

## Cornerstone AFC – Strategic Plan (Summary for Stakeholders)

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Year: 2025

### Who We Are

Cornerstone AFC provides specialized residential and semi-independent living services for vulnerable adults in Michigan. We focus on community inclusion, person-first care, and fostering supportive relationships to enhance quality of life.

### Mission

Deliver the highest quality services for individuals using a passionate, person-first approach.

### Vision

Reduce physical, emotional, and mental barriers to enhance the lives of those we serve.

### Values

- Teamwork with stakeholders
- Respect for uniqueness
- Integrity and transparency
- Safety as priority
- Community integration
- Culture of gentleness

### Key Short-Term Goals (2025)

- Obtain CARF Accreditation for one additional entity.
- Become a provider for five new CMHs in Michigan.
- Place 100% of approved referrals within one week.
- Achieve 100% complaint resolution.
- Train leadership on EOS system for CEO succession.
- Improve staff survey participation to 100%.
- Integrate AI in all departments, utilizing at least three tools for efficiency by October 2025.

### Long-Term Goals

- Establish 3–5 new locations in five years.

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- Obtain autism and brain injury certifications.
- Achieve 3-year CARF Accreditation.
- Expand to 30 homes in 10 years.
- Maintain perfect accreditation and reviews.

### Opportunities

- Serve the 31 CMHs in Michigan we don't currently partner with.
- Meet growing demand from elderly, autism, and behavioral health populations.
- Leverage technology for efficiency and cost savings.

### Competitive Advantage

- Proven success with complex behavioral needs.
- Rapid, transparent communication with stakeholders.
- Family-operated with 20+ years of industry excellence.

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