

United Way Moving Forward to Improve the Lives of Others

Strategic Plan 2022-2024

Update, February 2023

Lethbridge
&
South Western
Alberta



United Way

Lethbridge &
South Western Alberta

Our Story

United Way of Lethbridge & South Western Alberta (UWL) has worked with non-profits, community agencies, corporate partners, donors, labour, and government to improve the lives of people. Locally we celebrate over 80 years as a social change-maker organization and belong to a worldwide movement lasting more than a century.



As a nonprofit charitable organization, we are committed to addressing complex social issues, collaborating with partner agencies to improve the lives of those in our communities and investing in relationships that impact our work.



LOCAL ISSUES CAN BE EASY TO IGNORE

The Way of United Way

Our Vision

We envision communities where everyone works together to ensure poverty is temporary, individuals and families live healthy lifestyles, and that children and youth have the tools they need to reach their full potential.

Our Mission

To organize the capacity of people to care for one another.



Our Values

- Demonstrate trust, integrity, respect, inclusivity, and transparency.
- Energize and inspire volunteerism and volunteer leadership.
- Endorse innovation, partnerships, and collective action.
- Provide non-partisan leadership.
- Embrace diversity.



HELP MAKE THEM #UNIGNORABLE

Our Goal

Our main goal and purpose are to ensure that organizations in our community get the support they need to continue the essential programs they provide. We do this by helping to bring to light the issues and needs of South Western Alberta communities and making it easy for people to get involved and make a difference.

Priorities

- Poverty
- People
- Kids



Outcomes

The outcomes of our work are ongoing & impactful:

- Poverty To Possibility
- Healthy People, Strong Communities
- All That Kids Can Be

GIVE WHERE YOU LIVE

United Moving Forward

UWL is at the CUSP of change: resource innovation during these changing times is crucial to stabilize staffing, fund key initiatives in marketing and IT, and push more funding to partner agencies.

