

Strategic Plan

United Way of Quinte



United Way
Quinte

April 1, 2015 to March 31, 2017

United Way of Quinte

Strategic Plan April 1st, 2015 to March 31st 2017

Strategic Direction – Mobilization of Resources	
Strategic Priorities	Our Success
Annual Fundraising Plan	Meet annual campaign goal Increase in Sector and Division participation
Enhance and expand our relationship with donors, volunteers, stakeholders, corporate and community partners	Increased measureable awareness and support for United Way
Strategic Direction – Engagement and Mobilization of Community	
Strategic Priorities	Our Success
Implementation of new funding model	Evidence that organizations receiving funding are having measureable impact.
Invest in Community Roundtables that are aligned with our CI Pillars and Priorities and Advocacy Policy.	Measurable evidence that indicates successful outcome from working collaboratively
Strategic Direction – Planning for Impact	
Strategic Priorities	Our Success
Identify and engage with not for profit organizations we currently fund and don't yet fund within each CI Pillar	These Organizations will understand the CI strategy that impacts them and our role in advocating for change.
Informed of and engaged with United Way Provincial and National Advocacy issues.	Board is knowledgeable of Provincial and National issues and how they relate and/or align with our advocacy initiatives.
Strategic Direction – Excellence in Performance	
Strategic Priorities	Our Success
Develop and implement a risk management plan	Potential risks are mitigated with no loss of reputation.
Strategic Direction – Leadership in Governance	
Strategic Priorities	Our Success
Review Vision and Mission	Aligned with local, regional, provincial and national UW focus
Name Review	Name is representative of the jurisdictions we service/fundraise in and for
Define what advocacy means for United Way Quinte.	Staff members will understand their advocacy role and that it must be aligned with Board Policy and Directions
Enhance Governance practices and procedures	Implementation of Governance best practices