

# Catholic Charities West Michigan Strategic Plan 2026

*Updated 9.30.25*



## Dear Friends and Supporters,

Since 1946, Catholic Charities West Michigan has answered a simple but profound call: to provide help and create hope. As we delve into 2026, our strategic plan affirms this mission while setting a clear path forward- one that strengthens our organization so we may serve our community with greater compassion, clarity, and impact.

At the heart of this plan is an intentional investment in people- both those we serve and those called to serve alongside us. Grounded in the belief that every person is created in the image of God, we are committed to nurturing the dignity and potential in everyone we encounter. By investing in our staff through opportunities to learn and lead, and by walking with clients as they pursue stability and growth, we build a foundation for lasting impact.

### **When people are valued and supported, hope takes root in our community.**

This strategic plan reflects our commitment to providing services that are thoughtful, responsive, and driven by real community need. As we look ahead, we are focused on expanding our reach and strengthening our organization- ensuring that Catholic Charities West Michigan remains well-positioned to meet emerging challenges while staying true to our calling that has guided us since 1946.

With gratitude for your partnership and confidence in the path ahead, we invite you to walk with us as we continue this vital work. Together, we will remain focused on what matters most- providing comprehensive, compassionate services that help individuals and families not only endure, but flourish.

Many blessings,

David Bellamy, CEO  
Catholic Charities West Michigan



# Mission

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Inspired by the Church's social teachings, Catholic Charities West Michigan fosters individuals and families to flourish by providing help and creating hope.

# Vision

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Catholic Charities West Michigan is called to create a just and compassionate community where all people can achieve their divine purpose.

# Values

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## Sanctity of All Life

Catholic Charities West Michigan recognizes the inherent value of every human life.



## Compassion

We provide comprehensive, caring services and solutions tailored to every person we serve and their unique needs and goals.



## Integrity

We commit ourselves to uphold honesty and transparency in all our actions and decisions.



## Respect

We foster environments that restore and uphold the dignity of each individual we serve.



## Equity

We dedicate ourselves to ensuring fair treatment, access, and opportunities for all regardless of religion or background.

## Strategic Focus

Guided by this strategic plan, CCWM invests in our compassionate team and proven services that strengthen families, respond to urgent needs, and build long-term stability for individuals throughout West Michigan- extending dignity, help, and hope to those who need it most.



# 1 PEOPLE

### 1.1 Promote a culture of excellence that enhances the employment experience and supports the work force

- Provide relevant training and personal development opportunities for all colleagues
- Foster a diverse and supportive culture where all colleagues have an opportunity to succeed and grow

### 1.2 Drive sustainable recruitment of dedicated and highly motivated long-term staff

- Identify and recruit candidates who are motivated to support CCWM's vision and mission
- Ensure that CCWM offers a competitive compensation package among similar agencies

### 1.3 Ensure CCWM Catholic identity is consciously fostered and embraced across the Agency

- Enhance colleague training to facilitate all staff understanding and supporting CCWM's Catholic identity
- Establish connections with every parish in the Diocese of Grand Rapids

# 2 QUALITY

**2.1** Maximize use of data driven analytics to achieve, maintain and improve high quality programs and client experiences

- Capture relevant agency wide outcomes data
- Provide outcomes data to leadership team on a consistent and timely basis
- Support and maintain a culture of quality

# 3 FINANCES

**3.1** Develop a highly functioning finance team employing best practices to provide timely and accurate financial information

- Elevate the finance team expertise and processes
- Enhance understanding and usefulness of department and agency financial statements
- Support CCWM leadership in achieving agency objectives

# 4 GROWTH

**4.1** Demonstrate operational excellence in expanding existing programs and developing new programs

- Assess the need, viability and fit of new programming
- Seek diverse funding opportunities
- Expand collaboration with community organizations that support the effectiveness of our programs



# 5 CLIENTS

## 5.1 Provide exceptional client experiences

- Ensure our colleagues are experts in their service and program area
- Support an Agency culture that exceeds client expectations
- Optimize CCWM's facilities, technology and environmental components to support exceptional client experience



# Strategic Plan Summary Status

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