



II. WORKSHEET 2: Clarifying Vision and Desired Results

Mission and Vision Statements

WestCare empowers everyone with whom we come into contact to engage in a process of healing, growth and change benefiting themselves, co-workers and communities.

WestCare will devote its best collective and individual efforts toward “uplifting the human spirit” by consistently improving, expanding and strengthening the quality, efficacy and cost-effectiveness of everything we do in building for the future.

Desired Results

1. Obtaining **sustainable funding** for programs and services of WestCare Florida
 - Fund Development
 - Identify and obtain non-traditional funding; creative use of funding
 - Exploit spheres of influence by being supportive
 - Exhibit responsiveness to funding organizations and investors.
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2. Implementation of **innovative practices** to provide superior and quality services
 - Encourage creativity and diversity in our work
 - Operate unique programs not offered elsewhere that use creative approaches
 - Provide superior and quality services designed to reach the goal of “putting ourselves out of business” by achieving outcomes.
3. Enhancing and achieving recognition for WestCare Florida’s **image and reputation**
 - Attain and increase positive community, media and public relations exposure for WestCare Florida’s impact with its service provision
 - Demonstrate success and excellence, becoming the preferred provider for state, local and federal funding offices.
 - Receive community recognition for an ethical reputation, credibility, caring attitude and actions, and a positive impact on community.
4. Achieving and documenting positive and measurable **client outcomes** in areas relevant to WestCare Florida’s program services
 - Promote and achieve long term sobriety as an outcome for clients.
 - Improve individual functioning within the community (i.e., GAF scores over 60 for three months).
 - Produce productive citizens and document successes in the program.
 - Document Improved medical outcomes (i.e., HIV/AIDS)
 - Successfully obtain and maintain permanent and stable housing for homeless clients.
5. Fostering positive **staff relations**, support, success and work performance in a way that is beneficial to WestCare Florida and its employees.
 - Provide every opportunity for an employee to succeed with training, tolerance, and understanding for performance and personal issues.
 - Promote the success of our employees professionally and personally.
 - Provide a supportive climate for employee growth and development leading to high employee morale and job satisfaction.