United Community is a 53-year-old nonprofit offering an array of human services that lift families in Fairfax County out of poverty. We engage community voice and family participation to break the cycle of generational poverty.

**VISION:** To end multigenerational Poverty

**MISSION:** To build thriving communities and create equitable opportunities by providing supportive services and advancing community driven solutions.

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<th>PRIORITY AREA</th>
<th>GOAL</th>
<th>STRATEGIES</th>
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| CULTURE                       | Create a culture that reflects our values                           | A. Implement agency-wide performance management process  
B. Weave organizational values into everything we do – our daily conversations, meeting agendas, planning discussions, performance management, policy and procedure, etc.  
C. Formalize inclusion of values and equity into onboarding process, and utilize Relias for scheduled training |
| EQUITY                        | Acknowledge inequities exist and incorporate equity in all we do.   | A. Draft an organizational Equity Statement that is agreed upon and adopted by employees and Board of Directors  
B. Establish Equity Task Force, comprised of employees and Board, with different workgroups that identify areas of opportunity related to equity (e.g., audit of agency functions, systems, and processes, creation of a United Community Equity Toolkit (in place) |
| COLLECTIVE IMPACT            | Integrate our collective impact approach into each of our programs. | A. Develop and implement an internal training program that defines collective impact and details how it intersects with our programs and functional departments so that employees and Board understand and embrace its approach  
B. Set expectations for program participation in COMMUN1TY+  
C. Establish integration outcomes for FY23 that align with individual accountabilities |
| DATA COLLECTION AND ANALYSIS | Implement a single source agency-wide data collection and analysis system. | A. Implement new client management database to be used by all departments  
B. Hire a data management specialist  
C. Complete training for all users  
D. Consistently hold program leaders accountable for implementation and consistent utilization of the client management database, reporting, and utilization of the data it produces |
| DEVELOPMENT, BRANDING, AND MARKETING | Complete and implement a development and messaging strategy. | A. Complete and implement a development and messaging strategy |