

2009-2010 Strategic Plan

LIVE UNITED

Ohio
United Way



Vision:

Every Ohioan is deserving of hope, dignity and purpose

Mission:

Strengthen the capacity of United Ways across Ohio to advance the common good for Ohioans

Our Values:

- **Achieve the highest standards of integrity** — We will maintain public trust by performing ethically and acting with the highest standards of accountability.
- **Make a positive difference in people's lives** — We will strive to make a positive difference in people's lives through our efforts to create community impact by improving the delivery of health and human services.
- **Promote excellence and innovation** — We will promote excellence, innovation and continuous improvement.



- **Be inclusive** — We will be a respectful, diverse and inclusive organization. Ohio United Way will continually strive to be a model of diversity and inclusion. Ohio United Way's Board of Directors, staff, and volunteers must reflect *all* of the many faces and walks of life that proudly make up our nation. Together we genuinely demonstrate the principles of diversity and inclusion that continue to enrich our communities.
- **Collaborate and partner to solve community problems** — We will collaborate, partner, and bring together all segments of our state to promote improved services that lead to self-sufficiency.
- **Lead and advocate to improve people's lives** — We will be an effective leader and thoughtful voice on behalf of those affected by our communities' problems.

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Strategic Goals & Initiatives:

Goal 1: Enhance the organizational capacity of local United Ways



Strategies:

1. Provide the opportunity for engagement amongst all United Ways within the state
2. Develop relevant and strategic training and educational opportunities utilizing the expertise within the system as appropriate (regional when possible)
3. Educate local United Ways on public policy strategies and issues
4. Lead the Combined Charitable Campaign (CCC) process

Goal 2: Create a consistent and shared point of view on public policy issues relating to education, income, and health



Strategies:

1. Create an informed state-wide agenda
2. Champion public policy agenda at the state level
3. Coordinate public policy efforts amongst local United Ways
4. Encourage and enable local United Ways to use relationships with public policymakers to affect change.

Goal 3: Increase internal Ohio United Way capacity to achieve its mission



Strategies:

1. Effectively utilize technology to expedite and streamline work
2. Identify and obtain new and sustainable revenue streams
3. Build OUW Board development and training capacity
4. Deploy on-time communication strategies
5. Strengthen OUW financial management