United Way of Clallam County envisions living in a place where everyone is supported socially, economically, and in their physical and mental health. Our Mission is to strengthen our community by helping people live safe, healthy, and productive lives. We do this by being a constructive voice for human service needs in Clallam County, providing a way for people to give, advocate and volunteer in our community, leading collaborative, community-wide efforts to obtain and provide resources to enhance community well-being. In order to help all people have the opportunity to achieve their full potential, we support programs in Education that promote academic achievement, we advance Economic Mobility by helping everyone achieve greater financial stability, and we promote good Health by partnering to maximize physical and mental health and well-being across all of Clallam County.

Our Mission and Goals
- To strengthen our communities by enhancing the ability of people to live safe, healthy, and productive lives
- To remain the premier fundraising group in our community for human service needs
- To work with the community to provide leadership in meeting human service needs
- To help people give to our community
- To be a constructive voice for human service needs in Clallam County

Strategic Vision
United Way of Clallam County’s strategic vision includes strengthening partnerships with and increasing support of nonprofit/human service agencies to advance our strategic focus of addressing community needs, including:
- Access to safe & affordable housing,
- Support for strong and secure families and safe/nurturing environments,
- Access to lifelong learning to ensure a strong workforce,
- Advance efforts to create more equitable outcomes for our priority populations.
- Staying responsive to community needs as they arise.

We recognize that the pandemic has highlighted and exacerbated persistent challenges many children, families, and communities experienced pre-COVID-19 due to race, geography, income, and other factors. United Way of Clallam County is dedicated to investing both in immediate needs and in making strategic changes to address inequities and disparities throughout our County.

Priority Population(s)
During the 2021 Strategic Planning Session the board moved to redesign the allocation process to be a vehicle for a true community impact model. This shift means we will work to find more funding so that we can make a bigger impact in our community. We
will prioritize ALICE families (Asset Limited, Income Constrained, Employed), and organizations that serve the following communities:
  - American Indian/Alaska Native (AI/AN), Asian, Black, LatinX, Multiracial, and Hawaiian/Pacific Islander populations.
  - Underrepresented and/or underserved populations including, but not limited to people living with physical and cognitive disabilities and LGBTQ+ people.
  - Remote areas of Clallam County.

**Intended Outcomes**

Address community needs, including:
  - An increase in safe & affordable housing,
  - Thriving families in nurturing environments,
  - More living wage jobs,
  - Advance efforts to create more equitable outcomes for our priority populations.

**For the 2021 Campaign we will:**
  - Use a larger portion of funds from the campaign and Clallam Community Foundation to make larger grants.
  - Redesign the partner funding application to reflect our strategic vision and goals.
  - Research and design a Community Impact position to support the work and needs of our community.
  - Prioritize funding proposals from organizations or coalitions led by people of color (i.e., staff & board leadership) as well as organizations grounded in the communities they seek to serve (i.e., representation on board/staff leadership, active participation in decision making).
  - Encourage collaborative projects involving multiple partners.

**We will continue to:**
  - Update policies and procedures every 3-5 years.
  - Conduct ongoing relationship mapping to support campaign.
  - Identify indicators and implement on organizational scorecard.
  - Create a comprehensive communication plan.
  - Recruit and train the next members of the UWCC Board.