

2017-2020 STRATEGIC PLAN



LIVE UNITED



United Way
of Lancaster County



MISSION:

Mobilize the caring power of our community to achieve impactful, systemic social change within our community.

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United Way
of Lancaster County



GUIDING PRINCIPLES:



- Committed to achieving systemic social change within our County.
- Committed to achieving success through collaboration and intentional partnerships.
- Committed to demonstrating success through fact-based measurement.



VISION:

Accomplish our Four

BOLD
GOALS

BY 2025





1

100% of our children will enter kindergarten ready to learn.



2

100% of students and adults will have post-secondary credentials.



3

Decrease individuals and families living in poverty by 50%.



4

100% of individuals, children, and families will have a medical home.



STRATEGIC PRIORITIES:

- Secure the funding and necessary resources to accomplish the Four Bold Goals.
- Be a catalyst for systemic change within our County.
- Position United Way of Lancaster County as a highly collaborative, partner-centric organization.
- Design and implement a 21st century culture and organizational structure to support United Way of Lancaster County's mission and vision.
- Design and implement a long-term Systemic Social Change Model Framework.



SYSTEMIC CHANGE DEFINED:

Systemic change means identifying all factors that influence a current situation, aligning these factors into a positive flow and eliminating any barriers to success. Contrast this with piecemeal change which merely adjusts conditions.

Systemic change is bold. Expansive. Inclusive. It involves new thinking, more people and organizations at the table, and courageous dreamers who refuse to accept the status quo.



LONG-TERM STRATEGIC BLUEPRINT SUCCESS INDICATORS:

- United Way of Lancaster County is recognized as the agent of systemic social change within the County.
- United Way of Lancaster County is recognized as a highly collaborative organization, prized for its energetic and open-minded partnerships.
- Critical milestones for each Bold Goal have been accomplished.
- United Way of Lancaster County has earned the reputation it desires.



UNITED WAY OF LANCASTER COUNTY

WHAT WE VALUE:

Collaboration
Compassion
Empowerment
Innovation
Integrity
Respect





LIVING OUR VALUES:

Collaboration –

We will work together with others toward a common goal.

Compassion –

We will treat everyone with decency and empathy.

Empowerment –

We will use our collective knowledge, skill, confidence and authority to be an agent for change.



Innovation –

We will take action to create ideas and execute them.

Integrity –

We will honor our commitments and own our actions.

Respect –

We will appreciate diverse perspectives; treat all ideas as valuable; have honest, open dialogue; and provide opportunities for all to give input.



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