



2022-2026 STRATEGIC PLAN

Mission: Unite the community to achieve measurable results that change lives.

Vision: United Way of Dane County will be a catalyst for inclusion and systemic change to address the needs of our community.

Values: Equity, Excellence, Innovation, Teamwork and Wellness.

United Way of Dane County IDEA (Inclusion, Diversity, Equity, Access) Statement reflects our commitment to support transformative social change and to address structural inequities and oppression. Learn more and see our full IDEA statement at www.unitedwaydaneconomy.org/equity.

STRATEGIC PRIORITIES

IMPACT	FINANCIAL HEALTH	PARTNERSHIP	ENGAGEMENT
Be a change catalyst to establish and lead collective impact to advance family well-being in Dane County.	Be bold in advancing our methods of attracting philanthropic support to grow our impact and be accountable stewards of the resources entrusted to us.	Actively listen and connect with others to form mutually beneficial relationships, aligning our services around shared priorities that lead to authentic collaboration and action.	Grow participation and support by building awareness, strengthening partnerships and providing year-round opportunities to give, advocate and volunteer.
<p>Goal 1: Engage in sustainable long term work on systems change with a clear focus on education, income, health and 2Gen.</p> <p>Goal 2: Model equitable, anti-racist practices through all work: investments, partnerships, innovation, public policy advocacy, data and research, and connection to resources.</p> <p>Goal 3: Cultivate a stronger nonprofit ecosystem through trust-based collaborations to create positive community change.</p>	<p>Goal 1: Invest in and value our people and be an inclusion, diversity, equity and access (IDEA) leader.</p> <p>Goal 2: Modernize and innovate revenue streams and diversify donor base: corporate, employee, leadership/mid-level giving, affinity, out-of-workplace, endowment and major gifts/strategic collaborations.</p> <p>Goal 3: Assure operational innovation and efficiency to maximize the use of resources.</p>	<p>Goal 1: Collaborate in ways that engage community voices, raise awareness of local issues, align shared resources and drive overall collective impact.</p> <p>Goal 2: Clearly define partners and the roles we play with each of them, ultimately defining how we want that role to evolve and advance.</p> <p>Goal 3: Identify and train lived-experience experts who will take on leadership roles in community-change initiatives.</p>	<p>Goal 1: Clarify our brand's meaning in the community and assure internal understanding of who we exist for and how we serve them.</p> <p>Goal 2: Build relationships with businesses to support Corporate Social Responsibility, employee engagement (volunteerism and awareness), leadership development and civic leadership.</p> <p>Goal 3: Develop equitable, meaningful volunteer opportunities to connect and inspire through year-round engagement and communication.</p>

Positioning: United Way mobilizes the caring power of our community to create lasting change for multiple generations: **The Power of Many. Working for All.**

