

United Way Sudbury and Nipissing Districts
Strategic Plan 2015-2018



Introduction	Strategy One	Strategy Two	Strategy Three	Strategy Four
<p>This plan outlines a three year strategic direction for United Way Sudbury and Nipissing Districts. These strategies and goals will be measured through consistent board, staff and volunteer engagement on a monthly basis to translate the mission/vision into community impact.</p> <p>Three focus areas will assist United Way to achieve this:</p> <ul style="list-style-type: none"> • All that kids can be • From poverty to possibility • Healthy people, strong communities <p>Vision To create opportunities for a better life for everyone in our communities.</p> <p>Mission To improve lives and build community by engaging individuals and mobilizing collective action.</p> <p>Values</p> <ul style="list-style-type: none"> • Demonstrate trust, integrity, transparency, inclusivity and respect. • Energize and inspire volunteerism and volunteer leadership. • Endorse innovation, partnerships and collective action. • Provide non-partisan leadership. • Embrace diversity. 	<p>Become a state of the art fundraising organization to ensure the resourcing and sustainability of our community impact across our catchment area.</p>	<p>Create a localized network that becomes the go-to trusted social services leader for its depth of knowledge and ability to measure, evaluate and communicate the outcomes of our community impact.</p>	<p>Become a high performing organization that is connected, interdependent and innovative throughout our catchment area, that is built on trust and demonstrates excellence through its systems and practices.</p>	<p>Address a key priority related to improving the health and well being of children, youth and young adults in our communities.</p>
	<p>Goals</p> <ol style="list-style-type: none"> 1. Establish new and foster ongoing partnerships and collaborations with funders, labour, workplaces, businesses, organizations and individuals. 2. Diversify funding streams and develop resources to increase financial stability including implementing a major gift campaign, securing government subsidies, utilizing student placements, service learning, social enterprise and events. 3. Utilize the Direct to Donor approach to build the Leadership Giving Program and increase individual giving, as well as increase the number of businesses supporting the Affinity Rewards Program. 	<p>Goals</p> <ol style="list-style-type: none"> 1. Utilize focused research, training and best practices to ensure evidence based programming and evaluation, as well as our base of knowledge and expertise. 2. Establish new and further develop networks and programs that enable excellence in knowledge development and exchange through business innovation and communication. 3. Strengthen the non-profit sector for the priority populations and communities we serve, through United Way's internal programs and initiatives. 4. Strengthen the volunteer sector within the communities we serve to better meet the needs of vulnerable people, especially in rural and remote communities. 5. Create a recognition program for individuals and organizations who help meet priority social service needs. 	<p>Goals</p> <ol style="list-style-type: none"> 1. Mobilize and position the 211 Project as a leading resource to help navigate and improve access to social and health related services. 2. Improve two-way communication and education through marketing and donor engagement that will allow us to share the impact we create in the communities we serve. 3. Explore shared space partnerships to expand networks to leverage the assets and capacity of stakeholders and partners to ensure the organization is adequately housed. 4. Strengthen and build partnerships with local and national labour councils as well as within the labour movement in general throughout the catchment area. 	<p>Goals</p> <ol style="list-style-type: none"> 1. Create partnerships and strategic alliances with key stakeholders to complete a needs assessment in our communities. 2. Utilize evidence based research, program and evaluation measures to identify key priorities affecting children and youth in our communities through the Community Development Committee and its community partners. 3. Network with other United Ways across Canada and other like-minded organizations to identify best practices for improving the lives of children, youth and young adults.