children in foster care across Acadiana continue to wait for an advocate. At the same time, CASA of SoLA faces shifts in funding, growing community needs, and increased demand for trained volunteers. This Strategic Plan provides a focused roadmap to strengthen our visibility, grow and retain volunteers, and build sustainable funding to ensure every child has a voice in court.

Strategic Planning Framework

This three-year plan focuses on: - Clear priorities tied to measurable outcomes - Sustainable growth rather than short-term expansion - Shared accountability between board, staff, and community partners.

The plan is organized around three strategic goals that will guide CASA of SoLA's work from 2026 through 2029.

Strategic Goal 1

Community Engagement and Visibility

Goal Statement:

CASA of SoLA is widely recognized as a trusted, visible advocate for children in foster care across Acadiana.

Key Outcomes & Targets

75%

Increase social media engagement

Key Outcomes & Targets

50%

Increase website traffic

Key Outcomes & Targets

40%

Increase volunteer inquiries

Maintain 15–20 active community or corporate partners - Generate \$75,000–\$100,000 annually in sponsorships and in-kind support - Publish 12–18 impact stories annually



Strategic Goal 2

Volunteer Growth and Retention

Goal Statement:

CASA of SoLA maintains a strong, diverse, and committed volunteer advocate pipeline that meets the needs of children in foster care.

Key Outcomes & Targets

60 to 100+

Increase active
volunteers

Key Outcomes & Targets

50%

Reduce the child
waiting list

Key Outcomes & Targets

70%

Achieve one-year
volunteer retention

Achieve 50% two-year volunteer retention - Maintain 85%+ volunteer satisfaction - Engage 70% of volunteers annually in training or engagement opportunities



Strategic Goal 3

Financial Sustainability and Funding Diversification

Goal Statement:

CASA of SoLA has diversified, reliable funding streams that support long-term stability and growth.

Key Outcomes & Targets

50%

Increase individual donors

Key Outcomes & Targets

60%

Donor retention

Key Outcomes & Targets

20%

Increase average individual gift size

No single funding source exceeds 65% of total revenue - Maintain 5–7 distinct revenue streams - Maintain 100% board giving participation - Engage 75% of board members annually in fundraising or donor outreach



Shared Responsibility

The success of this Strategic Plan depends on shared ownership:

Board of Directors:

Governance, ambassadorship, and fund development

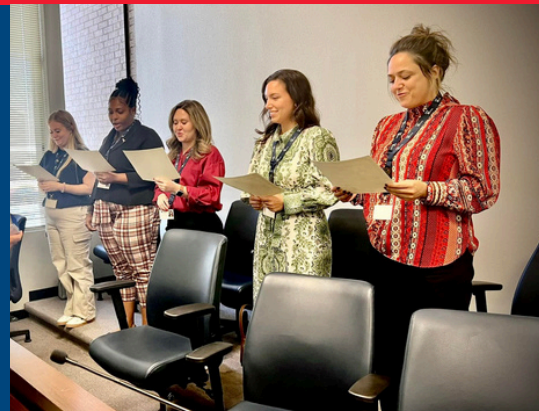


Staff:

Program execution, volunteer support, and daily operations

Community Partners:

Collaboration, outreach, and shared impact



United Way of Acadiana:

Administrative Oversight and Collaboration



Measuring Success

Progress toward these goals will be tracked using clear Key Performance Indicators (KPIs) and reviewed regularly by staff and the Board of Directors. Metrics will be used to guide decision-making, ensure accountability, and support continuous improvement.

Looking Ahead

This Strategic Plan is a living document. As community needs evolve, CASA of SoLA remains committed to learning, adapting, and strengthening our impact so that every child has a voice, a champion, and a brighter future.



Contact Information



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FOR CHILDREN

CASA OF SOLA