

2021-2023 Strategic Plan



**United Way
Centraide**
Stormont, Dundas
& Glengarry

A background image showing a group of people, likely hikers or travelers, wearing backpacks. The image is partially obscured by a large red rounded rectangle containing text. The people are wearing various clothing, including a blue shirt, a black t-shirt with 'STY DANIA' visible, and a plaid shirt. The scene appears to be outdoors, possibly on a trail or in a natural setting.

Mission

Improve lives and build community

Vision

Respond to our community's needs through progressive, evolving and informative actions

Values

Accountable	Respect	Collaborative
Trustworthy	Engaged	Positive

Our Roles

A catalyst

Work as a catalyst and coordinator with organizations in solving community problems

Provide Training and Support

Provide training and support for volunteers and agencies in our community

Raise Awareness

Raise awareness about social issues and needs in our community

Fundraiser

Fund a range of health and social services for residents of its service area

2021-2022

2022-2023

2023-2024

Continue to grow strategic partnerships, particularly in the counties

Build partnership with youth-focused organizations

Develop strong partnerships with local/regional business

Train key volunteers and board members

Train partners, agencies and all volunteers

Train local businesses

Raise awareness of local issues and what organizations are currently doing

Raise awareness of options to tackle other local issues

Raise awareness on our capacity and actions to tackle other issues

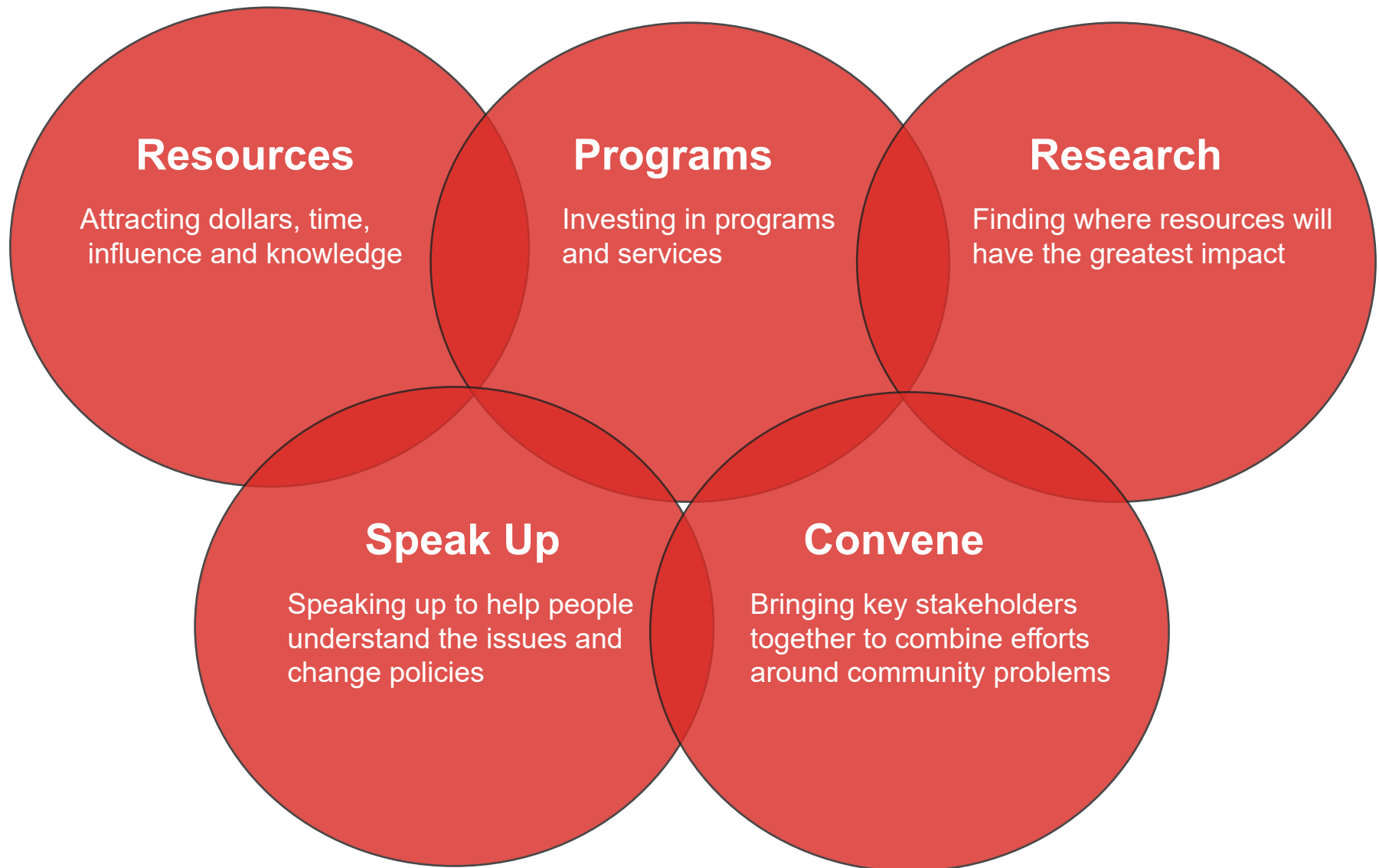
Grow donor base within all categories of donors

