



BLUE RIDGE CASA



2023

IMPACT

Helping Children Soar



Our Mission...

Blue Ridge CASA for Children is a non-profit organization advocating for children who have experienced abuse and/or neglect through recruitment, training, and supervision of community volunteers.

Our Vision...

Every abused and neglected child will have a trained volunteer advocating for their best interest.

Dear Friends,



I am delighted to share with you our 2023 Impact Report. It is with immense gratitude and pride that I reflect on the incredible impact our organization has had over the past year. Fueled by the collective passion and dedication of a community that volunteered, that donated, that believed in our mission, and understood the critical importance of advocating for the well-being of abused and neglected children in our community. As a result, 57 CASA volunteers provided 105 children with hope and a dedicated advocate speaking up for their best interests in court, at school, and in our community.

Throughout the year, we achieved several significant milestones:

- Nineteen new CASA volunteers inducted
 - After extensive screening and training, these amazing individuals were ready to serve
- Successful completion of National CASAs Self Assessment
 - This ensures we comply with best practice standards
- New FUNdraisers
 - COW-abunga! Raised over \$63,000!
 - Mustaches for Kids (M4K) Blue Ridge - coming fall of 2023
- Expansion into Shenandoah & Page Counties beginning July 2023
 - At the request of Best Practice Teams, led by Judge Chad Logan
 - With one year grant funding from the Department of Criminal Justice Services
 - Approximately 75 children in these localities need a CASA
- Development and implementation of a Diversity, Equity, and Inclusion (DEI) Plan
 - Taking crucial action steps towards a more inclusive and equitable environment

None of these accomplishments would have been possible without the dedication of our talented staff, the commitment of our volunteers, the generosity of our investors and the support of our Board. Your contributions have enabled us to make a meaningful difference in the lives of the children we serve. There is still much to be done. With your continued partnership, we can expand our reach, enhance our services, and create a brighter future for the 393 children waiting for a CASA.

Thank you for being a part of the Blue Ridge CASA community. You make all the difference; we couldn't do it without you.

With gratitude,

Sherri McKinney-Frantz



We're Growing!

We are thrilled to announce the expansion of our services to Shenandoah and Page Counties in July 2023, furthering our commitment to advocating for the best interests of abused and neglected children in the Valley. Best Practice Teams in these localities, led by Judge Chad Logan, estimate more than 75 children are in need of a CASA.

“Frequently, court-involved children encounter a number of different professionals as their cases progress through the courts, but most of those individuals have full caseloads and in some agencies, there is frequent turnover. I believe that the addition of CASA volunteers to these cases will provide children with a consistent advocate, who has the ability to devote meaningful time to understand each child's particular situation, their strengths and weaknesses, and provide a unique perspective to the court to help shape the best outcomes possible in these difficult cases. I believe the work of the CASA volunteers will make meaningful and substantial contributions to improve the lives of children.” Judge Chad Logan.

This is a significant milestone for Blue Ridge CASA for Children and we are eager to partner with members of these communities to positively impact children.

The expansion would not have been possible without a generous, one-year grant from the Virginia Department of Criminal Justice Services.

Take Flight and Help a Child Soar!



Are you 21 years old or older?



Are you able to pass a background check?



Do you have 6 hours to give each month?



Do you want to make a difference in a child's life?

**If you checked all the boxes, CASA
Advocacy is a good fit for you**

VOLUNTEER



CASA Annual Survey Results

Annually, we provide all our volunteers with the opportunity to provide feedback on their experience. We are pleased to share their overwhelmingly positive responses:

- 100% of those who responded agreed or strongly agreed:
 - The training they received was not only relevant but also aligned with their expectations
 - Their Advocate Manager was accessible and knowledgeable, proving to be a valuable resource
 - They felt a deep sense of respect and support within the organization, emphasizing the worthiness of their time invested
- 92% reported feeling valued and appreciated, underscoring the organization's commitment to its volunteers
- 54% expressed a desire for increased involvement with the organization

2023 By The Numbers

48 

Harrisonburg,
Rockingham

43 

Staunton, Augusta,
Waynesboro

14 

Lexington,
Rockbridge, Buena
Vista



105 Total Children Served



393 Children waiting
for a CASA



57 Active Volunteers



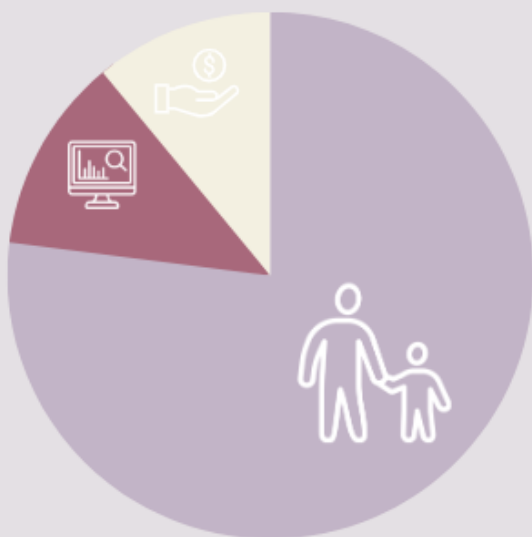
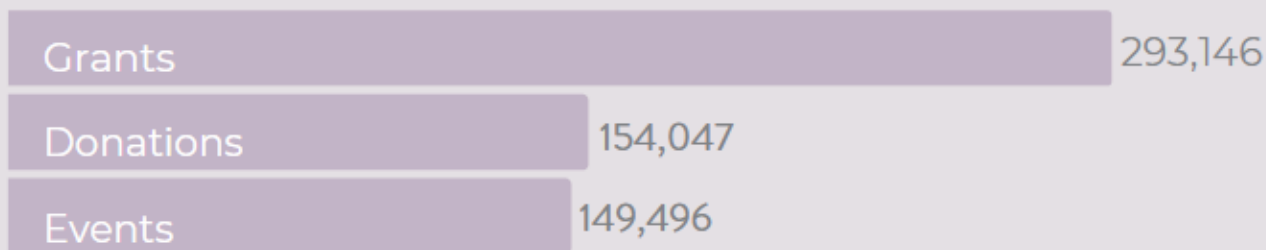
3,490 Case Hours



