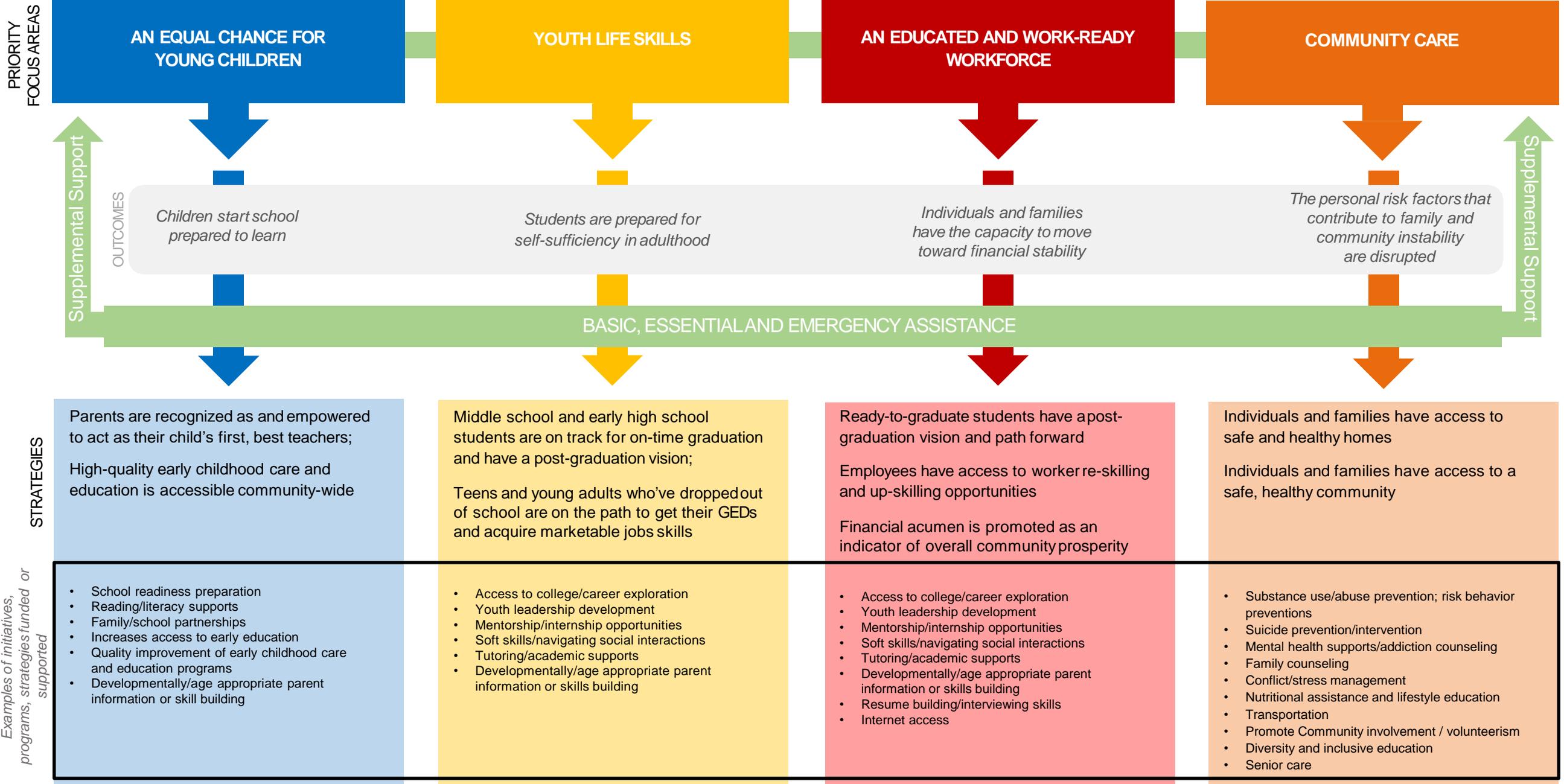


STRATEGIC IMPERATIVE: X # of struggling working families or individuals meet their basic needs by X Date



OPERATIONAL FOCUS: Build Advocacy and Public Education • Adopt Community Investment-Driven Funding • Invest in UW Infrastructure • Implement Year-Round Fundraising Plan  
 Improve Donor Relationships • Build Meaningful Community and Volunteer Engagement (around Strategic Priorities) • Develop Donor-Centric Products