

United Way of Pierce County

STRATEGIC PLAN 2013-2018

MISSION STATEMENT

Our MISSION: We work from the heart to unite caring people to tackle our community's toughest challenges.

VISION STATEMENT

Our VISION: A compassionate, vital community where people have the education, resources and opportunities to achieve their potential.

WE BELIEVE

The best way to create a thriving community is by making an early investment in our children. When children succeed, communities succeed. We also know that, especially for young children, their success is determined by the stability and support of their families.

CORE VALUES

- Helping our donors touch lives
- Trusted partner
- Visible integrity
- Collaborative leadership
- Transparency
- Diligent stewardship
- Innovative and continuous improvement

KEY STAKEHOLDERS

- Donors – financial, volunteer (time)
- Businesses
- Community/Pierce County
- Health and human service agencies
- People who receive services
- Employees – gears of the engine that “make it happen”

CORE COMPETENCIES

- Advocate, connector, convener, facilitator, “unite-or”
- Detailed community knowledge
- Diversified resource development
- Program and human service system evaluation
- Result-oriented investing; support existing network
- Strong fiscal oversight
- Insightful, strategic leadership to partners
- Ability to leverage and connect resources
- Engaging the business community

OUR ROLE

- United Way is seen as a key leader and catalyst for social change agent that invites and connects people in meaningful and measurable ways to improve the lives of children and their families in our community.
- To achieve meaningful and measurable improvements, we:
 - Lead collaboratively,
 - Raise, leverage and invest funds strategically,
 - Advocate effectively,
 - And engage and inspire volunteers.

FIVE YEAR STRATEGIC OBJECTIVES

COMMUNITY IMPACT

- We lead, support and invest in community efforts to ensure all our children are prepared to succeed in school and in life.

LONG TERM, SUSTAINABLE REVENUE GROWTH

- Develop and act on strategies for long term sustainable revenue growth so that we may achieve desired community impacts.

ORGANIZATIONAL ALIGNMENT AND PERFORMANCE

- Align and focus internal resources to grow the revenues required to make measurable progress toward achieving our community impact objective.

DONOR ENGAGEMENT AND RELATIONSHIPS

- Develop and create opportunities that strengthen relationships with stakeholders by inviting them into this work in meaningful ways that will lead to a commitment to action (Action + Relationship = Engagement).

2014 ORGANIZATIONAL GOALS

COMMUNITY IMPACT

Determine 10 year measurable goals, key impact strategies (multi-dimensional approaches) and resources needed that will lead to measurable and lasting changes in community conditions for children 0-10 and their families in Pierce County.

LONG TERM, SUSTAINABLE GROWTH

Create two to three strategic revenue growth strategies; and diversify/enhance current strategies that align with impact products that result in increased revenue from multiple sources.

ORGANIZATIONAL ALIGNMENT AND PERFORMANCE

Determine structure, talent and capacity necessary to continue to evolve as a community impact United Way that is operating as an integrated and aligned organization toward our 10 year goals, including revenue growth.

DONOR ENGAGEMENT AND RELATIONSHIPS

Build a CRM culture that provides a vehicle for creating deeper and meaningful connections to all stakeholders. This includes developing a long term strategy to invite, connect and commit to action our board and volunteers, engaged donor constituents or constituent groups (to include major gift/affinity groups), key business partners, and strong community relationships.