32,538 Miles Driven



Income



Expenses

Program **77 %**

Costs that are directly related to serving our kids and furthering our mission.

Administrative **12 %**

Costs that are necessary to operate our organization day to day.

Fundraising **11 %**

Costs associated with launching fundraising campaigns and events.

2023 Board of Directors

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FUN(D) Raising!

COW-abunga

In October, the COW-abunga Live Auction raised over \$63,000 for Blue Ridge CASA for Children! It's a new fundraising record for the organization.

COW-abunga became the extension of HorseMania which premiered several years earlier. Local artist Mark Cline fabricated the herd of eighteen life-sized cows. They were distributed to local artists and their final products were paraded through downtown Lexington. The cows were on display throughout Lexington, Buena Vista, and Rockbridge County for several months.

Cow-abunga provided an excellent opportunity to showcase the community, encourage tourism, and promote the arts, all while raising awareness and funds for Blue Ridge CASA for Children.

The COW-abunga! Committee, spearheaded by Rosanne Facciolo Mackey, secured the artists and Serendipity Farm sponsored the extravaganza.



“Raising money to help promote the well-being and stability of these children is an ongoing interest of mine. I hope others will join in making this objective a reality and help children have a safe childhood and “casa” home.”

Rosanne Facciolo Mackey





Get Involved!

Amber and I got involved with CASA after seeing the value our girls' CASA volunteer brought to the table. We were apprehensive at first as we had never heard of CASA and our fear was it was just another person involved in their case. How wrong we were! Linda King was our CASA volunteer and she was the biggest blessing to our girls.

Amber and I attended Top Chef in 2022 and it was amazing! On our way home we talked about the evening and we both noticed there was an opportunity to increase the revenue during the event. We agreed a Paddle Raise after the presentation was the prime opportunity. One afternoon this Spring, Sherri gave me a call and I offered to facilitate it at the next Top Chef event which was only a couple of weeks away. She was very welcoming to the suggestion. And boy did it work! The rest is history and hopefully, something we can do in the future.

I hope we can continue to be a part of the Top Chef event and be involved in other capacities to help raise money for such a great organization and to see it continue to grow. We continuously profess how special you all are, how much you help the kids in foster care, and we will continue to advocate for you all.

Thank You to our Donors and Investors!

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and Rockingham
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Buena Vista
United Way Staunton, Augusta County
and Waynesboro
Washington & Lee University

Thank You...

...to our CASAs

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Ashley Bellamy	Linger
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Linda King	Megan Williams
Timothy Kolly	Emily Wilson
	Sue Wright

Anyone who does anything to
help a child in his life is a hero
-Fred Rogers

...to our Staff

Sherri McKinney-Frantz, Chief
Executive Officer

Angela Crawford, Director of
Operations

Kelly Peters, Director of Programs

Emily Castle, Advocate Manager
Lexington, Buena Vista,
Rockbridge

Maggie Dodson, Program
Engagement Manager

Tonya Dunlap, Advocate Manager
Harrisonburg & Rockingham

Ali Gallagher, Advocate Manager
Staunton, Waynesboro, Augusta

Chelsey Hughes, Development
Manager



Big News...



LRBV (Lexington, Rockbridge, and Buena Vista) Growth

Blue Ridge CASA has provided services to children in Lexington, Rockbridge, and Buena Vista since 2010. The organization recognized the unmet needs of vulnerable children within these communities and, in response, undertook strategic initiatives aimed at fostering program growth.

For the first time, we employed a full-time Advocate Manager, who dedicated a significant portion of their time to expanding our reach. We appreciate the generous support of Project Horizon, who graciously provided us with office space at no cost. Through this partnership, the Advocate Manager was introduced to a network of community collaborators who share our dedication to serving children in need.

Last year we served four children in LRBV. This year, the number of children served increasing to twelve—an extraordinary 300% surge. We also welcomed seven new dedicated LRBV CASAs into our organization, a testament to the growing commitment within our community to advocate for the welfare of children in the foster care system.

We're Celebrating in 2024!



CASA

Court Appointed Special Advocates
FOR CHILDREN

BLUE RIDGE CASA



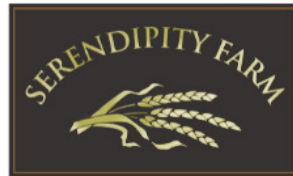
CASA

Court Appointed Special Advocates
FOR CHILDREN

BLUE RIDGE CASA

119 W. Frederick Street
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A Sincere Thank You to Our Sponsors



Garry and
Nancy Nichols

