

United Way of Benton & Franklin Counties 2020 Strategic Plan

Mission

United Way of Benton & Franklin Counties improves lives and strengthens communities. We build collaborations with individuals, businesses, and nonprofits to address challenges that no one agency can solve alone to provide the building blocks of opportunity—education, income and health—that every person needs to thrive. Together, we're solving our region's biggest problems and creating lasting change.

Statement of Values

Integrity. We apply fairness and high ethical standards in stewarding the resources entrusted to us by our community. We intentionally approach our work with respect, compassion, and transparency.

Accountability. We identify local needs, create goals, measure results, report impact, and continually work to improve as we invest donors' money wisely to address our region's toughest challenges.

Community. We actively seek diverse perspectives, listen, convene experts, engage champions, and seek and apply innovative solutions to fight for a safe, healthy future for every person in Benton and Franklin Counties.

Collaboration. We build partnerships that bring together individuals and organizations to address complex, local human problems.

Strategic Goals

Our United Way is more than a fundraiser; we are a community problem solver working with and for our community to create lasting solutions to our greatest challenges. To do this, we serve as a catalyst for action around the growing issue of instability in our community by strengthening the capacity of the non-profit community, forging multi-sector partnerships, and pursuing diverse sources of support. These actions enable us to focus on:

- Helping children achieve their potential from cradle to career by supporting family stability, safety, and educational success.
- Ensuring access to care and supporting integrated approaches to improving addiction services, mental health care, and prevention.
- Providing a safety net to address basic needs while we identify and pursue long-term, root cause solutions.
- Building civic engagement through volunteerism to strengthen the impact of organizations addressing our community's critical social issues.