

HEART OF MISSOURI UNITED WAY VALUE STATEMENT TO THE COMMUNITY

RAISE MONEY
RAISE AWARENESS OF COMMUNITY ISSUES
BUILD CAPACITY

VISION: Our community wins by living united. By responding to changing community needs. By forging strategic partnerships and fostering effective solutions to tackle local issues. By harnessing the best resources and inspiring others to join the fight in defeating barriers to basic needs, health, education, and financial stability.

MISSION: THE HEART OF MISSOURI UNITED WAY FIGHTS TO IMPROVE LIVES IN OUR COMMUNITY

OPERATIONAL GOALS
1 ADVANCE COMMUNITY IMPACT
2 ENHANCE INTERNAL IMPROVEMENT
3 ADVANCE COMMUNITY-WIDE AWARENESS
4 INCREASE REVENUE

Values: Trust
Adapability
Equity
Empathy
Professionalism
Perseverance

HEART OF MISSOURI UNITED WAY STRATEGIC PLAN 2018 - 2021 (v2020)

VISION GOAL 1: ADVANCE COMMUNITY IMPACT

Strategy	UW Equity Framework Reference	UW Equity Framework Reference	Inclusive Excellence Framework Reference	Quarterly Review			
				1	2	3	4
S1 40 agencies receiving impact funding, >=50 programs	Local Capacity Building	Fundraising, Resource Allocation & Grantmaking	Access and Success				
S2 60 certified agencies	Local Capacity Building	Fundraising, Resource Allocation & Grantmaking	Access and Success				
S3 \$2M in annual impact funding	Communications & Awareness Building	Fundraising, Resource Allocation & Grantmaking	Access and Success				
S4 Robust capacity building grant / continuous improvement program (\$250,000 annually) by the 2022 budget	Local Capacity Building	Fundraising, Resource Allocation & Grantmaking	Training and Education				

VISION GOAL 2: ENHANCE INTERNAL IMPROVEMENT

S1 Use 990 reporting to target a <=17% admin overhead (Expanding Financial Security)	Data	Fundraising, Resource Allocation & Grantmaking	Organizational Infrastructure				
S2 Heart of Missouri United Way is known as one of the top places to work in the community	Communications & Awareness Building	Local Capacity Building	Organizational Climate				
S3 Move toward becoming a best-practice nonprofit organization	Data	Local Capacity Building	Organizational Climate				

VISION GOAL 3: ADVANCE COMMUNITY-WIDE AWARENESS

S1 Conduct and coordinate a community-wide RFP based on the top issue(s) in our community	Data	Fundraising, Resource Allocation & Grantmaking	Community Engagement				
S2 Connect with Community and align annual impact funding/Connect to Mission	Communications & Awareness Building	Community Mobilization & Engagement	Community Engagement				

VISION GOAL 4: INCREASE REVENUE

S1 Increase total campaign and overall revenue, including grant funding, to \$3.4 million by the end of 2021	Community Mobilization & Engagement	Fundraising, Resource Allocation & Grantmaking	Community Engagement				
S2 Increase Individual Major Gifts to 700 Leadership Circle donors and 25 ADT donors by end of 2021	Community Mobilization & Engagement	Fundraising, Resource Allocation & Fundraising	Community Engagement				
S3 Increase Support in Company Campaigns to include 275 companies by end of 2021	Community Mobilization & Engagement	Fundraising, Resource Allocation & Fundraising	Community Engagement				

Note: October 2021: Heart of Missouri United Way reviews quarterly its strategic plan and action items for each strategy. As the current four-year plan concludes, our strategic planning process for the following four years is well underway.

Quarterly Review Legend

Done! Celebrate!

In Progress

Revisit or Stop

HOLD

UW Equity Framework

Data

Community Mobilization & Engagement

Communications & Awareness Building

Policy & Advocacy

Fundraising, Resource Allocation & Grantmaking

Local Capacity Building

Inclusive Excellence Framework

Access and Success

Training and Education

Community Engagement

Organizational Climate

Organizational Infrastructure