



2024-2027

Strategic Plan

Creating Home and Healing for Georgia's Children



Strategic Focus

As a result of the planning process, four strategic areas emerged: Mission Awareness, Thriving Workplace, Program Development and Master Campus Design. We believe by focusing our attention and financial resources in these areas, we will continue to meet our mission of providing home and healing to Georgia's children and families. Target goals will be established and measured annually for each focus area.

Mission Awareness

Objective

We aim to build stronger relationships with the community to engage in our mission of enhancing the lives of the children and families who come to us for care through our shared stories of the need and impact of our work. We will focus on increasing the visibility and recognition of our programs through targeted marketing campaigns, partnerships with key stakeholders, and active participation in local and statewide activities.

Thriving Workplace

Objective

Employees understand their role in shaping and changing the lives of the children and families we serve to have brighter futures. We will cultivate a specialized staff through employee training and development to meet or exceed contracted requirements and service demands. Additionally, the organization will provide competitive compensation and benefits to demonstrate our genuine desire to ensure the fulfillment, satisfaction, and loyalty of our exceptional team.

Program Development: Counseling & Residential Care

Objective

Morningstar will stay informed and adaptable to the evolving landscape of child welfare and mental health services. We will stay proactive in strengthening our current work processes, as well as identifying and understanding the changes in the field, so we can ensure that our program remains dynamic and relevant. Our goal is to foster growth that is not only sustainable but also impactful, meeting the needs of our partners, clients, and the children we serve.

Master Campus Design

Objective

The Morningstar property and facilities will honor their historical nature, while providing a safe and nurturing environment for the children, families, and staff to live and work. We will develop a campus property plan through an assessment of our current property use and identification of opportunities for improvement, such as renovations or expansions, to optimize the functionality of our spaces and increase our service and program capacity.

Value Proposition



Who we serve

Children

For the foster boys who arrive on our campus, Morningstar becomes home, providing a warm bed, loving care, delicious meals, medical support, and encouragement in learning. Additionally, youth enjoy a wide array of fun activities and friendship which create good childhood memories and foster hope, healing, and a brighter future.

Families

When parents cannot understand or resolve challenges faced by their children, the Morningstar counseling team listens, assesses, and works to provide healing to the child, and by extension, to the family who reached out to us for support. As a licensed Community Counseling program, our team will meet with children and families in their home or wherever they are most comfortable to connect and move forward.

Employees

Morningstar offers rewarding careers that align with the faith and values of our team, giving staff an opportunity to thrive both professionally and personally. Our competitive compensation packages provide financial stability, while our meaningful work enables staff to find fulfillment as they have a positive impact on the lives of children.

Investors

Investors in the mission of Morningstar share a tangible expression of their love for children. Donor gifts are a gesture of compassion, supporting the provision of home and healing for today, as well as an investment in a brighter future for Georgia's children through generous gifts to support the renovation and expansion of the historic Morningstar campus. Investors have the unique opportunity to come see, engage in, and give to support the work and future of Morningstar.

Partner/DHS

As the only Residential Community in Georgia solely serving developmentally delayed foster boys, Morningstar provides a caring home, therapeutic counseling, life skill training, and workforce coaching to youth with special needs, those often difficult to place within the foster care system. Our unique 30-acre campus, specially trained staff, and specialized school make Morningstar an ideal provider for these hard-to-place youth. The commitment of our Board and staff leadership to deepen services, renovate spaces, and increase staff supports make Morningstar a strong partner with DHS for ongoing investment for the care of Georgia's children.

Community

Morningstar is a strong community employer and consumer of goods and services required to operate and renovate a 30-acre campus and 24-hr residential community. Our youth work and volunteer, as well as dine and play, primarily in the Coastal Georgia region. Recognizing that we serve children from across the state, Morningstar works to be a good neighbor to all of Georgia.

Services and Funding

What we do and how we are funded

Residential Services

Morningstar contracts with the GA Department of Human Services to provide Room, Board, and Watchful Oversight (RBWO) care to youth in the state foster care system. We are the only residential program in Georgia solely serving youth, ages 12-21, with development delays and other complex care needs.

The organization receives a per diem payment for each youth living on our campus, covering approximately 70% of the total daily cost of care.

Community & Foundation Support

Creating home and healing for Georgia's children requires unity of mission and generous investment from individuals, businesses, churches, and foundations. Donations currently represent 20% of our annual revenue.



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Mental Health Counseling Services

Morningstar's community counseling clinics, located in Brunswick and Perry, provide counseling services for children and families in twelve Georgia counties. Mental health assessments, treatment planning, crisis intervention, therapy sessions, and medication management are provided through insurance reimbursement, representing 10% of our annual revenue.



Faith

We are committed to stay true to our Christian values as we work to provide home and healing to the children who find their way to our campus, our clinics, and our hearts.

Financial Health

We are committed to plan and work in ways which support financial stability, knowing that such supports risk mitigation, mission continuity, and program expansion.

Care

We are committed to CARE as the foundation for providing exceptional support to every child, ensuring their well-being and fostering their growth and development.

Strong Partnerships

We are committed to strong partnership with our state agencies, generous supporters, service communities, and campus neighborhood, knowing it takes all of us working together to create brighter futures for the children.