



CASA PACIFICA®
CENTERS FOR CHILDREN & FAMILIES

Executive Summary

2024-2027



Casa Pacifica is dedicated to nurturing the mental health and well-being of children, young adults, and families—empowering them to overcome challenges and realize their full potential. Through comprehensive mental health services, housing, and educational support, we provide a lifeline to at-risk children, youth and families across Ventura, Santa Barbara and surrounding counties.



Guided by this purpose, our 2024-2027 Executive Summary sets forth a bold vision—expanding our impact, strengthening our services and ensuring long-term sustainability. Developed collaboratively by our Executive Leadership team with invaluable input from our Board of Directors and community partners, this plan serves as a forward-thinking roadmap to enhance our services, extend our reach and secure the financial foundation necessary for lasting success.

Rooted in our core values, our strategic plan offers a clear path forward while maintaining the flexibility to adapt to emerging opportunities and challenges.

Shawna Morris, MPA
Chief Executive Officer

At its heart, this plan is more than a roadmap—it is a promise. A promise to innovate, advocate, and lead with compassion so that every child, young adult, and family we serve has the support they need to thrive.

Vision Statement

We envision a world where all children, young adults and their families benefit from mental health services to achieve their full potential. We do this by removing the stigma related to mental health services and providing easy access.

Our Mission Statement

Casa Pacifica inspires hope and nurtures mental health and well-being of children, young adults, and families to realize their full potential.

Our Company Values

- **RESPECT**
Honoring each person's worth and dignity
- **INTEGRITY**
Acting with honesty and accountability
- **COMPASSION**
Serving with empathy and heart
- **COURAGE**
Leading boldly in service to youth



Strategic Objectives

Our strategic objectives focus on enhancing service delivery, broadening our reach and securing the financial foundation necessary to sustain our mission. Each objective is designed to strengthen Casa Pacifica's ability to meet the growing needs of the communities we serve, ensuring that every child and youth has the resources and support to thrive.



1. Expanding Our Continuum of Care

- Strengthening mental health services, including early intervention and prevention.
- Enhancing transitional support and housing for young adults.
- Improving service accessibility through innovative community-based programs.

2. Achieving Excellence in Care & Operations

- Investing in staff training, collaboration, and best practices.
- Maintaining national accreditations and industry recognitions.
- Implementing technology solutions for enhanced efficiency and client experience.

3. Strengthening Partnerships & Community Engagement

- Deepening collaborations with county agencies, schools, and wellness initiatives.
- Expanding donor and volunteer engagement to support program growth.
- Advocating for policies that improve services for youth and families.

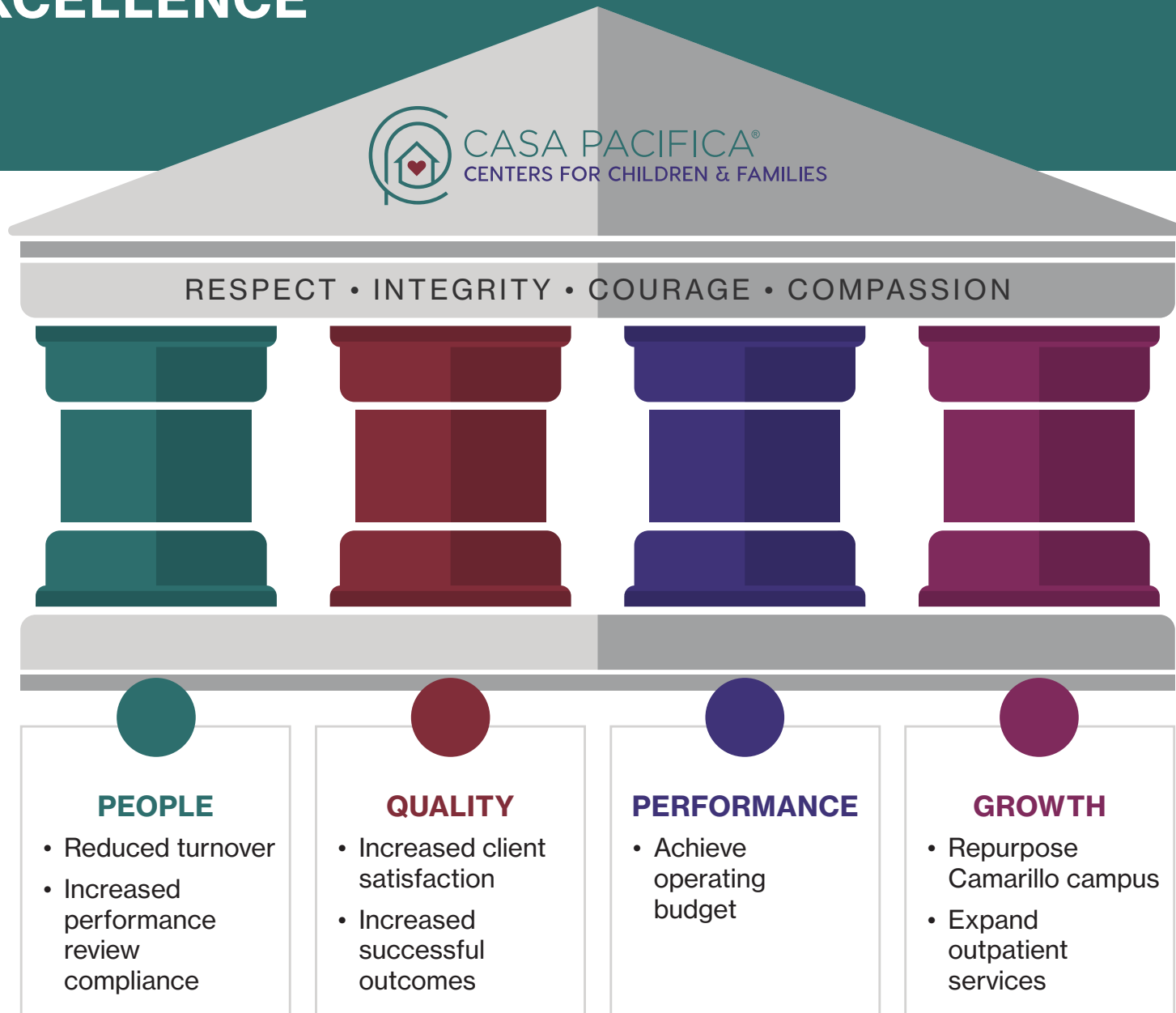
4. Ensuring Long-Term Financial Sustainability

- Implementing CalAIM Payment Reform to secure timely funding.
- Growing the Hopeful Journeys Endowment Fund.
- Maintaining administrative costs to maximize direct service impact.

5. Advocacy & Policy Leadership

- Engaging in state and local advocacy to improve systems of care.
- Sharing best practices through conferences and policy discussions.
- Positioning Casa Pacifica as a leader in child and family mental health services.

Pillars OF EXCELLENCE





Looking AHEAD

Casa Pacifica has long been a haven for youth who face mental health challenges. As we look to the future, our commitment remains steadfast: to break down barriers to mental health care, elevate the voices of those we serve, and drive systemic change that transforms lives.

Through collaboration, innovation, and unwavering dedication, we will continue to shape a world where every child, young adult, and family has the opportunity to heal, grow, and thrive.



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1722 S. Lewis Road, Camarillo, CA 93012
info@casapacifica.org • 805.366.4040 • casapacifica.org

