

United Way Strategic Plan

Adopted by the Board of Directors October 2014

Our Mission:

The mission of the United Way of Chatham County is to increase the financial and human resources available for providing human service programs that address the most critical needs of county residents.

Our Core Mission Components:

A. To encourage and facilitate individual and corporate charitable giving for programs and special projects that address the most critical human needs of county residents

1. Goal: Continue to expand the residential campaign to cover additional high potential locations.

Strategy 1.1. Select and prioritize residential communities.

Strategy 1.2. Continue to recruit and train a team of residential campaign chairs who will manage their local campaigns.

Strategy 1.3. Continue to encourage residential campaign chairs to adopt effective practices for their campaigns, e.g. enlisting area captains, maintaining mailing lists.

2. Goal: Increase support from local employers.

Strategy 2.1. Develop new campaigns.

Strategy 2.2. Expand existing campaigns.

Strategy 2.3. Continue the conversation and the development of relationships to access Chatham Park resources.

3. Goal: Continue to add new contributors and increase the level of support from current contributors.

Strategy 3.1. Explore new ways of communicating with existing and potential contributors; i.e., social media, email, etc.

Strategy 3.2. Continue to develop the annual direct mail campaign for dispersed high potential residents.

4. Goal: Increase the endowment and develop a planned giving program.

Strategy 4.1. Develop a plan to reach out to estate planning attorneys and financial planners in Chatham County.

Strategy 4.2. Create and publicize a new giving category for those who have included the United Way in their wills.

B. To provide funding and other forms of assistance to local human service agencies, giving priority to those programs and special projects addressing the most critical needs

1. Goal: Encourage and participate in initiatives that identify the county's most critical human service needs.

Strategy 1.1. Review the United Way Community Needs Survey annually, incorporating new data as necessary.

Strategy 1.2. Maintain an active presence in all county-wide human service planning and research initiatives.

2. Goal: Maintain a system of program-based funding focused on the county's most critical human service needs.

Strategy 2.1. Encourage agencies to shift available resources to programs addressing the most critical needs.

Strategy 2.2. Recruit and train donors to serve as volunteers to evaluate agency administration and program results.

Strategy 2.3. Continue to integrate program outcome measurements into future funding decisions.

Addendum was Board approved on May 27, 2021

3. Goal: Seek to dismantle disparities and create solutions that ensure all residents have resources, support, opportunities and networks they need to thrive.

Strategy 3.1. Engage in diverse and authentic community conversations to learn the passions and goals of our community and inviting them to get involved.

Strategy 3.2. Build partnerships and relationships with diverse groups to engage them in sharing ownership and creating solutions to improve education, income and health in their communities.

Strategy 3.3. Invest in initiatives, agencies and programs that promote racial equity and inclusion.

- C. To maintain an Information & Referral Center to connect those in need with services and to connect volunteers with agencies.**