



East Missouri Action Agency, Inc.

Strategic Plan

2016-2018

## East Missouri Action Agency Overview

East Missouri Action Agency, Inc. (EMAA) was established in 1965 as a Community Action Agency and for the past 50 years has worked to end poverty in Southeast Missouri. EMAA promotes initiatives that empower low income families and neighborhoods to work toward breaking out of poverty. EMAA is comprised of four departments: Community Services, Head Start, Housing, and Women's Wellness.

EMAA's service are consists of Bollinger, Cape Girardeau, Iron, Madison, Perry, St. Francois, Ste. Genevieve, and Washington Counties. The Housing Department provides Section 8 vouchers in Dunklin, Mississippi, Pemiscot, and Stoddard Counties in the Bootheel.

## Mission Statement

EMAA will leverage all community resources to support individuals in reaching their highest potential.

## Vision Statement

A community of empowered individuals and families.

## East Missouri Action Agency Area Facts

Results and research from EMAA's 2014 community needs assessment survey work, community meetings, and related research found many of EMAA clients are continuing to struggle.

- 65% % of survey respondents cited high utility costs as a barrier in their household(s).
- 89% of survey respondents said people could not afford insurance and seeking care out of pocket was too costly.
- 59% of survey respondents cited a reduction in SNAP benefits as creating a nutritional problem for their family.
- 50% of survey respondents cited the unaffordability of college or other specialized training as a barrier to leaving poverty.
- 73% of survey respondents cited higher rent costs as a barrier to leaving poverty.
- There is over a \$5 difference between the state's average wage and the average wage in EMAA's service area.
- Between the 2000 U.S. Census and the 2012 update, poverty increased in every county in EMAA's service area.