

**CASA of Graves County and Southwest Kentucky
STRATEGIC PLAN 2026 - 2028**



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Background.

CASA of Graves County and Southwest Kentucky is a 501(c)(3) nonprofit organization serving abused and neglected children in the following Kentucky Counties: Carlisle, Fulton, Graves, and Hickman Counties.

The CASA programs in Kentucky are part of a larger national network. The National CASA/GAL Association for Children is a national organization advocating for abused and neglected children in the court system and in foster care. There are over 900 local CASA programs across the country receiving technical assistance and training from National CASA/GAL.

Vision.

Aspiring for every child to have the opportunity to grow up in a safe environment.

Mission.

To provide trained community volunteers for court appointment to advocate on behalf of dependent, abused, and neglected children in our communities.

Values:

- **Compassion** – Concern for the children we serve
- **Advocacy** – Take action to support the safety of abused/neglected and dependent children while valuing each person for who they are
- **Service** – Support what makes a positive change in the lives of children we serve
- **Awareness** - Engaging all stakeholders to aid in our mission

Executive Summary.

This strategic plan sets our organization on a trajectory for deepening our impact and improving every aspect of our organization. Our plan goals are:

- Develop and maintain a healthy, effective Board
- Recruit and retain volunteers to support the mission
- Enhance financial sustainability to support organizational growth and impact

Strategic Context.

CASA stands for Court Appointed Special Advocate. CASAs are community-based volunteers who are appointed by judges to serve on child abuse and neglect cases. Once assigned to a child, the volunteer researches the child's case, reviews documents, interviews relevant people, and makes a report to the court as to what is in the best interest of the child, in terms of services, placement, visitation, reunification, and permanency.

CASAs are objective, community volunteers who are not part of the child welfare system, who focus their efforts solely on gathering information and making recommendations regarding children in abuse, neglect, or dependency cases-- who would otherwise have no voice. Volunteers are carefully screened and are very well trained; they receive a minimum 30 hours of initial training and 12 hours of ongoing training each year.

CASA volunteers monitor the child's living situation to make sure they are safe and to make sure their psychological, physical, educational and other needs are met. Volunteers are often the only constant the child

knows as he/she moves through the labyrinth of the child welfare system. When a CASA volunteer accepts a case, they must agree to stay with it until the child has a safe, permanent home. Because volunteers carry only 1 or 2 cases at a time and are assigned to each case for its life, they typically have a depth and breadth of information that other parties may not have.

Landscape Scan.

The following factors shape the external landscape of child abuse and neglect cases in Kentucky:

- 16,686 Kentucky children were involved in court cases of abuse, neglect, and dependency in 2025
- 3,387 of those children had the help of a CASA volunteer
- 1,186 trained CASA volunteers are actively working in Kentucky

Our program advanced our mission in the following ways in 2025:

- 98 children served and 49 of those children were new
- 1,277 volunteer hours
- 35 active volunteers.

Horizon.

The Board and organization leaders execute this strategic plan to be completed over a 2-year period from 2026 - 2028.

Goals.

- **Goal 1: Develop and maintain a healthy, effective Board.**

2026 Strategies	2027 Strategies
Revise and update Board matrix	Consult current and former board members with ties to River Counties on how we can become more integrated in the county
Each Board Member develops a list of prospective board members with emphasis on River County residents	Develop and implement a “friend”raising plan (Board Members, CASA Volunteers, Donors)
Board Member reaches out to prospects on their list	Develop and implement succession plan for board officer positions
Staff invite former CASA volunteers to serve on the board	Complete Board Member self-assessment
Onboard new board members	
Success Metrics	Success Metrics
<ul style="list-style-type: none"> ● Each current board member secures one new board member to serve on the board ● 12 active board members with at least one representative from each county served by year end 	<ul style="list-style-type: none"> ● 2 new outreach/awareness opportunities per year ● 4 leads/doors opened per board member ● Seamless transition in officer positions ● Deepen Board engagement and impact

● **Goal 2: Recruit and retain volunteers to support the mission**

2026 Strategies	2027 Strategies
Initiate “Everyone Gets One” campaign with Board Members and CASAs to recruit CASA Volunteers	Utilize new board members from the river counties to increase number of river county volunteers
Engage local schools (high school and/or college) to develop a video asset package	Continue “Everyone Gets One” campaign with Board Members and CASAs to recruit CASA Volunteers
Continue Board Member with Staff recruitment initiative	Establish a gas card program for volunteers
Continue Board Member opportunities to welcome new volunteers and show appreciation to active CASA volunteers	Continue Board Member opportunities to welcome new volunteers and show appreciation to active CASA volunteers
Success Metrics	Success Metrics
<ul style="list-style-type: none"> ● Increase active volunteers from 30 to 43 ● Video assets to use for awareness and in-person or social media recruitment ● Staff/Board Member do 1 recruitment event per quarter ● One Board Member welcomes new volunteers at pre-service orientation ● One Board Member attends CASA roundtable (1 per quarter) 	<ul style="list-style-type: none"> ● Increase active volunteers by 20%. ● 80% of volunteers retained ● Invite a volunteer to attend board meeting (mission moment) one per quarter ● Staff/Board Member do one recruitment event per quarter ● One Board Member welcomes new volunteers at pre-service training orientation ● One Board Member attends a CASA roundtable (1 per quarter)

● **Goal 3: Enhance financial sustainability to support organizational growth and impact.**

2026 Strategies	2027 Strategies
Determine a plan to gain recurring donors that incorporates a 12 for 12 Board initiative	Facilitate a 12 for 12 Recurring donor campaign
Generate a list of local CPA’s and create a Year-End Giving Packet	Distribute CPA packets
Bag Lunch Sale Fundraiser - Include donation envelop in each bag lunch	Bag Lunch Sale Fundraiser - Include donation envelop in each bag lunch
Maximize revenue generated by Playhouse Raffle Fundraiser by selling 1000 tickets	Maximize 5K fundraiser to better engage community in our mission
Maximize revenue generated by Kringle Fundraiser with seller incentives and by offering “round up”	Maximize revenue generated by Kringle Fundraiser with seller incentives and by offering “round up”
Mail out letter to 5K sponsors for 2027 event	

Success Metrics	Success Metrics
<ul style="list-style-type: none"> ● Increase fundraising revenue from \$11,000 to \$15,000 ● 5K sponsors plan for 2027 sponsorship 	<ul style="list-style-type: none"> ● Each board member secures a recurring donor ● CPA packet distributed ● 5K: 150 runners, \$10,000 net revenue, and one new recurring donor ● 5K: Ambassador speaks, sell t-shirts, activities for children/families, increased food truck vendors

Our Path Forward.

This strategic plan sets us on a trajectory for deepening our impact and improving every aspect of our organization. As we carry out this plan, we anticipate seeing a number of important benefits, including:

- Highly engaged Board of Directors and Staff
- Diverse, prepared, and inspired volunteers
- Increased ability to support and deliver our mission