



Georgia Court Appointed Special Advocates, Inc.
75 Marietta St. NW, Suite 404
Atlanta, GA 30303
(p) 404.874.2888
(f) 404.874.2889
800.251.4012
www.gacasa.org

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Contacts: Lori Derhammer, Georgia CASA
lderhammer@gacasa.org
404-874-2888

Lynn Wetzel, Rockdale CASA
rockdalecasa@aol.com
770-761-0202

Rockdale CASA Receives an *Innovative Program Award of Excellence* from Georgia CASA

Atlanta, Aug. 7, 2018 – Rockdale CASA (Court Appointed Special Advocates), Inc. has received a 2018 Innovative Program Award of Excellence from Georgia CASA. The CASA program received the award at the Georgia CASA State Conference, held in Atlanta on August 4th.

Rockdale CASA was recognized for their recent volunteer recruitment, training, and retention efforts fueled by enthusiasm and creativity. Inspired by and in response to Georgia CASA’s three-year, statewide growth plan (2015 – 2018), Rockdale CASA rose to the challenge of increasing and strengthening volunteer advocacy for children in foster care.

Established in 1996, Rockdale CASA has implemented multiple recruitment strategies, including building social media initiatives and digital enhancements, keeping community stakeholders informed about CASA, participating in local foster care events, and becoming involved with the Chamber of Commerce. These concerted efforts have resulted in the doubling of new volunteers.

Rockdale CASA also places a strong emphasis on retention, resulting in 75% of the program’s volunteers returning each year. Rockdale CASA has two 20+ year CASA veterans who have been with the program since its inception, and 10 volunteers have advocated for more than eight years.

Last year, over 2,400 CASA volunteers served over 11,000 children in Georgia. Currently, 47 CASA programs are located across Georgia, serving 150 counties. For more information about Rockdale CASA, visit www.rockdalecasa.org or call 770-761-0202. For more information about CASA in Georgia, visit www.gacasa.org or call 404-874-2888.

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