

CCNW Strategic Plan

2010—2011

Our Vision

A strong, caring community

Our Mission

Improve the quality of life for everyone of Callaway County

Our Values

Community Focus, Compassion, Integrity and Results

STRATEGIES

GOALS

ENGAGE PEOPLE

LIVE UNITED is a call to action. When the United Way engages people around community issues, their collective actions result in positive community change.

1. Communicate the impact of the UW.
2. Enhance relationships with current donors and volunteers to increase involvement.
3. Develop relationships with those not currently involved with the UW.
4. Enhance relationships with community partners to increase involvement .
5. Explore opportunities for people to advocate for outcomes aligned with the UW mission.

IMPROVE COMMUNITY

The United Way is working to create long-lasting, positive social change. We aim to advance the common good by creating opportunities for all.

1. Direct funding resources more effectively to strengthen the community.
2. Implement focused initiatives to improve a community condition.
3. Provide leadership by connecting the community to solutions for health and human service needs.

ENHANCE CAPACITY

The United Way must ensure that it has the appropriate resources to carry out this strategic plan. Capacity refers to sufficient staff, volunteers, technology and financial resources.

1. Develop diversified, robust resources.
2. Develop diverse and sustainable staff and volunteers.
3. Further incorporate technology to improve efficiency of internal operations.
4. Strengthen organizational processes.

LIVE UNITED



United Way of
Callaway County

Giving is the Backbone of the CCUW's Ability
to Meet Community Needs.

CCUW Agencies Provide
Life Sustaining Services
in Our Community Each
and Every Day.

CCUW
At the Heart of
Our Community



United Way of
Callaway County

The Community is the
Backbone of the CCUW.

Together, We Meet Our
Communities' Needs.