

GIVE. ADVOCATE. VOLUNTEER.

Strategies

1 ESTABLISH AND MAINTAIN FOCUS ON KEY COMMUNITY IMPACT PRIORITIES FOR 2008-2012

- Focus on measurable community impact in two key areas:
Healthy Foundations for Life, beginning with safe and nurturing homes, and **Financial Stability** for people living in York County.
- Increase emphasis on prevention and life-long learning that enhances the capacity of people to realize their positive potential.
- Recognize the complexity of social systems and orient our work across populations and life cycle.
- Utilize the power of connection at the community and neighborhood levels in key initiatives.
- Mobilize key community resources.

2 ESTABLISH UWYC AS A RESOURCE FOR THOSE SEEKING INFORMATION ON ORGANIZING COMMUNITY FOR SOCIAL GOOD

- Create models of skillful network and relationship management and demonstrate the power of integrated efforts to achieve results.
- Provide people with the skills they need for effective community organizing and advocacy.
- Serve as a central resource on current and emerging social trends relevant to York County community and community building partners.
- Encourage creation of return on investment measures to strengthen case for change.
- Strengthen capacity building through grants and learning opportunities.
- Provide information and referral to social services through 2-1-1 Maine.

3 BUILD RELATIONSHIPS, STRENGTHEN COLLABORATIONS AND UNDERTAKE NEW PARTNERSHIPS TO FURTHER OUR MISSION

- Collaborate with other leaders and organizations to identify changing trends and emerging social needs and to prioritize strategies.
- Initiate and build strategic alliances to leverage assets available in our communities, increasing and diversifying revenue streams by raising donor aspirations.

- Build strong volunteer and intern programs to help carry out mission.
- Encourage and enhance staff and partner capacity with supports such as office space, technical assistance, interns and volunteers, training and mentoring.
- Convene forums, workshops and community dialogues to raise awareness of, support for, and engagement in key initiatives.
- Use technology to effectively manage information and streamline internal processes.

4 SUPPORT ACTIONS AND BEHAVIORS CONSISTENT WITH OUR VALUES

- Conduct the day-to-day business of UWYC in a socially conscious manner.
- Create a positive, open and inclusive environment within which people are connected with opportunities to serve.
- Develop and implement relationship-building plans.
- Create a learning work environment, by providing opportunities for staff and volunteers to develop core competencies for this new work done in a new way.
- Implement integrated programs and introduce increased efficiencies.
- Encourage wisdom in interpretation and application of research-based information.

