

2020-2023 Strategic Plan



United Way Jefferson &
North Walworth Counties

MISSION

To fight for the health, education and financial stability of every person in our communities

VISION

To unite people and resources through leadership and collaboration, and build equitable communities where all individuals and families are healthy, educated and financially stable.
To build inclusive communities that Live United.

CORE VALUES — Leadership & Advocacy — Integrity & Accountability — Inclusivity & Collaboration

HEALTH



United Way is committed to supporting programs and services that help residents of Jefferson & North Walworth Counties enjoy healthy lives by:

- Increasing awareness of and access to local and affordable healthcare resources
- Promoting healthy lifestyles through education and activities focused on nutrition, movement and overall wellness
- Connecting individuals to needed resources to ensure their safety, protection from abuse, and aid them in recovery from addiction
- Supporting, and increasing, access to mental health services across our communities

EDUCATION



United Way is dedicated to creating communities where all youth have supportive learning environments and developmentally appropriate opportunities to grow and become responsible adults by:

- Supporting youth through before and after school programs, character and leadership development and confidence-building experiences
- Emphasizing academic success for youth of all ages and preventing barriers for students to participate in all facets of their educational experience
- Expanding opportunities for youth to develop and strengthen relationships with peers, mentors and positive role models
- Providing early intervention support to young children and their families and ensuring equitable access to early learning and care services during crucial beginning years

FINANCIAL STABILITY



United Way is focused on ensuring individuals and families have their basic needs met in order to achieve and sustain self-sufficiency by:

- Connecting people with critical resources for emergency or basic needs, such as housing & transportation
- Supporting financial literacy, skills training and other educational support systems that enable individuals to achieve self-sufficiency
- Providing resources and temporary financial assistance to keep children and families in their homes and in their communities
- Assisting individuals and families to identify and overcome barriers that isolate them from their community and block their paths to self-sufficiency.

2020-2023 Strategic Plan: Our Commitments



United Way Jefferson & North Walworth Counties

Community Impact

We are committed to supporting local, outcome-based, proactive programs and initiatives. We leverage our donor dollars to ensure all funding remains local and is invested as efficiently and effectively as possible. We will continue to serve as a strong community leader with the ability to leverage public/private partnerships, fundraising opportunities, and local/regional advocacy efforts to increase awareness of, and bring solutions to, the issues most affecting our communities' health, education and financial stability.

Investor Relations

We are a reliable, trusted local partner by local companies, organizations and individuals seeking to make a positive impact in their community. We are committed to strengthening those relationships and our donors' connections to their community and causes they care about. We will continue to expand our digital and in-person communication with our donors and supporters, and will also implement new strategies for engaging United Way donors year-round. We will uphold our promise to remain strong stewards of every donor dollar we receive.

Branding & Marketing

We are proud of the strength and reputation behind the United Way brand, which is often leveraged to increase investor and volunteer engagement within our communities and across our counties. We will continue to expand our marketing efforts to share our strong, local story through clear and impactful messaging. We will commit ourselves to sharing the stories of our partners, volunteers and community members whose lives have been positively impacted by United Way support. We will use the power of our brand to grow our local presence.

Collaboration

We are devoted to partnering with community organizations whose work aligns with our mission and those that can aid in improving the quality of life for individuals in our communities. We will expand our efforts to increase collaboration among our community partners and will continue to serve as a go-to resource for those looking to connect with our nonprofit community. We pledge to position United Way as a regional leader to spearhead efforts to more effectively and efficiently serve all those in need in our communities.

GIVE.

We will continue to provide funding and grant support to local, outcome-based programs and initiatives at the highest level in which our fundraising efforts allow.

ADVOCATE.

We pledge to educate our team and work closely with local & state policy-makers to ensure the needs of our communities are understood and addressed.

VOLUNTEER.

We are dedicated to connecting individuals looking to support their communities to the organizations that rely on the time and resources of dedicated volunteers.