

Strategic Planning 2009-2012

Mission To improve lives and build community by engaging individuals and mobilizing collective action

Our Strategic Plan is built upon the four standards of excellence identified from the SOE Retreat held in April of 2008

- Know Your Community
- Learn and Share
- Commit to People
- Govern Effectively

Goal: To work in collaboration with others to build community capacity that addresses current and emerging social issues in the Thompson Nicola Cariboo Region

To do this we have three strategic objectives

- Regional Development of Thompson Nicola Cariboo United Way
- Development of our Leadership Role
- Building relationships and partnerships that will help build a framework for sustainability

Strategic Direction #1 – Regional Development of TNCUW

Build organizational non profit and community capacity to identify and address current and emerging issues in the Thompson Nicola Cariboo communities

1. Establish Community Investment Committees in Williams Lake, 100 Mile and Logan Lake /Ashcroft whose responsibilities are to champion resource development, identify capacity building and funding priorities, and implement a community process for investing resources raised in their communities. **3.1 Link Resource Development to Impact**
2. Support the leadership role of the Community Investment Committees to gather information and research locally to develop a community investment plan that explores capacity and funding needs to meet community needs **1.1 Know Your Community**
3. Increase Campaign revenue by resources strategically in the Cariboo Region to increase funds raised for the north and south Cariboo, building on new partnerships with Labour, Business and the non profit sector locally. **3.3 Raise Resources Strategically**
4. To develop a Community Investment Committee in the North Thompson and explore representation at the Board level from this region. **3.1 Link Resource Development to Impact**

Strategic Direction #2 - Development of United Way's Leadership Role

1. Seek new partnerships in the community to develop our ability to understand social issues and respond to them with resources and capacity building opportunities **1.2 Engage the Community**
2. Develop a relationship with Thompson Rivers University to access knowledge and explore a community research partnership **1.1 Know the Community**
3. Build our capacity to understand and measure community outcomes **2.2 Develop and Invest in Community Outcomes, Strategies and Plans**
4. Establish an advocacy committee within the Board which collaborates with UWCC at a national level and contributes locally **1.5 Build Collaborations**
5. Further define the focus of our community impact work building on the brand framework strategy being developed with UWCC **2.2 Learn and Share**
6. Explore corporate partnership for Success By 6 and increase profile of Success by 6 and UW role in Kamloops **1.4 Build and Sustain Effective Relationships**
7. In collaboration with others identify and develop a role for a United Way engaging and working with youth **1.5 Build Collaborations**
8. Continue to commit resources and support to Access Kamloops and other initiatives that enhance our leadership role in connecting people to resources **1.5 Build Collaborations**
9. Provide training opportunities for staff, board and community partners as part of our own learning strategy **4.3 Commit to People**

Strategic Direction #3 – Succession and Sustainability

1. Develop and enhance relationships and partnerships that will plan for succession and provide sustainability with business, labour and the voluntary sector **1.4 Build and Sustain Effective Relationships**
2. Review and develop a policy on Governance that addresses a Community Impact United Way and amend constitution and by laws as appropriate. **Govern Effectively**
3. Through the governance committee monitor organizational culture and satisfaction from volunteers and staff **4.3 Commit to People**
4. Review and Develop Human Resources and Organizational policies and procedures that address our current organization **4.3 Commit to People**
5. Through increased campaign revenues and alternate revenue sources provide opportunities for growth of the organization and ability to build local capacity **3.3 Raise Resources Strategically**
6. Invest resources for second resource development staff to meeting growing demands of resource development and allows for succession planning **3.3 Raise Resources Strategically**
7. Formalize partnership with Labour through hiring of a Labour Coordinator and developing a labour program in the Thompson Nicola Cariboo **1.4 Build and Sustain Effective Relationships**