



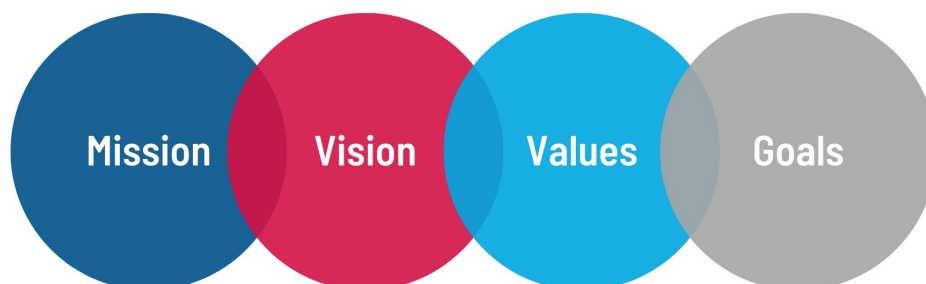
SENDCAA 2025 STRATEGIC PLAN



Overview

| Mission | Vision |
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| To provide a range of services and activities designed to alleviate poverty and give low-income people the opportunity to improve their standard of living and achieve self-sufficiency. | We envision a community without poverty where everyone has an opportunity to thrive. |
| Values | Strategic Pillars |
| Dependability Empowerment Solution Focused Passion Compassion | People Technology Partnerships Communication Agency Excellence |

Implementation





People

Empowering those who lead us, those we serve, and those we employ to reach their full potential to make a positive impact on our community.

Goal - Individuals and families with low incomes are stable and able to achieve economic security.



Technology

Ensuring technological systems are in place that strengthens the organizational processes necessary to fulfill our mission.

Goal - All programs will be primarily paperless in the next by 2028 to improve efficiency and security.



Partnerships

Maintaining and advancing healthy relationships within the agency and community.

Goal - Improve awareness of SENDCAA to increase engagement within the community through partnerships and volunteerism.



Communication

Committing to transparent and effective communication with those we serve, partner with, and employ.

Goal - Enhance transparent communication of SENDCAA programs and services through distribution of staff listserv, newsletters, social media, and outreach opportunities.



Agency Excellence

Recognizing the complexity of poverty by responding and adapting to community needs through mission-driven development and growth of our employees, programs, and services.

Goal- Continued efforts to enhance SENDCAA workplace morale including fostering a welcoming environment and psychological safety.

Goal - Demonstrate a continued commitment to excellence.