

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

**Strategic Priorities:**

Bright Beginnings: Ensuring that all children have the best start for lifelong learning and success

Healthy Foods: Increasing the health and well-being of children and seniors through access to nutritious food

Connected Youth: Building stronger community citizens by engaging youth to create positive impact through volunteerism

Supportive Services: Investing in programs that address United Way's community priorities, strengthen families and meet basic needs

Operational Success: Achieving our mission through efficient operations, fundraising success, compelling messages, and the significant engagement of volunteers.

**Addressing the priorities through multiple approaches:**

- ✓ Developing projects that impact targeted populations:
  - Volunteer Reader Project
  - Tools 4 Schools
- ✓ Mobilizing the caring power of volunteers:
  - Day of Caring
  - Volunteer Center
- ✓ Building the capacity of nonprofits and the larger community:
  - Service Enterprise cohorts
  - Grant writing and other workshops
- ✓ Leveraging relationships to secure additional resources:
  - In-kind materials
  - Sponsorships
- ✓ Convening groups and communities to address local concerns:
  - York County Community Conversation on Early Childhood
  - Partners for a Hunger-Free York County
- ✓ Providing additional investments that meet basic and other needs:
  - Keep Maine Warm
  - Emergency Food and Shelter Program
- ✓ Connecting people to the resources they need:
  - 2-1-1 Maine
  - FamilyWize Discount Prescription Cards
- ✓ Investing in direct service programs that support the priorities through a competitive, volunteer-led review process