

STRATEGIC FRAMEWORK

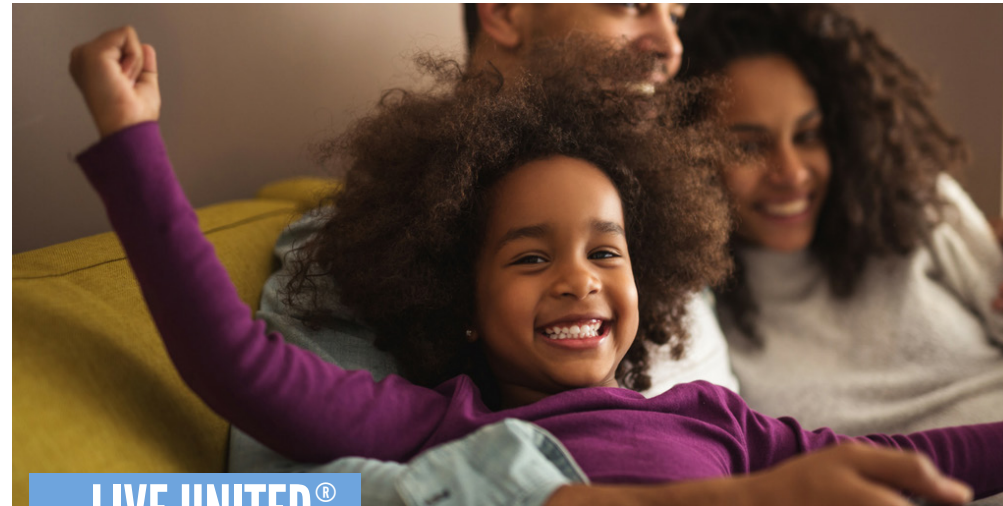
1. Address the root causes of community need through collaborations and collective impact.
2. Maximize revenue generation to address community need more significantly.
3. Develop and implement a strategic engagement plan that promotes community impact and donor development.
4. Leverage staff and resources to accomplish United Way of Greater Stark County 's work efficiently and effectively.
5. Tell the United Way of Greater Stark County story more effectively.
6. Collect, analyze and distribute data to be used in decision making and for reporting measurable results.

United Way
of Greater Stark County



STRATEGIC PLAN

2017-2020



LIVE UNITED®

United Way of Greater Stark County fights for the health, education and financial stability of every person in every community. We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community's most daunting social crises.

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IMPACT GOALS 2020



HEALTH

EDUCATION

FINANCIAL STABILITY

SCOPE

Health refers to programs that address the prevention, treatment and resolution of adverse physical and behavioral conditions across all generations.

Education includes P-12 preparation and support for pathways to career readiness.

Financial independence is achieved when residents can pay for housing with enough income remaining to build assets.

VISION

We envision a community where all residents have access to programs and services that improve the overall health of Greater Stark County.

We envision a community that supports and enables all students to reach age appropriate milestones leading to graduation and careers.

We envision a community where a cycle for financial success exists, allowing individuals and families access to build long-term, economic independence.

GOAL STATEMENT

Improve the overall health and quality of life for residents of Greater Stark County

Prepare children, youth and young adults of Greater Stark County to succeed in school and life

Improve opportunities for Greater Stark County's residents to make informed decisions which promote long-term sustainability

IMPACT GOALS BY 2020

- Increase the number of Greater Stark County residents reporting that they are healthy
- Reduce infant mortality to meet or exceed the Healthy People 2020 objective and reduce the overall disparity across the races
- Reduce opiate substance abuse

- Sustainable progress toward 100% of eligible students being kindergarten ready
- Sustainable progress toward 100% high school graduation rate

- 70% of Stark County residents will spend no more than 30% of their income on housing

STRATEGIES

- Healthy lifestyles
- Physical health
- Behavioral health

- School readiness
- Success in school

- Access to affordable housing
- Job training & preparation
- Asset building
- Food security
- Household stabilization