**UNITED WAY OF YELLOWSTONE COUNTY**

**2021 - 2024 Strategic Initiatives**

**MISSION**
We provide leadership to effectively mobilize people and financial & strategic resources to improve people's lives by mobilizing the caring power of the community.

**VISION**
United Way of Yellowstone County is the primary community-building organization in South Central Montana. We identify and address the community’s priority needs and provide solutions that achieve measurable results and sustained community change.

**ACTION STRATEGIES**
- Disaster Preparedness
- Community & Volunteer Engagement
- Coalition Building & Support
- UWYC Led Programs
- Grant Funding to Local Non-Profits
- LIVE UNITED

**FOCUS AREAS**
- SCHOOL READINESS
- SCHOOL SUCCESS
- CRISIS STABILIZATION
- SENIOR INDEPENDENCE

**PATHWAYS**

- **Engagement**
  Build relationships, drive impact, generate revenue, creating a modern United Way volunteer journey.

- **Community Impact**
  Identify and address community needs through grant funding, programs, and coalitions.

- **Operations & Capacity**
  Take care of UWYC’s people and grow the organization’s internal infrastructure and capacity.

- **Resource Development**
  Increase financial sustainability & storytelling.

**VALUES**
- **SERVICE-ORIENTED**
  We listen, respond, and experience joy in serving our community.

- **TRANSPARENCY**
  We practice clarity and honesty in our communications, relationships, and actions.

- **INTEGRITY**
  We are true to our mission and accept responsibility for our activities and decisions.

- **RESPECT**
  We embrace humanity and the community, and value diverse experiences and perspectives.