

**Mission:** We improve lives and build stronger Chippewa Valley communities by bringing resources together to advance the common good.

**Vision:** We will make an impact on complex problems – reducing need and increasing quality of life.

**Values :** In the community and with one another we are **united** by being Responsible, Collaborative, Trustworthy, and Solutions-oriented.

**Goal One: Increase our Impact**

United Way will achieve measurable impact on issues important to the community:

- Mental health of Chippewa Valley residents will improve through prevention and intervention programs.
- Children in the Chippewa Valley will enter school ready to succeed.
- Chippewa Valley residents will achieve self-sufficiency, supported by training for employment and in personal money management skills.
- Chippewa Valley residents will have access to food, shelter and medical care in their time of need.

**Goal One Strategies**

1. Assess and prioritize community needs; employing best practices
2. Optimize resource across United Way's internal operations and external partnerships
3. Lead and support efficient and effective collaboration with and among community partners.

**Goal Two: Increase our Resources**

United Way will inspire, motivate and facilitate many donations of time, talent and finances. Donors will be confident that their gifts make a meaningful and measurable impact.

**Goal Two Strategies**

1. Build and use online donation platform
2. Grow the number of individual donors
3. Grow the number of employer campaigns
4. Increase employee participation in existing campaigns
5. Direct and strengthen the choice between Impact Areas for donors who want to focus their gifts of time and money
6. Value each donation and express gratitude

**Goal Three: Strengthen our Core**

United Way's staff and volunteers will have the skills, knowledge and resources necessary to maximize organizational effectiveness and achieve strategic goals.

**Goal Three Strategies**

1. Foster a culture of empowerment
2. Foster a work environment where United Way staff can excel
3. Engage a strong board
4. Cultivate good governance and stewardship
5. Exercise sound and transparent financial management, reporting and auditing

**Goal Four: Strengthen our Community Presence**

United Way will be known as a vital resource in advancing the common good.

**Goal Four Strategies**

1. Gather and tell stories highlighting United Way's value
2. Gather and tell stories highlighting the synergistic impact that grows from coordinated efforts in health, education and financial stability
3. Use the most effective methods and channels to share inspiring United Way value stories, accurate outcome data, United Way financials, and who our leaders are.
4. Improve Social Media presence – sharing inspiring United Way value stories and accurate impact data
5. Improve website as tool for up-to-date stories, outcome data, United Way financials, and information on staff and volunteer leaders