

Updated March 12, 2025

PUTTING OUR FAITH INTO ACTION



WE ARE THERE.



OUR DESIRED FUTURE

We envision a future where Catholic Charities of the Diocese of Green Bay is recognized as a trusted and compassionate leader in addressing the most critical needs of our communities. In the spirit of Jesus' teachings, we serve as the first resource for parishes and individuals seeking support for counsel, hope and healing. With a clear purpose and unwavering dedication, we empower families, strengthen communities, and ensure that no one is left behind.

KEY FOCUS AREAS

ACTIVATE

Elevate organizational impact and visibility by refining communication, strengthening community partnerships, and implementing a comprehensive marketing strategy that drives advocacy and awareness.

ABUNDANCE

Enhance financial sustainability and growth by expanding the endowment, deepening donor engagement, and optimizing revenue streams to support one year of service and long-term organizational success.

OPERATIONAL EXCELLENCE

Strengthen internal operations by optimizing policies, technology, communication, and service delivery to enhance organizational effectiveness and community impact.

PEOPLE AND CULTURE

Foster an engaging, mission-driven workplace where employees and volunteers thrive, feel valued, and are empowered to contribute meaningfully to Catholic Charities' mission.

OUR MISSION

We put our faith into action by strengthening individuals, families, and communities while reflecting the love of God through His Son, Jesus Christ.

OUR VISION

We will be known as a trusted, faith-based social services partner providing hope to those in need in the 16 counties of the Diocese of Green Bay.

KEY ELEMENTS OF OUR VISION

- Faith-Based Stewardship
- Proactive & Adaptable
- Empowered Team Culture
- Financial Strength & Sustainability
- Community Leadership & Trust
- Operational Excellence & Innovation

DIOCESAN PRIORITY

Calling forth and forming leaders who love Jesus and live his mission, especially among young adults and families.

- Discipleship
- Vocations
- Worship

