

# The United Way of Southwestern Pennsylvania

2021-2024 Strategic Framework



United Way of  
Southwestern Pennsylvania

# A Strategic Framework

Making real change for people's lives first requires embracing change ourselves.

Moving forward, United Way will focus even more sharply on our impact work by:

- Continuing to meet the needs of our community
- Organizing purposely around solutions
- Rededicating ourselves to equity for all

## INFORMED BY GUIDING PRINCIPLES

1. **First and foremost, drive equitable opportunity** in the community
2. Listen to **different and diverse voices**, including our partners, donors, and data to inform and act on pressing issues and needs
3. Focus on the most **challenging and complex problems** where there is clear community need; balance benefits for the entire region with hyper-local impact
4. Operate in **collaboration** with our partners; **understand *when to lead, when to follow, and when to get out of the way***
5. Build long-lasting relationships by **creating meaningful donor interactions** instead of transactional engagement
6. Act **deliberately and intentionally** within the bounds of our resources and skill set; know and utilize our strengths

**KEY TAKEAWAYS:** What changes and shifts do we envision as we implement the elements of this strategic framework?

- **Focus** our impact work
- Intensify efforts to drive investment to **United Way's Impact Fund and Focus Areas**
- Engage new and existing donor segments with **growth potential**

## KEY TAKEAWAYS: What will not change as a result of this strategic framework?

- United Way of Southwestern Pennsylvania remains **committed** to improving lives and building brighter futures for individuals, families, and communities across our entire region
- Donors will be able to **designate** their gift to specific organizations they would like to support
- We will continue to seek **new and innovative ways to engage** key donor segments in our work
- Regional **operations** with local **implementation**

# CONFRONTING CHALLENGES, DRIVING IMPACT

From Populations Served:

- United for **Families**
- United for **Seniors**
- United for **People with Disabilities**
- United for **Children**
- United for **Women**
- Mission United (**Veterans**)



To The Problems We Are Working to Address:

- **Meeting Basic Needs**
- **Moving Toward Financial Stability**
- **Building Success in School and Life**

## HOW WE IMPACT THE MOST LIVES

- **Meeting Basic Needs**

Connecting people at times of crisis with immediate, essential human needs such as shelter, safety and food.

- **Moving Toward Financial Stability**

Creating a path to a more financially secure future with practical tools for working families and individuals so they can overcome short-term instability and provide for themselves and their family long term.

- **Building for Success in School and Life**

Addressing disparities in educational opportunities—including disparities that often fall along racial lines—from early childhood through school years to help young people become successful adults.

By promoting equity across race, gender and ability and fostering innovative solutions to age-old problems, United Way's Impact Fund helps create positive change for those in need and supports United Way's PA 211 Southwest

# CHANGEMAKERS

Thank you!

