

**United Way of York County Strategic Plan Priorities 2020-2022**

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

**Mission:** United Way of York County connects people and resources to improve lives and create better communities.

**Priority Area: Bright Beginnings (BB)**

Goal: *Ensure that all York County children have the best start for lifelong learning and success.*

*Bright Beginnings Strategies:*

- BB1: Support quality child care in York County
- BB2: Promote childhood nutrition for health, learning and school success
- BB3: Promote early literacy for reading and school success
- BB4: Promote school readiness and attendance for later school success
- BB5: Advocate for the importance of early childhood learning and resources

**Priority Area: Connected Youth (CY)**

Goal: *Ensuring strong and healthy youth by engaging them with their community.*

*Connected Youth Strategies:*

- CY1: Engage youth in service and philanthropy as a path to leadership and civic responsibility
- CY2: Address youth mental health and wellness challenges through strategic action

**Priority Area: Supportive Services (SS)**

Goal: Ensure that basic needs that increase the health and well-being of all community members are met. (NOTE: Basic needs include food, emergency housing/shelter, transportation, access to health care and substance use recovery services.)

*Supportive Services Strategies:*

- SS1. Fund currently eligible best practice programs that meet basic needs
- SS2: Explore opportunities to address and support substance use disorder recovery services
- SS3. Ensure additional resources are distributed to support basic needs in York County (such as Keep Maine Warm and Emergency Food & Shelter Program)

**Priority Area: Operational Success (OS)**

Goal: *Achieving our 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