



United Way of Northwest Florida

2022-2024 STRATEGIC PLAN

Adopted November 18, 2021



EDUCATION



INCOME



HEALTH

MISSION

To enrich lives by fostering and uniting resources for those in need.

VISION

A community where families and individuals achieve their full potential through education, health, and financial stability.

GUIDING PRINCIPLES AND CORE VALUES

UNITY... We are one team, with a singleness of purpose that drives a spirit of collaboration, unifying UWNWFL with the entire community.

NECESSITY... UWNWFL is an essential element in developing and maintaining the resources needed to promote and support the health and well-being of Northwest Florida.

INTEGRITY... UWNWFL operates with truth, generosity, compassion and transparency, qualities critical to the successful achievement of our vision.

TEAMWORK... We are a team of community partners, volunteers, and staff, working together to fulfill the UWNWFL mission.

EXCELLENCE... UWNWFL, in alliance with our community partners, consistently pursues high standards and accountability in providing quality services and resources throughout our community.

DIVERSITY, EQUITY & INCLUSION... UWNWFL values the strength of diversity, embracing individuality and promoting the acceptance of every person in every community.

STRATEGIC GOALS

RESOURCE DEVELOPMENT

UWNWFL will identify, acquire, and grow its population of volunteers, donors, and other funding sources.

COLLECTIVE IMPACT

UWNWFL will have a strong grasp of its communities' needs and priorities, working as a leader to engage and encourage a collective effort to maximize potential.

ORGANIZATIONAL DEVELOPMENT FOR HIGH PERFORMANCE

UWNWFL will become a high-performance organization, driven by a team of diverse, highly qualified, motivated professionals and volunteers working in a culture of passion, empowerment, and success, as defined by measured outcomes.

RESOURCE DEVELOPMENT

UWNWFL will identify, acquire, and grow its population of volunteers, donors, and other funding sources.

AREAS OF FOCUS WILL INCLUDE THE FOLLOWING:

- **WORKPLACE CAMPAIGN**
 - Increase Annual Workplace Giving
 - Reignite and Expand Existing Workplace Campaigns
- **DIVERSIFICATION OF REVENUE**
 - Secure Corporate Partnerships
 - Strengthen Board Giving
 - Grow Leadership Giving
 - Implement Planned Giving
 - Explore Additional Opportunities for Revenue Sources (i.e. events, grants, etc.)
- **STEWARDSHIP OF DONORS**
 - Engage Donors with their Cause by Communicating Their Impact
 - Cultivate Donors through Community Engagement and Volunteer Activities
 - Recognize and Reward Donors
- **EXPANSION OF VOLUNTEER PROGRAM AND OPPORTUNITIES**
 - Create a Structure to Develop a Volunteer Network to Support UWNWFL's and Affiliated Agency's Missions and Goals

COLLECTIVE IMPACT

UWNWFL will have a strong grasp of its communities' needs and priorities, working as a leader to engage and encourage a collective effort to maximize potential.

AREAS OF FOCUS WILL INCLUDE THE FOLLOWING:

- **AFFILIATED AGENCY PARTNERSHIPS**
 - Build and Strengthen Relationships with Current and Prospective Affiliated Agency Partners
 - Continue to Provide Financial Resources and Support
 - Further Engage Affiliated Agency Partners in UWNWFL Development Efforts

- **COMMUNITY ENGAGEMENT**
 - Evaluate, Strengthen and Expand Programs
 - Bring an Awareness of Renewed Purpose and Goals
 - Promote Organizational Transparency and Accountability
 - Establish Agency Care Days/Day of Caring

- **BUILDING BLOCKS OF EDUCATION, HEALTH AND FINANCIAL STABILITY**
 - Educate the Communities We Serve
 - Collect and Share Data

ORGANIZATIONAL DEVELOPMENT FOR HIGH PERFORMANCE

UWNWFL will be a high-performance organization driven by a team of diverse, highly qualified, motivated professionals and volunteers working in a culture of passion, empowerment, and success, as defined by measured outcomes.

AREAS OF FOCUS WILL INCLUDE THE FOLLOWING:

- **ORGANIZATIONAL STRUCTURE AND OPERATIONS**
 - Develop and Evaluate Organizational Structure and Practices
 - Continuously Learn and Improve Our Operations
 - Utilize Collaborative Relationships to Deliver Community Impact
 - Leverage Information Technology to Improve Business Performance
- **ACCOUNTABILITY AND TRANSPARENCY**
 - Foster a Culture of Accountability with Measurable Results
 - Be Authentic and Transparent in Our Words and Actions
- **DIVERSITY, EQUITY AND INCLUSION**
 - Build and Maintain a Highly Effective and Diverse Workforce and Volunteer Team



United Way of Northwest Florida
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