

STRATEGIC PLAN 2017-2020

OUR MISSION: The United Way of Cleveland County helps people by uniting resources and programs to responsibly meet the needs of our community.

CAMPAIGN LEADERSHIP

GOAL I: Maintain and enhance the United Way of Cleveland County's nationally recognized leadership position.

- a. Increase per capita giving annually by 2%.
- b. Increase the number of employee campaigns by 4 (5%) by 2020.
- c. Increase the involvement of the Vice President of Finance and the Community Impact Associate in employee campaigns by assigning 25% of campaigns to these two positions.

FINANCIAL ACCOUNTABILITY

GOAL II: Ensure financial accountability, transparency and integrity.

- a. Each year, receive an unqualified audit from a reputable and qualified C.P.A
- b. Eliminate a draw on Reserves resulting in a balanced budget by June 30, 2020.
- c. Reduce United Way of Cleveland County's Overhead Percentage from 13.6% to 12.5%.

RESPONSIBLE STEWARDSHIP

GOAL III: Provide responsible stewardship of donor contributions in support of local needs.

- a. Establish maximum campaign allocation percentages to ensure no single agency receives an inequitable share of funds raised by 2020.
- b. Utilize the Fund Distribution application to ensure that agencies are meeting 80% of set goals every year.
- c. Increase by two, annually, the number of agencies that include the United Way logo on their marketing materials.