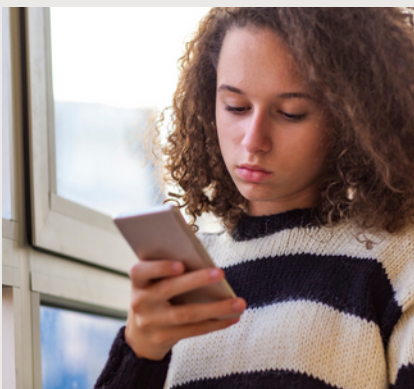




**United Way
Centraide**
Simcoe Muskoka



***YOUR COMMUNITY,
YOUR UNITED WAY***



**UNITED WAY SIMCOE MUSKOKA
STRATEGIC PLAN 2023-2026**

Mission

To improve lives and build communities by leveraging collective resources and mobilizing collective action to achieve the greatest impact.

Vision

Everyone in every community has the opportunity to reach their full potential.

Values

- Demonstrate integrity, respect, inclusivity, and transparency
- Engage in innovation and collective action
- Reflect diversity
- Foster and cultivate volunteerism
- Serve the best interest of our communities

Background

As a member of a [federation of United Ways](#) across Canada, United Way Simcoe Muskoka is an independent charity governed by a local [Board of Directors](#). United Ways across Canada are committed to the following priorities:

Transitioning people from poverty to possibility

Inspiring kids to be all that they can be

Advocating for healthy people and strong communities

United Way Simcoe Muskoka provides strategic funding to other not-for-profit agencies through our locally focused [Community Collaboratives](#) and by administering [government programs](#). United Way Simcoe Muskoka also provides direct funding to individuals living in low-income households through our [Urgent Needs Fund](#) and by administering the [Low-Income Energy Assistance Program](#) on behalf of our utility partners. Our Community Collaborative Projects and Urgent Needs Fund are both funded through local donations; the administration of government projects and the Low-Income Energy Assistance Program align with the United Way's charitable purpose and subsidize administrative overheads to maximize the impact of our donors' dollars. Grant applications for Community Collaboratives and Federal Initiatives are reviewed by volunteer-led committees who then make funding recommendations to United Way Simcoe Muskoka's Board of Directors.

YOUR COMMUNITY, YOUR UNITED WAY 2023-2026 STRATEGIC PLAN:

Strategic Planning Process

A wide range of stakeholders (including staff, board members, community partners, and donors) were engaged through an ad hoc strategic planning committee, online surveys, and focused workshops. Through this process, four strategic themes were identified along with corresponding deliverables to support these areas of focus. **YOUR Community, YOUR United Way Strategic Plan** was approved and adopted by United Way Simcoe Muskoka Board of Directors in Spring 2023.

"It's rare to be able to say that a Strategic Planning process is enjoyable, but having the privilege to engage in this process was not only a joy, but a key learning opportunity and capacity building exercise. What an honour to be able to come together with people from diverse backgrounds and perspectives to digest the feedback from all stakeholders and create a path forward that will ensure United Way's continued success as a key leader in the larger community, region and on the national front."

*-Emily McIntosh, Executive Director
CONTACT Community Services*



Strategic Themes

Through our consultation process, the following four strategic themes were identified as areas of focus for your United Way over the next three years in service to its charitable mission:

- **Build capacity** to meet the needs of the community
- **Increase awareness** of United Way Simcoe Muskoka's impact on the communities we serve
- Strengthen communities through strategic **funding and partnership** opportunities
- Affect long-term systemic change through **advocacy and education**.

By strengthening YOUR United Way, together we will strengthen OUR community!

STRATEGIC THEME #1:

BUILD CAPACITY TO MEET THE NEEDS OF THE COMMUNITY



a. United Way Simcoe Muskoka has the funds and human capital to meet the needs of the communities we serve

- We will align internal resources to recruit/retain staff and volunteers to meet community investment goals
- We will grow philanthropic revenues to support increased community investment goals

b. United Way Simcoe Muskoka seeks new opportunities to build partnerships with the public/private sector to increase its capacity

- We will develop new partnerships to fundraise in collaboration with other organizations to maximize the impact of our philanthropy program
- We will grow our social enterprise with a focus on attracting local partners, and secure new government-funded opportunities that support our charitable mission

"Core to our success is ensuring that our internal resources are structured to maximize our impacts in the community for those most vulnerable."

