



2022-2023 STRATEGIC PRIORITIES

MISSION

Unite people and resources to improve lives and strengthen our communities.

VISION

All individuals and families in our communities will achieve their full potential through education, income, and healthy lives.

VALUES

Collaboration
Integrity
Advocacy

United Way of Taylor County (UWTC) will be the premier advocate and collaborator across the communities it serves. UWTC will be essential to its communities as an organizer, facilitator, and fund developer. UWTC will:



Stabilize families by mobilizing the caring power of the community.



Support a healthy and socially connected community.



Grow community education and diversified revenue.

ADVOCATE

COLLABORATE

ORGANIZE

FACILITATE

FUND

STRATEGIC PLAN



Stabilize families by mobilizing the caring power of the community.



Support a healthy and socially connected community.



Grow community education and diversified revenue.

Strategies

- Provide funding to agencies that support youth and family development.
- Provide volunteer and funding opportunities for students, families, and businesses to contribute to the community.

Strategies

- Devote resources that align with the county's health needs assessment:
 - (1) decrease alcohol and other drug use
 - (2) increase mental health resources
 - (3) increase nutrition and physical activity
- Provide funding to agencies that support community development.

Strategies

- Create more public awareness around giving campaigns in order to provide funding for more agencies.
- Commit to a year-round social media presence and more integrated campaigns.
- Hire a part-time director to better promote UWTC and its opportunities.

Indicators of Success:

- Maintain low level or decrease Taylor County poverty rate.
- Maintain high level or increase percentage of children screened at their age-expected development.
- Maintain high level or increase Taylor County High School graduation rate.

Indicators of Success:

- Maintain high level or increase mental health resources in the community.
- Maintain low level or decrease percentage of those community members struggling with drug addiction.
- Maintain low level or decrease obesity rate in the county.

Indicators of Success:

- Maintain high level or increase social media followers and website traffic.
- Maintain high level or increase donations through the website and corporate giving campaigns.
- Maintain high level or increase community relations with local businesses and non-profit organizations.

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