

UNITED WAY OF THURSTON COUNTY 2013-2016 STRATEGIC PLAN

November 28, 2012



Mission: Give, Advocate, Volunteer

To strengthen our community by mobilizing people and resources to meet identified human needs.

Operating Principles

We believe in:

- Creating lasting change by investing resources in effective programs, projects and initiatives.
- Addressing the underlying causes of community problems.
- Collaborating with a wide range of partners.
- Leveraging community strengths and assets and focus on delivering and achieving measurable results.
- Providing opportunities to every family and individual to achieve their highest human potential.

Organizational Goals

- Education: Prepare children and youth to learn and succeed
- Income: Create financial stability for families and individuals
- Health: Improve people's health and healthy behaviors

Desired Outcomes For Our Community

Our desired outcomes for each of the goal areas are based on national and local research¹. We will work with community partners to refine these outcomes, define shared measures, and broadly communicate changes towards success.

- **Education: Prepare children and youth to learn and succeed**
 - a. Children entering the school system are ready to learn
 - b. Children are proficient in reading by the third grade
 - c. High school age students graduate

¹ Success outcomes are adapted from the extensive research conducted and published by The United Way of Thurston County *Needs Assessment*, and the United Way World Wide *Charting a Course for Change: Advancing Education, Income and Health through Collective Impact*, June 2012.

- **Income: Create financial stability for families and individuals**
 - a. The county has a competitive and skilled workforce
 - b. Employable adults have family-sustaining wages and benefits, paid sick leave and pathways for wage and career advancement
 - c. Less than 40 percent of family incomes are spent on housing
 - d. We experience greatly reduced homelessness

- **Health: Improve people's health and healthy behaviors**
 - a. People have safe living environments
 - b. People have access to health care
 - c. People eat healthy and participate in regular physical activity

United Way Agency-wide Strategies

Work with community groups, governments, business, and non-profits to:

Focus on outcomes: Have a common understanding of the problems, desired outcomes, and a joint approach to solving it through agreed upon actions.

Share measures: Collectively define, track and communicate measures that indicate progress towards desired outcomes.

Link investments: Design and implement our funding process to fund activities that mutually leverage other community investments that support our mission.

Innovate giving: Implement new and creative ways to raise money in the community.

Elevate volunteering: Support and elevate volunteering as a resource greater than money to address our desired outcomes.

Convene, Communicate and Advocate: Serve as an organizer of people and organizations that are passionate about our mission and desired outcomes.