

**BECAUSE
OF YOU**

JAVION FOUND HOPE
THROUGH READING
www.tauw.org/javion

STRATEGIC PLAN 2020

LIVE UNITED



Tulsa Area United Way

BECAUSE OF YOU

GARY IS HARD AT WORK

www.fauw.org/gary





BECAUSE OF YOU

LUCKY FOUND
A SAFE PLACE
www.tauw.org/lucky

WE BELIEVE

everyone deserves a quality education for success in life.

WE BELIEVE

every family should be able to earn an adequate income to sustain their lives, regardless of the economic climate of the country.

WE BELIEVE

everyone deserves to live in a safe environment with access to health care and support that leads to a healthy lifestyle while avoiding risky behavior.

THESE CORE BELIEFS served as a guiding force in the development of the Tulsa Area United Way's 2020 Strategic Plan.

Along with our Core Values, Vision, and Mission (see next page), these beliefs form the basis of our three Building Blocks for a better life – Education, Financial Stability, and Health/Safety.

The five Key Drivers in this Strategic Plan serve as its engine, and are powered by YOU – community leaders, volunteers and contributors.

With your help, we will realize these goals and provide the platform from which every person and family can achieve their full potential.

This is what it means to **LIVE UNITED.**

WE BELIEVE

CORE VALUES



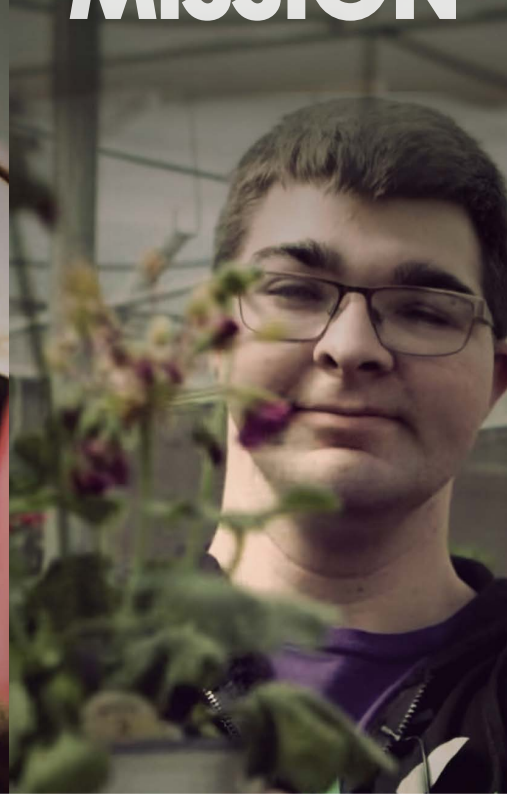
We LIVE UNITED
by
Strengthening our community
Serving as exceptional stewards
Achieving excellence
Reflecting the diversity of our
community
Advocating respect for all

VISION



The Tulsa Area United Way
envisions a community where all
individuals and families achieve
their full human potential.

MISSION



The Tulsa Area United Way
unites people and resources to
improve lives and build a stronger
community.



1

COMMUNITY IMPACT

Identify, initiate, and advance shared community goals



2

REVENUE GROWTH

Grow revenue to fund complex and diverse community needs



3

DATA INSIGHT

Enhance data insight to demonstrate impact and drive community investment decisions



4

DONOR AND VOLUNTEER ENGAGEMENT

Build and elevate relationships and meaningful opportunities for individuals to give, advocate, and volunteer



5

HIGH PERFORMANCE ORGANIZATION

Continue to cultivate a high performance organization

KEY DRIVERS





COMMUNITY IMPACT

Identify, initiate, and advance shared community goals

2017

2018

2019

GOAL

Support the community goal of increasing 3rd Grade Reading by 10%





REVENUE GROWTH

Grow revenue to fund complex and diverse community needs

2017

GOAL

Meet or exceed 2017 campaign goal within approved operating budget

2018

2019

GOAL



3

DATA INSIGHT

Enhance data insight to demonstrate impact and drive community investment decisions

2017

GOAL

Implement data warehouse analysis and visualization project for Community Investments

2018

2019

4

DONOR AND VOLUNTEER ENGAGEMENT

Build and elevate relationships and meaningful opportunities for individuals to give, advocate, and volunteer

2017

GOAL

Grow affinity group memberships (WLC/ELS/ADT/LUN) by 7.5%

GOAL

2018

2019



5

HIGH PERFORMANCE ORGANIZATION

Continue to cultivate a high performance organization

2017

GOAL Full achievement of Non-profit Standards of Excellence

GOAL Develop and implement a Leadership Succession Plan

GOAL Redesign Community Investments department work flow, staffing and processes

2018

2019



BECAUSE OF YOU

THE JENNINGS CAN LAUGH AGAIN

www.fauw.org/theJennings



BECAUSE OF YOU

LISA HAS OVERCOME SOME
OF LIFE'S TOUGHEST CHALLENGES

www.tauw.org/lisa

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LIVE UNITED



Tulsa Area United Way