



NEWS RELEASE

100 E. Washington St.

Monticello, IL 61856

Phone: 217.762.2350

jill@willowtreemissions.org

www.willowtreemissions.org

Media Contact: Jill Maxey, Executive Director

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Willow Tree Missions Board and Staff Undertake Strategic Planning Process

Monticello, IL – Willow Tree Missions’ Board of Directors and staff have launched a strategic planning process for the organization. This effort will help shape the organization’s direction over the next three to five years and will include a comprehensive review of operations as well as a survey component.

“Strategic planning is invaluable to an organization like Willow Tree Missions because it helps guide our growth. It gives us a roadmap that shows where we have been and helps define where we are going. Feedback from our constituents is a vital part of this process. Over the next several weeks, we will survey donors, clients, staff, volunteers, and community partners, and we encourage everyone interested in supporting this effort to participate,” said Jill Maxey, Executive Director of Willow Tree Missions.

To participate in the survey, email info@willowtreemissions.org to request a survey link. Surveys will remain open through July 15.

ABOUT WILLOW TREE MISSIONS: In 2007, Willow Tree Missions was first established in Cisco, Illinois. Hoping to fill a void in rural Piatt County, the founders of the organization were passionate about addressing domestic violence needs with a program funded by a resale shop. Stocked with items donated by community members, Willow Tree Missions and its resale shop symbolized the guiding principle of communities everywhere: “we take care of our own”. The growth of Willow Tree Missions led to its relocation in 2009 to Monticello, the county seat of Piatt County, and the subsequent purchase of a building on Monroe Street in 2011, serving as the center for its domestic abuse program. Throughout the years, Willow Tree Missions has evolved from simply assisting victims of domestic violence to working towards the elimination of domestic abuse in our entire county. A

funnel of services focuses on education and prevention efforts, community awareness, partnering with law enforcement officials, and helping clients with orders of protection, counseling, and other needs as they arise. Due to continued growth of the organization and the success of its resale shop, Willow Tree Missions expanded its footprint in the community when it purchased a 26,000 square foot building on Monticello's downtown square in 2021. Larger, more visible, and easily accessible, this historic building is the perfect location for a second resale shop, extensive program space to house the Family Service Center, and two apartments capable of providing some much-needed transitional living quarters to help families get back on their feet. A capital campaign was initiated in 2022 with the goal of providing funding for renovation of the building. Generous community support has enabled Willow Tree Missions to continue meeting the needs of its clients while growing in its mission to eliminate domestic violence in Piatt County. We take care of our own.

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