



Couleecap's Strategic Plan 2012-2016



Our Mission - Couleecap fights poverty and promotes self-sufficiency, economic development, and social justice. We are *People Helping People*, and everyday our *actions* make a difference in the lives of people and families throughout the Coulee Region.

Our Vision - Couleecap makes a difference in the lives of people in Crawford, La Crosse, Monroe, and Vernon counties. To do this, we pledge to:

- *Empower people to achieve their full potential;*
- *Promote social and economic justice;*
- *Serve as a catalyst for change; and*
- *Strengthen families and communities.*

Our Core Values –

We hold ourselves accountable for transforming these values into *action*.

- **Integrity and Responsibility:** We are committed to our work and to excellence in our performance. We can be counted on to do what we say we will do. We recognize our responsibility to the people and communities we serve, our employees, and the society in which we live and work.
- **Professionalism:** We supply quality services economically and efficiently. We are committed to growth through learning for ourselves and our customers. Our staff is competent, responsible, flexible, and professional. We work to continuously improve systems and services.
- **Supportive Environment:** We believe in people’s capacity to grow and change. We support people as they work towards self-sufficiency. We treat people with dignity, compassion, and respect.
- **Collaboration:** We pledge ourselves to teamwork and collaboration. We collaborate in communities to identify needs and the resources to meet those needs. Community collaboration includes serving on local Boards, committees, coalitions, and community groups in order to identify community needs, create new partnerships, develop plans for action, and leverage other resources to meet community and family needs.
- **Change Agent:** We advocate for social and economic justice. We create opportunities for people to improve their quality of life. We educate policy makers on issues related to poverty. We speak for those who have no voice.

Our Services - We implement more than 50 contracts in five major service areas:

- **Housing** includes transitional housing for homeless families; permanent housing for homeless people with disabilities; weatherization; affordable housing development, construction, and rehabilitation; and homeownership counseling and home purchase assistance.
- **Emergency Assistance** includes food pantries; clothing centers; fuel, utility, and rental assistance; emergency shelter; and information and referral.
- **Business Development, Employment, and Transportation** includes training, technical assistance, and loans for business start-up and expansion; employment and training assistance; and transportation assistance.
- **Child and Family Development** includes programs to prevent alcohol, tobacco, and drug abuse.
- **Health** includes activities to improve public safety and health.

Our History – In 1964, President Lyndon Johnson officially declared the War on Poverty, establishing hundreds of Community Action Agencies to fight poverty throughout the United States. Couleecap is one of these, a locally based, nonprofit agency founded in 1966 by a caring group of local citizens dedicated to continuing the fight to end poverty in the Coulee Region. The agency is governed by a 24-member Board of Directors – a highly dedicated group of people who care deeply about people in the Coulee Region.

Our Strategic Plan - The purpose of Couleecap's Strategic Plan is to guide Couleecap in its continuing evolution as one of the best community action agencies in the state and country. The Strategic Plan serves to identify areas of planned programmatic growth, resources that need to be acquired, corporate goals for agency improvements, and marketing and advocacy initiatives.

The Strategic Plan does not limit the activities of the staff and Board, but rather sets future directions based on our knowledge at the beginning of each year.

Couleecap's 2012-2016 Strategic Plan includes eight main areas of focus:

1. Advocacy and Education
2. Collaborative Partnerships
3. Marketing and Public Relations
4. Resource Development
5. Program Initiatives
6. Technology and Equipment
7. Human Resources
8. Continuous Improvement