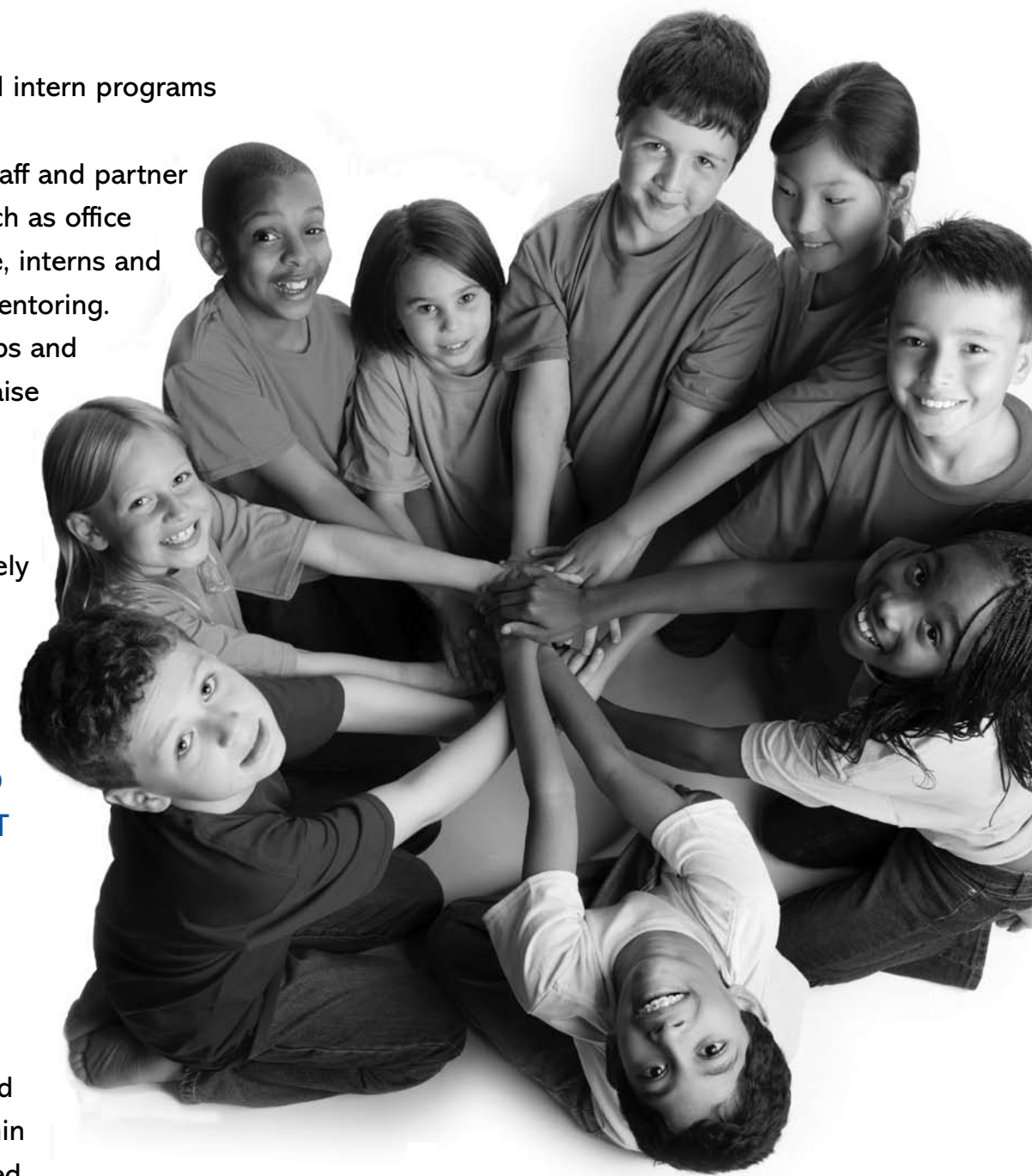
5 PROMOTE AWARENESS OF UWYC MISSION & INCREASE INVOLVEMENT

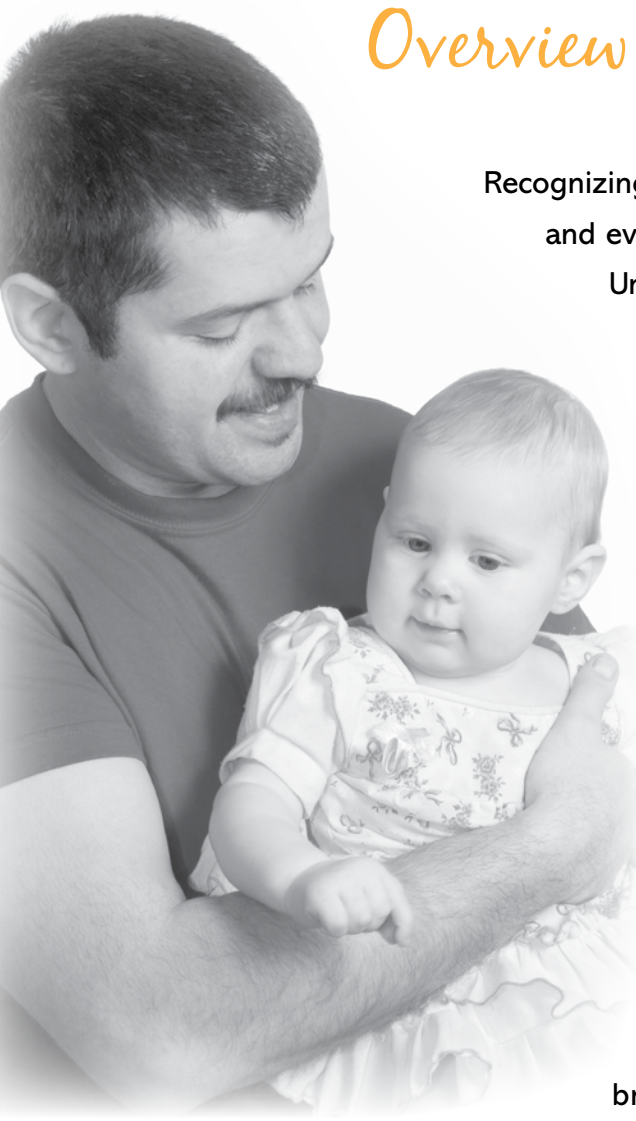
- Build upon the strength of the United Way brand and system.
- Initiate internal communication plan to ensure integration and encourage motivation of staff, volunteers, and key partners.
- Create and implement external communication plan to present consistent, positive image to the general public and targeted populations.
- Develop materials to communicate our work priorities and a strong case for support that inspires involvement.
- Report on short and long term outcomes measured annually.

- Utilize technologies to broaden reach and enhance ability to engage key audiences in a timely manner.

6 REVIEW AND EVALUATE ALL UWYC PROGRAMS, INITIATIVES, PRACTICES AND INVESTMENTS ANNUALLY

- Identify community indicators tied to key priorities in conjunction with other community partners and track specific measures of progress from benchmarks.
- Solicit volunteer and broader community input on UWYC efforts.
- Develop annual business plans/budgets to carry out priorities of the Strategic Plan.
- Review business plans quarterly to track progress against identified measures.
- Explore opportunities to increase efficiency of our efforts and ensure wise stewardship of resources in our care.
- Review and evaluate strategic plan progress annually.





Overview

Recognizing that a community is a living and evolving system, this 2008-12 United Way of York County Plan builds upon the strength of past accomplishments and represents:

1. an evolution not an event,
2. a change in focus from program to community outcomes,
3. a change in emphasis from charity for immediate emergency needs to philanthropy for long lasting change, and
4. a new way of doing business, mobilizing and leveraging relationships that bring assets in our networks to support community change work.

Fundamentally, these changes encourage shared responsibility and empowerment, not continued dependency, to provide for the social well-being of people living in York County. While the economy and events beyond our control may delay or disrupt our progress, we will be disciplined in our efforts to enhance the capacity of the people of York County to care for one another.

Vision

York County is a strong, healthy community created by people caring for one another.

Values

United Way of York County recognizes that relationships are central to all our work and interactions. We value:

- Accountability
- Resourcefulness
- Compassion
- Discipline
- Responsiveness
- Collaboration
- Integrity
- Respectfulness
- Creativity
- Openness
- Trustworthiness

Mission

United Way of York County strengthens community by bringing people and resources together to effect long lasting changes in community conditions that improve lives.



Objectives

United Way of York County will focus on health and human service issues, balancing prevention and intervention by:

- Leading Transformation and Change
- Mobilizing Civic Engagement and Inclusiveness
- Driving Results and Outcomes
- Maximizing the Development and Investment of Resources
- Demonstrating Operational Efficiency and Effectiveness

An organization of choice for leading positive social change across our region, United Way of York County is worthy of individual volunteer involvement, organizational partnership, and financial investment.



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United Way of York County
STRATEGIC PLAN for
2008-2012



United Way
of York County

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