



Catholic Charities

SERVING CENTRAL WASHINGTON

Strategic Plan 2023 – 2028

Catholic Charities of the Diocese of Yakima

5301 Tieton Dr., Suite C | Yakima, WA 98908

Established in 1949
501-c3 Not-for-profit Organization

Governance Structure:

Board of Trustees, Corporate Members
Catholic Charities Housing Services Board

Personnel Resources:

Executive Leadership Team
Senior Leadership Team
DEI Committee
Over 425 employees
Over 2,500 volunteers

Services:

- Early Learning
- Behavioral Health
- Child, Youth and Family Services
- Pregnancy and Parenting
- Senior Services
- Affordable Housing
- Emergency and Crisis Services
- St. Vincent Center and Food Bank



Target population: Serve 50,000 annually, primarily low-income children, youth, adults, and seniors

Geographic Area: Central Washington

Primarily Yakima, Kittitas, Chelan, Douglas, Grant, Benton, Klickitat Counties

Office Locations:

Yakima, Sunnyside, Wenatchee, Richland, Moses Lake



Mission

Motivated by Christ's love, we bring hope to life, especially for those most in need



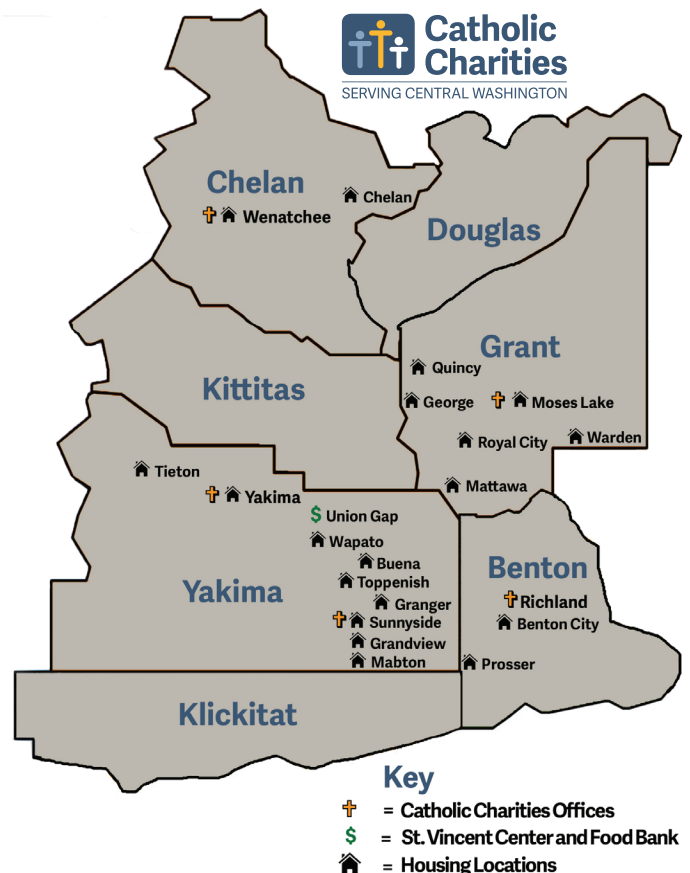
Vision

We envision communities where people are treated with dignity and respect, their basic needs are met, and they are empowered to enhance the quality of their own lives



Values

We affirm our faith in God who calls us to serve
We celebrate the uniqueness and dignity of people
We nurture children and strengthen families
We provide quality services to those in need
We serve people of all faiths



Strategic Priorities

Integrate

the services of Catholic Charities internally with Catholic Charities Housing Services and externally with community partners to implement best practices.



Catholic Charities and Catholic Charities Housing Services:

- Integrate Supportive Housing in Wenatchee with behavioral health, early learning, and volunteer services
- Develop a Supportive Housing site in East Yakima, integrating Youth and Young Adult Services
- Enhance and expand Creative Kids Play & Learn in CCHS sites and St. Vincent Center
- Integrate Senior Services with CCHS Senior Housing sites
- Expand CCHS Single Family Housing Program to Grant County
- Develop a CCHS Property Management strategy
- Determine methods to collect data to show the impact of each initiative

Community/Statewide Partners:

- Establish partnerships with universities for internships to develop new potential employees
- Establish partnerships with schools, community agencies, neighborhood organizations, health clinics, and other social service agencies that enhance services
- Establish partnership for integrated medical services in East Yakima
- Re-establish the integrated medical/behavioral health Hope Clinic in Wenatchee
- Strengthen partnerships with parishes and Catholic schools
- Strengthen partnerships with law enforcement, jails, hospitals, and other allied agencies in Chelan/Douglas Counties
- Explore statewide partnerships to promote advocacy, program development, and financing for Catholic Charities programs and CCHS housing developments
- Participate in and host resource/recruitment fairs

Improve

marketing and education for the community and parishes to support greater awareness of Catholic Charities' services and increase volunteer participation.

- Develop marketing and outreach plans for the agency and each program
- Include marketing and outreach in all program budgets
- Complete website redesign and provide regular updates with client stories
- Increase social media, television, internet, and radio presence
- Establish diverse donor development strategies
- Implement strategies to recruit and retain volunteers, including Jesuit and Americorps volunteers

Enhance

facilities, parking, and infrastructure for all Catholic Charities programs to improve services to clients.

- Locate and establish a new office location in Kennewick with access to client population with possible integration with affordable housing
- Expand office space and parking in Wenatchee to accommodate growth in Youth Services, Youth Mobile Crisis, walk-in Crisis and Counseling, and Early Learning Services
- Remodel East Yakima office to accommodate expansion with Youth Services, Elder Services, and Behavioral Health Services
- Enhance break/lunch facilities at all sites
- Identify and implement a new Human Resources and Payroll Information System
- Explore and plan for green options for buildings and vehicles

Value

employees by providing staff development opportunities to develop competent, compassionate staff, managers, and leaders. Develop diverse recruitment and retention strategies which include focus on Diversity, Equity and Inclusion. Implement a succession planning strategy to develop future leaders.

- Increase recruitment and retention through bonuses, pay equity, telehealth, and employee benefits
- Continue to develop employees through education reimbursement program, internships, mentorships, and manager training
- Build career opportunity ladders for staff promotion
- Recognize employees within team and agency events and on the Catholic Charities Connect intranet
- Continue development and implementation of quality new staff onboarding, including program videos
- Implement DEI strategies across the organization
- Integrate staff in promotional materials and opportunities

