



United Way
of Muscatine

GIVE. ADVOCATE. VOLUNTEER.

119 W. Mississippi Drive • Muscatine, IA 52761 • 563-263-5963 • www.unitedwaymuscatine.org

Mission

The Mission of United Way of Muscatine is to strengthen the collective capacity of the people of the Greater Muscatine area to care for one another



An organization of choice for leading positive social change across our region, United Way of Muscatine is worthy of individual volunteer involvement, organizational partnership, and financial investment.



Vision

United Way of Muscatine will provide focused, strategic and responsive leadership to address the health and human service needs of the Greater Muscatine area. We will achieve this by:

- Building strong relationships with all stakeholders through caring and inclusiveness
- Understanding and anticipating community needs
- Connecting donors and volunteers to the needs of the community
- Linking those in need to the services within the community
- Energizing and enriching the capabilities of health and human service providers
- Ensuring adequate funding and operating efficiently to achieve our mission



Values

United Way of Muscatine recognizes that relationships are central to all our work and interactions; We value:

- | | |
|-----------------|-----------------|
| Accountability | Respectfulness |
| Resourcefulness | Creativity |
| Compassion | Openness |
| Responsiveness | Trustworthiness |
| Collaboration | Inclusiveness |
| Integrity | |

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Strategies

1 BUILDING STRONG RELATIONSHIPS WITH STAKEHOLDERS THROUGH ACTIONS AND BEHAVIORS CONSISTENT WITH OUR VALUES

- Educate local agencies on their contribution to the overall social service delivery system.
- Collaborate with other leaders and organizations to identify changing trends and emerging social needs and to prioritize strategies.
- Build strong volunteer and intern programs to help carry out our mission.
- Conduct the day-to-day business of UWM in a socially conscious manner.
- Create a positive, open and inclusive environment within which people are connected with opportunities to serve.
- Develop and implement relationship-building plans.
- Create a learning work environment, by providing opportunities for staff and volunteers to develop core competencies.

2 UNDERSTANDING AND ANTICIPATING COMMUNITY NEEDS

- Extract information and data from local agencies.
- Collect formal and informal trending information.
- Utilize and update data and information to plan for future needs.
- Recognize the complexity of social systems and orient our work to meet current needs.
- Identify community indicators tied to key priorities in conjunction with our stakeholders.
- Utilize the power of connection at the community and neighborhood levels.
- Encourage wisdom in interpretation and application of research-based information.

3 CONNECTING DONORS AND VOLUNTEERS TO THE NEEDS OF THE COMMUNITY

- Create and implement external communication plan to present information/data collected to the general public and targeted populations.
- Report on short and long term outcomes measured annually.
- Utilize technologies to broaden reach and enhance ability to engage key audiences in a timely manner.
- Provide people with the skills they need for effective community organizing and advocacy.
- Hold forums, workshops, and community gatherings to raise awareness and support of initiatives.

4 LINKING THOSE IN NEED TO THE SERVICES WITHIN THE COMMUNITY

- Provide information and referral to social services through LINC'S (Local Information -n- Community Services).
- Direct customers to appropriate social services.
- Follow-up with client/customer and the organizations on referrals made.
- Mobilize key community resources.

5 ENERGIZING AND ENRICHING THE CAPABILITIES OF HEALTH AND HUMAN SERVICE PROVIDERS

- Encourage creation of return on investment measures to strengthen case for change.
- Serve as a central resource on current and emerging social trends relevant to Muscatine community and community partners.
- Strengthen capacity building through grants and learning opportunities.
- Conduct workshops to educate providers on outcome measurements.
- LINC'S will maintain a database of services for service providers to access when needing assistance for clients.



6 PROMOTE AWARENESS OF UWM MISSION & INCREASE INVOLVEMENT

- Build upon the strength of the United Way brand and system.
- Continue internal communication plan to ensure integration and motivation of staff, volunteers, and key partners.
- Develop a plan to communicate a consistent positive image to the general public and targeted populations.
- Develop materials to communicate our message and inspire involvement in the organization.

7 ENSURING ADEQUATE FUNDING AND OPERATING EFFICIENTLY TO ACHIEVE OUR MISSION

- Develop annual business plans/budgets to carry out priorities of the Strategic Plan.
- Review business plans quarterly to track progress against identified measures.
- Solicit volunteer and broader community input on UWM efforts.
- Explore opportunities to increase efficiency of our efforts and ensure wise stewardship of resources in our care.
- Review and evaluate strategic plan progress annually.
- Initiate internal communication plan to ensure integration and encourage motivation of staff, volunteers and key partners.

