

## VISION:

St. Croix County residents, when faced with financial crises, know how to get back on their feet and stay there.

## MISSION:

To provide residents of St. Croix County with financial assistance, a place for support, and connections to resources to alleviate short-term economic crises.

## PRINCIPLES & VALUES:

- Clients are treated with dignity, respect, and compassion.
- Confidentiality is maintained for all clients, donors, visitors, and staff.
- Services are provided to clients in an environment free of all forms of discrimination.
- Resources are carefully managed to realize the most good.
- Clients are serviced with speed and knowledge.

## STRATEGIC FOCUS AREAS

- Enhance operational infrastructure with technology, policies, and practices to better serve St. Croix County.
- Expand access in the county by engaging Clients, Sponsors, Volunteers and Key Partners.
- Strive to offer the 'right' set of programs and services to support clients through economic crisis and beyond.



# FOCUS AREAS & INITIATIVES

## 1 Enhance operational infrastructure with technology, policies, and practices to better serve St. Croix County and enhance sustainability.

- Define Operation HELP functions and key contacts. (2019)
- Assess and implement technology to streamline and enhance operations. (2019-2020)
  - Assess technology availability (case management, donor management and/or volunteer management), assess gaps and needs, and develop requirements. (2019)
  - Research/determine technology solution and phasing based on the requirements. (2019)
  - Pilot, test and roll-out (2019-2020)
- Hire a part-time Executive Director and design an organizational structure with management, board, staff, committees, and client support volunteers. Ensure appropriate delegation and succession planning. Assess impact on case manager. (by October 2019)
- Develop new sources of funding and longer-term financial commitments from corporations/donors (sustaining members). (2020-2021)

## 2 Expand access in St. Croix County by engaging clients, sponsors, volunteers and key partners.

- Expand client access by implementing 24/7 client intake on our website. (2019)
- Expand access, hours, locations, and/or caps – e.g., financial assistance caps, office hours, locations, partner facilities, volunteers working remotely, interactive client portal, etc. (2019-2020)
- Engage the broader community (donors, volunteers, clients, board members, key partners) for support and input on expansion – Identify outreach targets & incremental approach, process & communications. Include city governments, county social services, ADRC, Rotary, Lions, Kiwanis, churches, chambers, community leaders & events. (2019-2021)
- Determine required full or part-time staff needs to help lead and execute the plan (2019)



## 3 Strive to offer the “right” set of programs and services to support clients through economic crises and beyond.

- Assess & implement strategies to support clients in economic crisis and beyond – are we effective, would additional support sustain them in a better financial position, service overlap and gaps, client demand, impact assessment, quality of delivery, alternate providers, what stays/goes, partner review. Strengthen continuing programs. Test changes with clients & volunteers – what to measure? (2020-2021)

