

OUR MISSION

To build a stronger, caring community by cultivating financial generosity, volunteerism and advocacy.

OUR VISION

Resources are UNITED to create a positive and lasting impact on people's lives.

OUR VALUES

- ✓ Integrity
- ✓ Accountability
- ✓ Stewardship
- ✓ Operational Excellence
- ✓ Inclusiveness
- ✓ Collaboration
- ✓ Making a Difference

United Way of York County VALUE PROPOSITION

1. United Way plays a strategic role in the community as a leader, a partner and/or an incubator of new community initiatives.

2. United Way conducts an efficient annual community campaign that provides a vehicle for individuals to respond to community needs.

3. Utilizing community volunteers, United Way distributes funds raised to priority human service issues and programs.

4. Because of its relationship with partner agencies, United Way is able to report measurable outcomes of funded agency programs and assure a baseline standard level of agency accountability.

United Way of York County STRATEGIC PLAN



OUR GOALS

GOAL 1

Create and Optimize Partner Agency Relationships

GOAL 2

Create and Optimize Community Partner Relationships

GOAL 3

Monitor Community Needs and Align United Way Priorities as Necessary

GOAL 4

Increase Awareness of the United Way Brand and Its Mission Throughout the Community

GOAL 5

Grow the Annual Campaign to \$7.5 million by 2020

GOAL 6

Increase the Number of Active Volunteers by 10% by 2020

GOAL 7

Continue to Actively Advocate on Behalf of the Interests of Member Agencies and the Community

GOAL 8

Key Efficiency Benchmarks Are Recognized as Best in Class

GOAL 9

Ensure All Staff of the United Way are Able to Realize Their Highest Potential

GOAL 10

Identify and Pursue Opportunities to Collaborate with Other United Ways in the Region, United Way of Pennsylvania and United Way Worldwide

GOAL 11

Ensure the Board Represents the Community and Is Able to Fulfill Its Role

**United
Way**