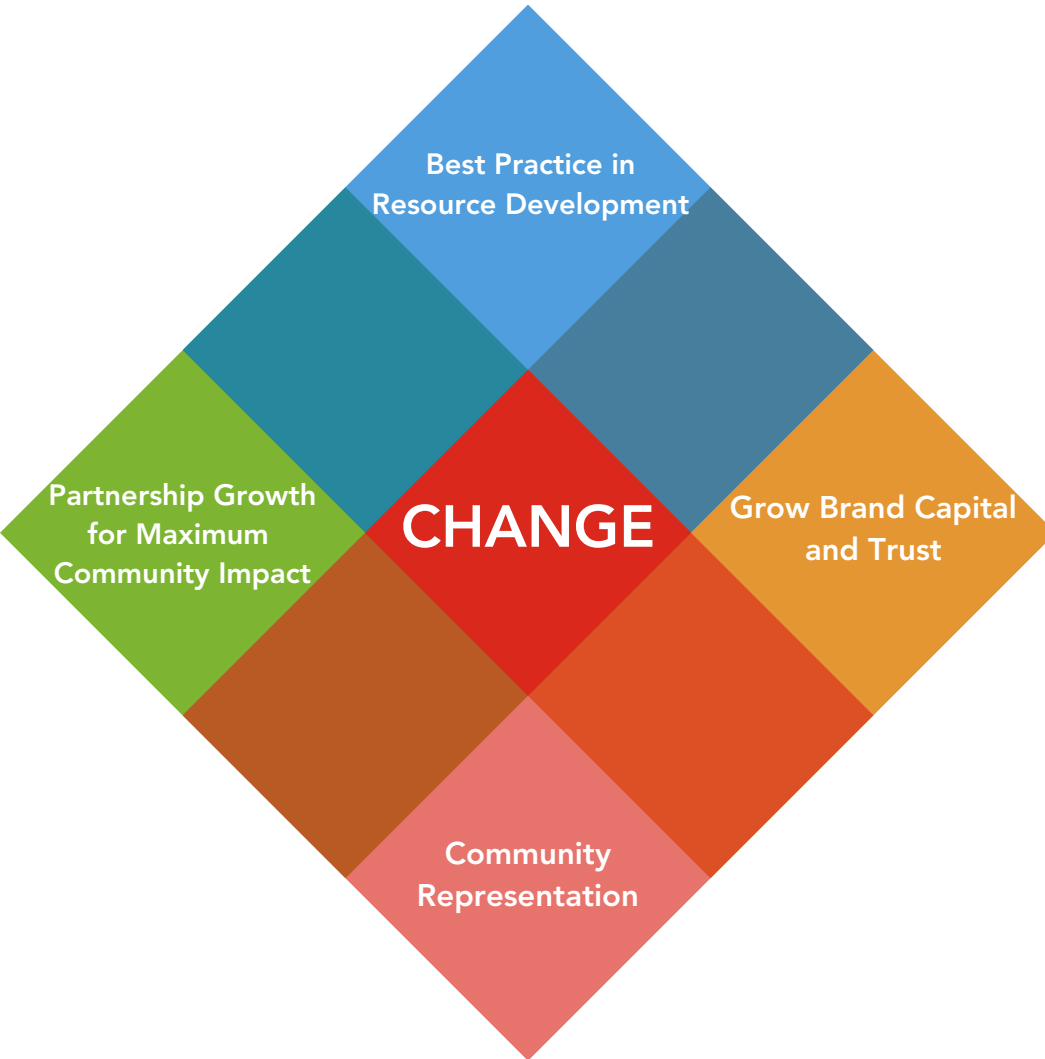


In order to move forward and grow, the organization would address a rapidly changing world, be inclusive, and be intentional in all our decisions by intersecting our three focus areas.



WE LIVE UNITED FOR A BETTER FUTURE

Strategic Priorities



Everything the United Way of Lethbridge & South Western Alberta does is driven by the intent to create impactful changes.

Our strategy directions are our foundation in building momentum of growth and moving the organization to the next level of opportunities in serving the social services needs in southern Alberta.

CHANGE BEGINS WITH YOU

Best Practice in Resource Development

UWL will achieve sustainability through best practices in resource development to ensure it has the resources to deliver on its mission.



To ensure we reach our goal we will:

- Achievement of year-over-year unrestricted revenue growth, by 2024, meeting all operational costs while increasing the amount of funding distributed through the Community Fund.
- Development and implementation of a progressive 3-year Development Plan that identifies partners builds, and stewards relationships and increases funding throughout all levels of giving (Workplace Campaigns, annual, mid-major gifts, and planned gifts).
- Engages the UWL Board of Directors in partnership growth
- Accelerates digital transformation through increased knowledge and utilization of data management systems.



GREAT THINGS HAPPEN WHEN YOU GIVE

Partnership Growth for Maximum Community Impact

UWL Impact will grow by sharing expertise, building capacity and developing strong partnerships.



- Build the UWL reputation as the go-to organization for strategies on addressing social issues relating to the three pillars of focus: Poverty to Possibility; Healthy People, Strong Communities; and All That Kids Can Be.
- Leadership through a diversified IMPACT Committee that is representative of the sectors being served.
- Increased partnerships within the not-for-profit sector that serve vulnerable populations, building and facilitating collective impact in the community.
- Grow partnerships with the business community, individuals, and government within the regional service area.



TOGETHER WE ARE STRONGER

Grow Brand Capital and Trust

UWL will grow its brand in Lethbridge & South Western Alberta to become one of the top trusted granting charities in the social sector.



- Build a three-year marketing and communications strategy to grow brand awareness in Lethbridge and Southern Alberta, integrating the three pillars of Poverty to Possibility; Healthy People, Strong Communities; and All that Kids Can Be.
- Unify the marketing strategy with partner agencies to enhance fund development impact during the UW campaign season, September through December.
- Build brand partnerships with businesses, the media, and municipalities, ensuring sector-specific categories of effort (i.e. marketing, editorial expertise) are identified to bolster UWL staff and volunteer skillsets.
- Identify Influence Ambassadors to enhance and amplify UWL storytelling.



WE'RE COUNTING ON YOU

Community Representation

UWL will embed Indigenous collaboration, diversity, equity & inclusion into our culture. We are committed to ongoing education and leadership



- Creation of a DEI Statement & Policy to guide the organization's activities.
- Grant applications, allocations, and agreements will be reflective of DEI and Indigenous collaboration within the three pillars UWL has prioritized: Poverty To Possibility; Healthy People, Strong Communities; and All That Kids Can Be.
- Commitment to recruitment and training at the Board, staff, and volunteer levels.



WE ARE ALL UNITED

Message from Executive Director

United Way of Lethbridge & South Western Alberta is committed and excited about the growth. As we convey a positive approach in a new direction that creates impact, spirit, leadership, and unity we can together as a community improve the lives of others and ensure lasting social change.



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