Move towards a year-round fundraising model

Diversify funding for UWC SDG

Strategies

for a Community Impact UCW



Objectives

Priorities

2021-2022

2022-2023

2023-2024

Impact Leadership

- Evaluate all funded projects prior to Allocations
- Continue participation in Collaborative movements; VC, CYMH, VAN, Caregiver Strategy, RERC, etc.
- Explore Living Wage
- Develop a partnership strategy for local businesses

- Increase implication in collaborative movements to include a focus on youth
- Increase partnerships in rural areas and within Akwesasne
- Begin implementing the business partnership strategy

- Grow partnerships with industry leaders across region

Operations

- Formalize volunteer engagement and onboarding
- Review roles and responsibilities of the Campaign Team
- Focus on donor stewardship
- Equip office with necessary technology (infrastructure and knowledge) to keep up with digital revolution
- Increase donors in all categories of donors

- Increase % of donation returned back through allocation process
- Focus on a year-round fundraising strategy
- Increase donors in all categories of donors
- Explore other sources of revenue

- Review Strategic Plan and begin prioritizing and strategizing for future years
- Increase donors in all categories of donors
- Explore other sources of revenue

MarCom

- Create a Communication and Marketing Plan that includes multiple online platforms alongside traditional media such as radio, print, and OOH
- Create a digital assets package for Member Agencies
- Launch 2021 Campaign with both digital and in-person capacity
- Communicate all UWC SDG messaging in both official languages

- Grow online presence and digital following of the UWC SDG
- Review fundraising activities and prioritize event planning
- Investigate the creation of Women affinity groups

- Review impact/cost of marketing tools and strategies
- Create a communication plan for the next 3 years
- Stay on top of media trends and acquire software and hardware to be relevant in a online world

Succession Planning

- Formalize staff, volunteer and board member onboarding processes
- Review succession planning for Board of Directors and the office staff
- Review staff roles and responsibilities and pay scales
- Grow involvement of board of directors

- Train board members and volunteers on poverty reduction, Board responsibilities, etc.
- Formalize engagement with youth
- Review staff roles and responsibilities and pay scales

- Explore multi-year funding opportunities and other funding streams
- Revise application process
- Review staff roles and responsibilities and pay scales

Actionnabile Items

2021-2022

- Projects evaluated prior to allocations
- Involvement in at least 4 partnership tables
- Presentation of Living Wage to board of directors and key community Stakeholders
- Volunteer, Staff and Board Onboarding created and included in Policies and Procedures
- Campaign Committee structure adopted by Campaign Chair
- Donor recognition process formalized
- Infrastructure, programs and necessary equipment to support the office is purchased (computers, tablets, cell phones, etc.)
- Communication and Marketing Plan adopted by the Board of Directors
- UWC SDG branding package shared with partners
- Evaluation of Campaign (#donors, #presentations, media platforms utilized)
- Formal onboarding processes for volunteers, staff and board of directors adopted

2022-2023

- Implication on 1 youth-focused collaborative table/initiative
- Formalize partnership with at least 1 rural partner
- Work with Akwesasne to create a support plan
- Increase donations to member agencies in relation to amounts earned during Campaign
- Develop a monthly donor promotion that can run year round
- Develop partnerships with companies so that UWC SDG payroll becomes part of their hiring processes
- Active posts on multiple online platforms weekly
- Create clear calendar of priority messaging for each month to be communicated through social media
- Visit Women United in neighbouring UWCs
- Increase in capacity within board members through workshop(s)

2023-2024

- Work closely with Chamber of Commerce and develop partnerships in multiple industries across region
- Evaluation of this strategic plan
- Explore grants to subsidize revenue for the office
- Review Investment Plan to ensure profit and validity in current market trends
- Visit Women United in neighbouring UWCs
- Evaluation of Campaign (#donors, #presentations, media platforms utilized)

Measurable Outcomes

2021-2022

100% of funded projects evaluated
Increase in accountability, transparency

100% of all new human assets formally onboarded
Formality of process

UWC SDG online presence visible on social media platforms (min 3)
Communicate better our work and the story of poverty



2022-2023

1 formal agreement, committee or event with youth
Increase youth engagement

Fund at least one new member agency in Counties or Akwesasne
Growth in the region; inclusive funding across entire region

Online engagement with UWC SDG grows on all platforms by 10%
Engage with new potential donors and businesses



2023-2024

Growth in number of donors (see RDP)
Increase in donations from traditional sources of funding

1 new source of funding located for UWC SDG
Diversify funding

New application process for UWC SDG allocation of funds
Innovate funding of partners to align with impact goals