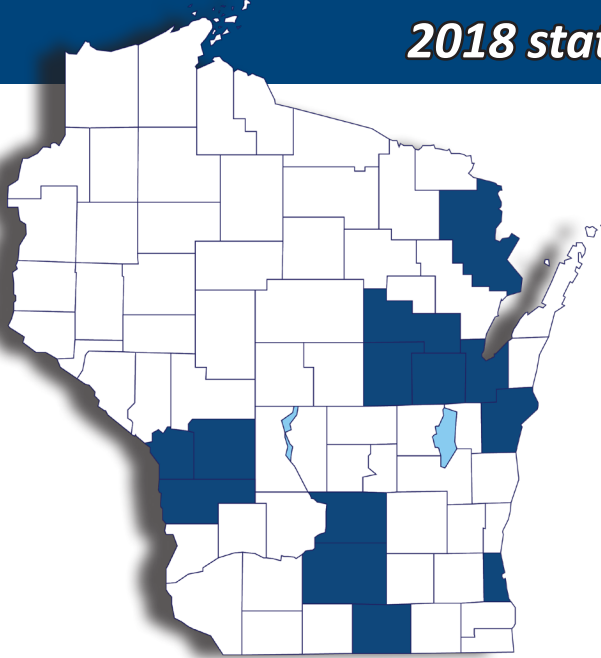


Wisconsin CASA Growth & Success

2018 state funding outcomes



Statewide Awareness



Statewide awareness campaign:
"I am for the Child Day" April 17, 2018



Secured Green Bay Packers Center
Corey Linsley and wife Anna as state
spokespeople



Expanded social media following by
46%



Generated **96** media stories
with a total Ad Value Equivalency of:
\$151,132



Increased state conference attendance
by **43%**

Leadership

State Director is chair of National CASA
Leadership Council

State Director is co-chair of National CASA State
Leadership Council

Need for CASA

975 children served in 2018, a **27%**
increase from 2017

13 Wisconsin counties are currently served
by a CASA program

Children in need of a CASA (non-tribal):
6,600 (source:wicourts.gov)

18 counties interested in starting a CASA
program

6 Wisconsin Indian
tribes interested
in starting CASA
programs

12-18 months to
start a program



Management & Administration

Implemented online continued
education for Advocates



Implemented onsite training for local
CASA staff.



Creating new regionalized local program
models serving multiple counties = cost
effectiveness



Implemented onsite training for local
CASA program staff



Certified state staff as Master Facilitator



Total FTE: **3**

Wisconsin CASA is a member of The National CASA Association