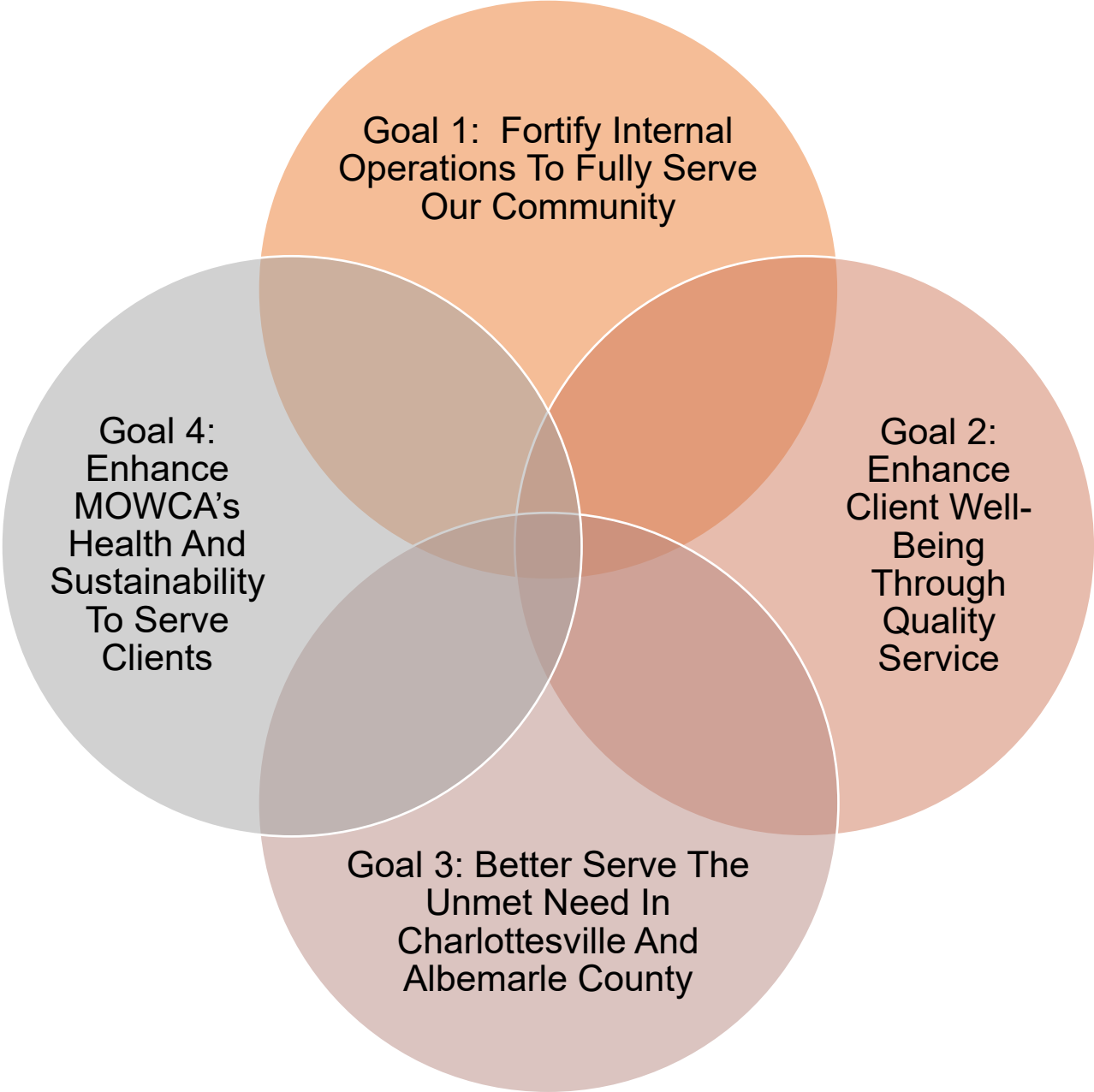


Meals on Wheels Charlottesville-Albemarle

Strategic Plan Overview
2022-2025



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Strategic Plan Overview

2022-2025

Goal 1: Strengthen How We Work So We Can Fully Serve Our Community

- Be clearer about who we are able to serve
- Work on finding more volunteers and keeping the ones we have
- Grow staff to meet all needs
- Use technology to serve our clients and volunteers better

Goal 2: Make Client Lives Better Through Our Services

- Create new and better ways to connect clients to other services through new and current partner organizations
- Do wellness checks for clients better and more often
- Create a process to start home visits
- Offer more food options to increase client choice and meet dietary needs

Goal 3: Better Serve More Clients in Charlottesville and Albemarle County

- Listen to what people in Charlottesville and Albemarle County need and make sure MOWCA is doing what we can to meet those needs
- Look into opportunities to grow like adding partners, adding services, or expanding our service area
- Make sure the partners that refer clients to us know what we do and who we can help

Goal 4: Make MOWCA Stronger So We Can Serve Clients Well Now and Into the Future

- Create a plan to increase and broaden our fundraising to support MOWCA's growth
- Make sure the board has the right skills to help MOWCA and represents the community we serve
- Make sure we have the staff we need to achieve our goals
- Create a plan to tell our story and advertise our work better