

We are a community-focussed organisation that impacts all people living in the Glenelg Shire. We provide leadership and value strong partnerships to ensure effective use of resources and to create meaningful community impacts.

## VISION

To raise the profile of United Way Glenelg to enhance our fundraising capacity and make **recognisable and relevant impact** on the quality of life and community spirit for people living in the Glenelg Shire.

## MISSION

Improving health, education, and financial independence of people in the Glenelg Shire by collaborating with, and allocating resources to, individuals and groups.

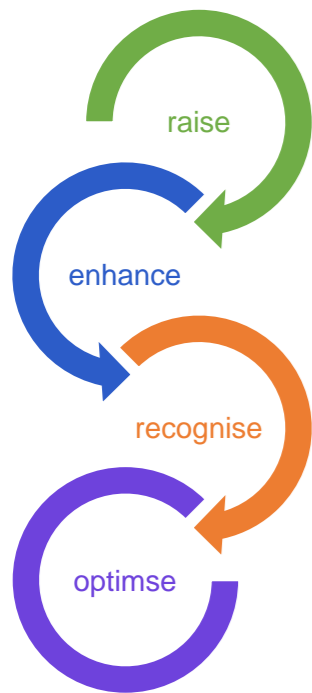
# Strategic Plan

## 2020-2023

This Strategic Plan allows UWG to respond and adapt to circumstances and changes over the next three years. It will guide the work of the three operating sub-committees:

- Executive and Finance
- Corporate Partners and Fundraising
- Community Partners.

The directions are broad and offer a framework for the measurable goals and objectives in the annual action plan.



### 01 Raise profile of United Way Glenelg

Strengthening our internal and external communications. It is essential to keep our stakeholders informed of, and engaged with, the important work we are doing. We will continue to strengthen relationships with, and maintain the confidence of, our members, donors, community partners and volunteers so that United Way Glenelg becomes the charitable organisation of choice in the Glenelg Shire region.

#### We commit to:

- Continuing to strengthen partnerships through ongoing, open transparent communication, which builds trust and accountability.
- Developing compelling messaging to increase public awareness and build support for the role of United Way Glenelg. Finding innovative ways of telling our story and the stories of those impacted by our investments to reach new audiences.
- Increasing visibility by engaging the community through ongoing communication that reaches all parts of the Glenelg Shire region (events, functions, media etc).
- Creating an annual Strategic Communications Plan to support the organisation's communication goals and objectives.
- Providing a variety of opportunities for the community to engage and learn about the work United Way Glenelg does.

### 02 Enhance Fundraising Capacity

Creating an environment where the entire community has compelling opportunities to support our work in authentic and meaningful ways. We strive to have more funding available in each year for investment in our community.

#### We commit to:

- Exploring innovative ways to fundraise effectively and efficiently.
- Nurturing meaningful relationships with our donors, volunteers and community partners, thereby earning their support.
- Continuing to lead and inspire, thereby encouraging donations.
- Ensuring the organisation has the required resources, leadership focus and capacity to meet its fundraising goals and targets.

### 03 Recognisable & Relevant Impact

Our community partnerships are our greatest strength. Allocating resources to our Community Partners to provide high-quality programs and services is our greatest impact. We intend to build and nurture our community partnerships to address the priorities in our community. We are committed to our three building blocks of health, education and income with the impact across all ages.

#### We commit to:

- Refining the funding application and reporting processes to ensure they remain thoughtful, efficient, transparent and create positive impact for the community.
- Exploring community investment guidelines and funding models.
- Evaluating impacts of current philanthropic activities.
- Continuing to build trust with stakeholders and nurturing community partnerships through ongoing engagement processes.
- Demonstrating the impact of our work.

### 04 Optimise Organisation Capacity

Optimising our capacity to sustain high standards of transparency and accountability to our community. We will explore ways to enhance effectiveness, efficiency, and sustainability in our operations.

#### We commit to:

- Measuring the work of United Way Glenelg to ensure alignment with mission and vision statements.
- Maintaining a rigorous approach to governance practices.
- Reviewing and strengthening the United Way Glenelg Board capacity
- Recruiting new members to the Board to ensure a mix of skills, experience and depth of knowledge to meet future challenges and opportunities.