

United Way of York County Strategic Plan Priorities 2014-2020: 2018 Version

Vision: York County is a strong, healthy community created by people caring for one another.

Mission: United Way of York County improves lives by mobilizing people and resources!

Priority Area: Bright Beginnings (BB)

5 year goal: ***All children in York County, from birth through age 8, have the best start for lifelong learning and success.***

Bright Beginnings Strategies:

- BB1: Increase the quantity of quality child care in York County
- BB2/HF1: Promote childhood nutrition for health, learning and school success
- BB3: Promote early literacy for reading and school success
- BB4: Promote elementary school attendance for later school success
- BB5: Advocate for early childhood

Priority Area: Healthy Foods (HF)

5 year goal: ***The health of all children and seniors in York County is increased through nutritious food and improved eating habits.***

Healthy Foods Strategies:

- HF/1BB2: Promote childhood nutrition for health, learning and school success
- HF2: Promote improved nutrition for seniors to maintain health and independence
- HF3: Advocate for hunger prevention

Priority Area: Connected Youth (CY)

5 year goal: ***All youth in York County are valued by and contribute to the well-being of the community through service and creating a positive impact.***

Connected Youth Strategies:

- CY1: Promote youth service and philanthropy as a path to leadership and civic responsibility
- CY2: Establish metrics/measures of success for Connected Youth

Priority Area: Supportive Services (SS)

5 year goal: ***Invest in services and meet basic needs and provide a safety net for community members.***
(NOTE: Basic needs include food, emergency housing/shelter, transportation, and health care.)

Supportive Services Strategies:

- SS1. Fund currently eligible best practice programs that meet basic needs and explore additional funding opportunities where appropriate
- SS2. Ensure additional resources are distributed to support basic needs in YC (such as Keep Maine Warm and Emergency Food & Shelter Program)

Priority Area: Operational Success (OS)

5 year goal: ***United Way of York County achieves its mission through efficient operations, fundraising success, compelling messages, the significant engagement of volunteers, and building the capacity of nonprofits.***

Operational Success Strategies:

- OS1. Efficient Operations
- OS2. Essential Resource Development
- OS3. Compelling Communication
- OS4. Exemplary Volunteer Engagement
- OS5. Invest in opportunities that build the capacity of York County nonprofits