*-Shannon Scott, Vice-Chair
United Way Simcoe Muskoka*



STRATEGIC THEME #2:

INCREASE AWARENESS OF UNITED WAY SIMCOE MUSKOKA'S IMPACT ON THE COMMUNITIES WE SERVE



a. The public has a clear understanding of how United Way Simcoe Muskoka supports communities across our region

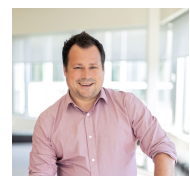
- We will increase awareness of United Way Simcoe Muskoka's impact as a charity through targeted investment in traditional and social media channels
- We will amplify the work of others and share the stories of those with lived/living experience in our community

b. Donors, volunteers, & community stakeholders feel engaged, aligned, and invested in the work of United Way Simcoe Muskoka

- We will create meaningful opportunities for our stakeholders to support the work of their United Way
- We will engage the next generation of United Way supporters

"We have an incredible opportunity to tell our story more broadly, and an obligation to share the stories of those we are supporting."

*-Brian Shelley, Chief Executive & Philanthropy Officer
United Way Simcoe Muskoka*



STRATEGIC THEME #3:

STRENGTHEN COMMUNITIES THROUGH STRATEGIC FUNDING AND PARTNERSHIP OPPORTUNITIES



a. United Way Simcoe Muskoka supports projects that align with organizational priorities

- We will expand our reach by supporting partner agencies we have not traditionally worked with
- We will focus community investments on projects that create long-term change

b. United Way Simcoe Muskoka is a proactive and supportive partner

- We will work with partners, including government agencies, to identify funding and service gaps in our community
- We will develop and implement a strategy for increasing engagement with individuals with lived/living experience

"A dedicated focus on working together and building stronger partnerships is essential to drive even greater impact."

*-Sharon McCormick, Chief Administrative Officer
United Way Simcoe Muskoka*



STRATEGIC THEME #4:

AFFECT LONG-TERM SYSTEMIC CHANGE THROUGH ADVOCACY AND EDUCATION



a. United Way Simcoe Muskoka advocates for public policy that addresses poverty reduction & social inclusion strategies

- We will collaborate with national and regional associations to align advocacy priorities with a collective voice
- We will focus our own advocacy efforts on promoting "net living income" as a key to healthy communities

b. United Way Simcoe Muskoka supports efforts to reduce stigma related to poverty, addiction, and mental health

- We will actively participate in challenging community conversations related to poverty and social inclusion
- We will engage people with lived/living experience in a meaningful way to support our advocacy efforts

"We will advocate for the communities we serve and address the stigmas faced by those coping with poverty, mental health and addiction."

*-David White, Board Chair
United Way Simcoe Muskoka*



“ It was a pleasure to be invited to participate in a process that would shape the future direction of United Way Simcoe Muskoka with the development of this strategic plan. As a community impact recipient, I am thankful for the input I was able to provide and look forward to the accomplishments ahead.”

*-Michelle Bergin, Executive Director
Catholic Family Services of Simcoe County*



THANK YOU

With gratitude we would like to thank everyone who provided input into the development of the YOUR Community, YOUR United Way strategic plan. We would like to acknowledge the commitment and leadership of our ad-hoc strategic planning committee:

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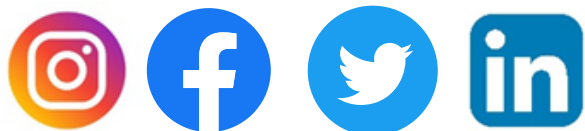
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David White
Board Chair
United Way Simcoe Muskoka

STAY CONNECTED

To stay informed and learn more about how your United Way is delivering on its strategic plan, please follow us through our social media channels:



www.uwsimcoemuskoka.ca

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