



UNITED WAY OF STORY COUNTY STRATEGIC PLAN 2010-2013

VISION

To improve the quality of life in our community for individuals and families.

MISSION

United Way of Story County is a strategic leader in building countywide partnerships to identify needs and to develop, support, and evaluate effective human services for our diverse community.

OBJECTIVES

1. Provide leadership to identify community human service needs and to develop strategies to meet needs.
2. Acquire and provide resources and develop partnerships for infrastructure support, financial support, and human capacity for meeting human service needs.
3. Facilitate the planning, development, support and evaluation of innovative human service programs that address identified needs

STRATEGIES

Leadership

1. Determine community needs using sound assessment practices
2. Encourage, develop, expand and enhance effective partnerships to meet community needs.
3. Proactively encourage responsiveness, cooperation, continuous improvement and community awareness of human service programs.
4. Recognize research and initiatives from United Way Worldwide and United Ways of Iowa and adapt to Story County needs.

Resource Acquisition

1. Build a strong financial base to support essential, strategic, emerging and emergency needs through an annual giving program, a growing endowment, UWSC events, governmental initiatives, and public and private grant support.
2. Develop a continuing pool of volunteers that assures leadership succession at all levels.

Resource Utilization

1. Ensure internal and external accountable financial management and planning
2. Expand the UWSC grants program through the allocations process
3. Maintain efficient and cost-effective administrative operations, staffing and facilities
4. Advocate, support and strengthen the ASSET process