

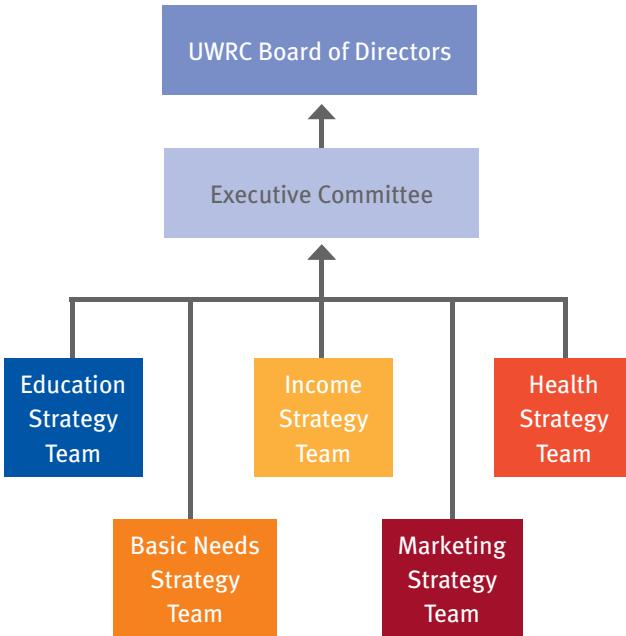
STRATEGIC PLANNING STRATEGY TEAMS

 **45+** volunteers

 **6+** months

 **1,000+** hours

United Way relies on the expertise and dedication of a diverse team of local volunteers to make difficult investment decisions. In November of 2015, United Way completed an eight-month in-depth analysis that convened strategy teams consisting of board members, knowledgeable volunteers, community experts, and staff to guide the organization during this transitional process. These teams completed research (including analyzing United Ways of similar size/demographics), developed strategies in each respective focus area, created marketing tactics, identified evaluation methods, reviewed current community efforts as a measure to avoid duplication, and made final recommendations to the United Way board.



VOLUNTEERS

Education	Income	Health	Basic Needs	Marketing
Pat Hoffman, Chair	Nancy Anderson, Chair	Pat Bohon, Chair	MaryBeth Kallio	Kelli Stein, Chair
Dominic Cariello	Tracie Feest	Chelsie Deaton	Milous Adams	Marisol Beauford
Kathy Dunkerson	Joe Heck	Ethel Gates	Nancy Anderson	Mary Black
Fawn Funderburg	Gary Hovan	Alicia Gollaz	Steve McLaughlin	Amanda Bulgrin
Eric Gallien	Jean Jacobson	Jackie Hartley	Teresa Reinders	Ali Haigh
Stan Manning	Mark Mundl	MaryBeth Kallio	Leslie Wninger	Angela Kennow
Kerry Milkie	Hope Otto	Paul Mason		Joanee Meyerhofer
Jessica Safransky	Kimberly Payne	Vanessa Abejuela-Matt		
Schacht		Kevin McCabe		
John Siegert	Ashley Staek	Jose Pimienta		
Stephanie Sklba	Kim Stulo	Leslie Wninger		
Christopher Thompson	Linda Ziegler			
Kirstin Yeado				



RACINE COUNTY UNITED: 2025



For more than 90 years, United Way of Racine County has been a part of the Racine community. Traditionally known as a “fundraising organization,” United Way has historically worked with local companies and individuals to raise funds for distribution to local programs. Although the traditional model has served the community well, changes in the nature of community challenges, technology, demographics of donors, and giving trends indicate that it’s time for a fundamental change. Over the last three years, United Way has worked with hundreds of volunteers from all walks of life to develop a strategic plan, and through that process, United Way has announced it is transitioning its focus to **BUILDING AN EDUCATED WORKFORCE**.

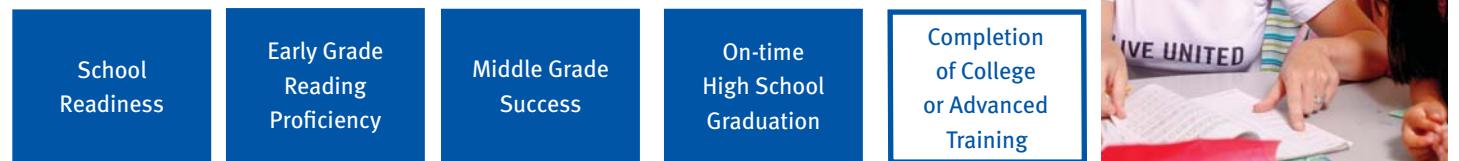
IMPACT STRATEGY RECOMMENDATIONS: EDUCATION



IMPACT GOAL: Students graduate high school with the knowledge, skills and motivation to succeed in college, vocational training or career.

MEASUREMENT: By 2025, 75% of students graduate and enroll in college, secure employment, or plan to join job training or the military.

United Way Worldwide has identified five key areas of focus in education. The boxes shaded below represent the areas where United Way of Racine County will focus.



Strategy 1: Prioritize Early Childhood Literacy (0-8 years old)

- Expand Imagination Library countywide
- Expand Schools of Hope (including west of I-94)
- Launch Community Schools pilot
- Fund home visitation and community school programs
- Promote 4K community-wide to help expand enrollment

Strategy 2: Address Middle Grade Success (Grades 4-8)

- Focus YAR on middle school
- Fund programs for services for grades 4-8
- Create a Middle Grade Task Force to identify barriers and activities that would motivate kids to participate

Strategy 3: Address High School Success (Grades 9-12+)

- Fund programs that support college/career readiness, student success and community engagement



“I believe United Way’s transition is important for the future of our community. There is no doubt that the long-term sustainability of Racine County is contingent on the employability of its workforce. It is critically important to support the focus of United Way so that businesses, like InSinkErator, can continue to find individuals in the area with the right skills for work.”

—Tim Ferry, 2015 campaign chair

IMPACT STRATEGY RECOMMENDATIONS: INCOME



IMPACT GOAL: Individuals and families achieve self-sufficiency to support future advancement.

MEASUREMENT: By 2025, increase number of financially stable Racine County residents by 2,000 individuals.



United Way Worldwide has identified five key areas of focus in income. The boxes shaded below represent the areas where United Way of Racine County will focus.



Strategy 1: Prioritize Self-sufficiency

- Incorporate financial stability services into Community Schools
- Develop a model to assist the population that are not AFA ready
- Expand VITA (Volunteer Income Tax Assistance)
- Fund programs that support middle school and high school financial literacy training
- Fund programs that address gaps in financial stability

Strategy 2: Address Savings and Assets

- Fund programs that promote and encourage the community to be “banked”
- Fund programs that provide training for financial literacy and modern technology

IMPACT STRATEGY RECOMMENDATIONS: HEALTH



IMPACT GOAL: Increase the number of Racine County residents who participate in quality physical and mental health practices.

MEASUREMENT: Racine County will see a reduction of at least 20% in unhealthy behaviors and poor mental health days.



United Way Worldwide has identified five key areas of focus in health. The boxes shaded below represent the areas where United Way of Racine County will focus.



Strategy 1: Prioritize Obesity and Wellness

- Fund programs that incorporate wellness into Community School programming
- Include a wellness component in financial stability programs
- Fund obesity programming for children and adults

Strategy 2: Prioritize Mental Illness and Substance Abuse Prevention/Treatment

- Fund programs that provide school-based mental health services as part of Community Schools
- Include a mental health component in financial stability programs
- Continue to fund counseling programs for individuals and families
- Continue work with partners in marketing and engagement to end the stigma around mental illness