BRAND STATEMENTS

MISSION
The mission of GoochlandCares is to provide basic human services and health care to our Goochland neighbors in need.

VISION
GoochlandCares envisions an equitable community in which all persons have their basic needs met, empowering them to lead lives of self-dignity and well-being.

BRAND PROMISE
GoochlandCares delivers quality, client-centered services with compassion and dignity.

BRAND IDEA
GoochlandCares and I Care.

VALUES
Empowerment – Community – Compassion – Quality – Client-centered care

BRAND POSITIONING
GoochlandCares empowers the Goochland community to support neighbors in need.