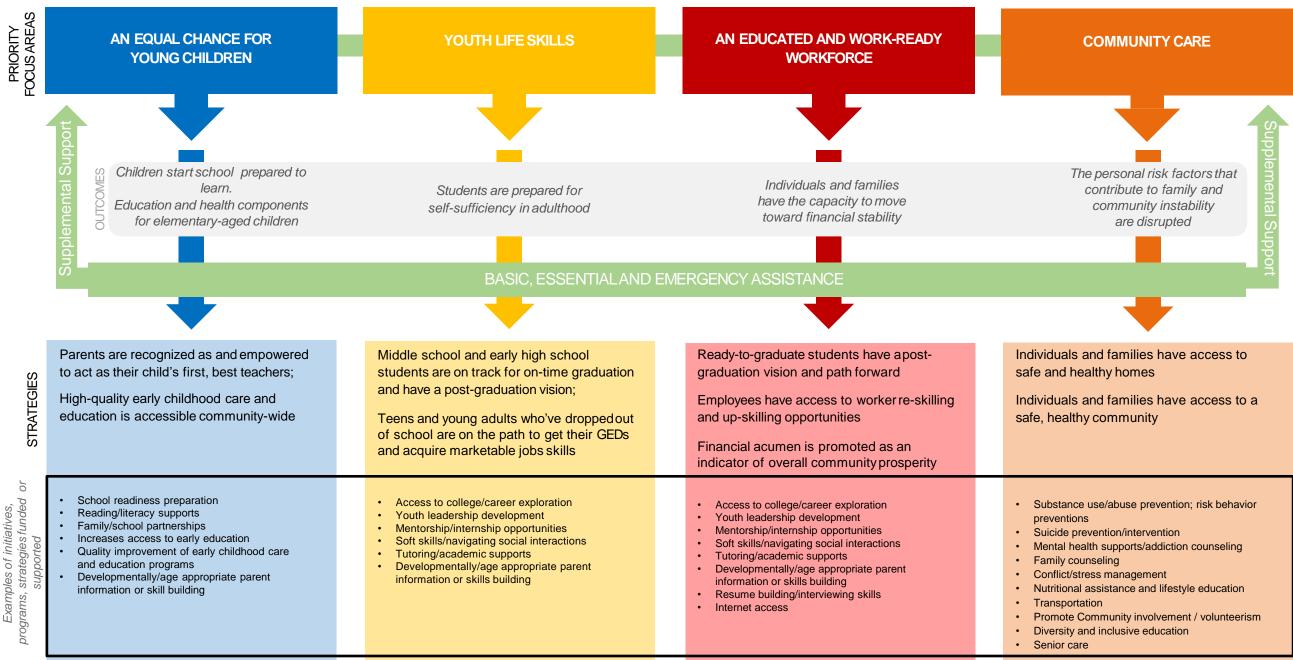
JEFFERSON COUNTY UNITED WAY Strategic Planning Draft Work

	VoisiV	A community that is inspired and of vulnerability	empowered to care for on	ne another, especially in moments
	PURPOSE	We are a catalyst and a pathfinder - encouraging and emboldening innovations in giving, volunteering, and collaboration that breaks down the barriers to living a stable, productive life.		
	Mission	Advance the basic building blocks of education, financial stability, and health to help struggling, working families and individuals achieve sustained self-sufficiency.		
nn,	VALUES & BEHAVIORS	Commitment to the Community Engaging community members and donors in conversation about wants and needs Facilitating win-win collaborations	Compassion Embodying helpfulness and empathy Striving for a diverse and inclusive community	Trustworthiness Utilizing data to inform decision-making, demonstrate impact, and deepen credibility Modeling integrity, transparency, and impartiality in our funding and partnership approaches

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