

UNITED WAY SUNCOAST 2021-2024 Strategic Plan Snapshot

HEADWINDS WE ARE FACING:

- Impact of COVID-19
- Learning loss endured by all school children
- Declining traditional donor bases
- Increased competition among non-profits
- Rising complexity in human services sector
- Continuation of structural racism

TAILWINDS WE ARE RIDING:

- Instituting a "Quest for Equity"
- Embracing the "Digitalized World"
- Engaging a new "Culture of Giving"
- Promoting collaborative philanthropy
- Capturing the hearts and minds of "Youth Ascending"

Our Vision...

A community united to create better opportunities for all.



Our Mission...

To provide leadership that improves lives and creates lasting community change by mobilizing the caring people of our communities to give, advocate, and volunteer. United Way Suncoast fights for the education and financial stability of every person in the communities we serve.

How We Will Deliver Transformative Impact

Elevate and Enhance Our Current Work

Priority Impact Areas:

- Early Learning
- Youth Success
- Financial Stability
- Support Services

Lift Up and Deepen our Community Partner Role

- Capacity building of nonprofit sector
 - Data for Impact Center
- Address navigation of human service sector
 - Public Policy Advocacy
 - Lived-Experience Advisory Council
- Multi-year funding and new funding streams for strategic community partners

Engage Volunteers and Donors

- Reimagine Workplace Campaigns
 - Innovate ways of Connecting with Volunteers
- Accelerate Reaching Directly to New Supporters
- Enhance and deepen relationships with donors

