

Organizational Strategic Targets & Vision Board

2023-2026



OUR MISSION

The United Way of Mid & South Jefferson County works to better the lives of our neighbors. With our Community partners, we fight poverty and food insecurities, invest in education, and work to improve health in our community.

OUR STRENGTHS

- Community & Industrial Support
- Human Capital (Board Leadership & Staff)
- Local Initiatives
- Financial Stability & Accountability
- Brand Recognition & Image

OUR WEAKNESSES AND/OR CHALLENGES

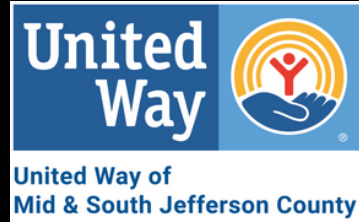
- Lack Diversification of Financial Support
- Economy
- Engagement (Business, Industry, Volunteers)
- Strength of Partner Agencies

OUR CORE VALUES

- Community
- Integrity
- Compassion
- Inclusion
- Transparency
- Result Oriented

Vision Board

2022-2023 REVIEW



VISION STATEMENT

We envision Mid & South Jefferson County as a community of neighbors, supporting each other through difficult times and celebrating our successes together. As a community, we share the responsibility of creating an environment of compassion, a culture of empowerment, and a tomorrow with hope. Because of our work, HOPE HAPPENS.

DIVERSITY STATEMENT

Diversity and inclusion are at the heart of what it means to LIVE UNITED. We stand against all barriers that divide, separate, or single out any individual, group, or culture. We promote a climate that welcomes, understands, respects, and celebrates the diversity that makes our community a better place to live. We practice anti-racism and anti-prejudice to foster the vision of a better world.

Strategic Targets

- Increase access to nutrition in food deserts
- Support early literacy by increasing access to books in homes
- Support household stability through emergency support & workforce readiness

Relationship Targets

- Nurture relationships within the business & nonprofit community to support our work
- Provide opportunities for nonprofit paid & volunteer leadership development.