

VISION

We envision a community of opportunity where everyone has hope and can reach their full potential.

MISSION

Solve our community's toughest challenges by connecting people, resources and ideas.

VALUE PROPOSITION

- We develop **integrated solutions** that improve lives and communities.
- We focus on what's most needed and **what works locally**.
- We bring leaders and organizations from **all sectors together**.
- We **invite thousands of people** to be part of the change and amplify the impact.
- United Way solves problems **no one organization can solve alone**.

STRATEGIC PRIORITIES

1. Ensure basic needs are met for all throughout the region.
2. Produce meaningful and measurable results in the areas of youth success, financial stability and health.
3. Invest in historically challenged neighborhoods connecting efforts to impact generational poverty.

GOAL 1

Execute a business model that connects **IMPACT** and **RESOURCES**

GOAL 2

Build **CAPACITY** and **COLLABORATE**

GOAL 3

Create **GREAT** individual **EXPERIENCES**

GOAL 4

Drive **TRANSFORMATIONAL** Giving

GOAL 5

REIGNITE Strategic Corporate **RELATIONSHIPS**