

UWGCV STRATEGIC PLAN

July 1, 2022 through June 30, 2026

Approved August 19, 2022

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 – Focus efforts to match capacity of staff and volunteer resources
2. Optimize internal and external partnerships
3. Lead and support collaboration with community partners
4. Establish baseline and incorporate metrics to measure effectiveness, utilizing ALICE data and the Advisory Councils
5. Expand diversity, equity, and inclusion work to focus impact on underserved populations

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. Improve effectiveness and efficiency of online giving
2. Emphasize importance of CEO calls and kickoffs
3. Enhance relationship with individual donors, within and outside 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. Explore legacy giving to diversify revenue
7. Value each donation and express gratitude
8. Enhance metrics to measure effectiveness

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. Leverage capacity planning to ensure healthy resource loading.
3. Periodically evaluate and adjust staff compensation to enhance ability to attract and retain talent.
4. Enhance board succession through continuity planning.
5. Continually practice good governance and stewardship
6. Exercise sound and transparent financial management, reporting, and auditing
7. Incorporate metrics to measure effectiveness
8. Enhance diversity, equity, and inclusion of staff, board, Advisory Councils, and committees (ensuring differing perspectives by race, gender, age, socioeconomic status, etc.)

Goal Four: Strengthen our Community Presence

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

Goal Four Strategies

1. Utilize outcome data as marketing collateral
2. Build marketing plan/strategy highlighting stories, data, and collaboration
3. Execute marketing plan/strategy through various communication methods
4. Improve website
5. Incorporate metrics to measure effectiveness