

IMPACT STRATEGY FRAMEWORK



OUR FOCUS

Mission:

Mobilize the goodwill and resources of our community so that everyone can thrive

Vision:

Individuals and families have access to supports and opportunities for a bright future

Why:

1 in 3 of our neighbors are living with financial hardship and cannot make ends meet

IMPACT AREAS

Youth Opportunity (Education):

- Childhood development and education
- Out-of-school time opportunities
- Family engagement in child development
- K-12 whole school wrap around supports and transition to college/career

Financial Security (Economic Mobility):

- Provide access to financial coaching, services, and income supports
- Support homeless prevention, affordable housing, and home ownership
- Adult education and career advancement

Healthy Community (Health):

- Address gaps in access to healthcare and social services
- Improve access to healthy, nutritious food, and safe community spaces
- Access to legal supports and advocacy

Community Resiliency (new):

- Short-term disaster relief
- Long-term disaster recovery
- Environmental sustainability
- Crisis hotline and support

OUR ROLES

Fundraiser:

Inspire collective giving to support our community

Funder:

Invest in programs and efforts to achieve impact

Connector:

Provide easy ways to engage, access help, and support our region

Convener:

Bring stakeholders together to learn, align, and amplify impact

Advocate:

Awareness raising and policy change in support of impact areas

FUNDING OPPORTUNITIES

Multi-Year:

Programmatic grants with measurable impact

Single-Year (new):

Activity-based projects, capacity building, innovation, collaborations, and responsive needs

Proactive (new):

Grants to increase access to resources and services, community initiatives, and signature programs

UNITED WAY SERVICES TO MOBILIZE SUPPORT & IMPACT

Collective Giving:

- Annual Campaign
- Workplace Giving
- Donor Designation
- ROC the Day

Training & Education:

- Community Needs Assessments and Data
- Learning Circles
- Capacity Building
- Leadership Development Programs

Volunteerism:

- Volunteer United
- Day of Caring
- Board Strong

Collaborative Partnerships:

- Cross-Sector Convening
- Public-Private Grants
- Community Initiatives
- Collective Impact