

United Way of Kandiyohi County Strategic Plan 2008-2012

Mission

United Way of Kandiyohi County is a non-profit human service agency that works to improve people's lives by mobilizing the caring power of Kandiyohi County.

Vision

We will build a stronger community by being the guiding force for human services. We will improve the quality of life in our communities through collaboration with non-profits agencies, government, businesses, and individuals.

To do this we will:

- energize and inspire people to give back and benefit our community.
- focus on meeting basic needs, continue prevention and development programs, and create lasting community change for individuals and families in Kandiyohi County.
- bring together people from all across the community-people from government, business, faith groups, nonprofits, and individuals to take a strategic approach in improving lives and strengthening our community.
- use collective action to leverage resources which will bring positive, lasting change, right here in Kandiyohi County.

2008-2012

Early Childhood

Goal: To have 80% of Kandiyohi County's children ready for Kindergarten by 2012.

Strategies: **Address Basic needs:** Health and Nutrition, English Language Learning, Access to Resources

Support Learning opportunities 0-6: Childcare/pre-school, parents and caregivers.

Promote community progress towards children's readiness for school: measure results, create awareness and convene partners.

Actions: **Address Basic needs:**

Growmobile (pilot summer 2008, permanent May 2009) that provides a mobile preschool to children in hard to reach neighborhoods and immigrant families.

Provide weekend food packs for children in poverty.

Provide curriculum to licensed and family friend neighbor care that prepares kids for kindergarten.

Support Learning Opportunities 0-5:

Provide pre-school screening backpacks to all families at pre-school screening full of early learning supplies for parents to use with child (i.e. scissors, book, flashcards etc) and to encourage those who don't attend pre-school screening to attend (fall 2008).

Launch county-wide Born Learning campaign (winter 2009) to encourage parents/caregivers to teach children in everyday activities.

Promote Imagination Library and target children in hard to reach neighborhoods.

Start and implement a Quality Childcare Rating system that rates childcare facilities that have curriculum for kindergarten readiness.

Promote Community Progress towards children's readiness for school:

Provide funding for P-4 tests in all county schools to test Kindergartners in the fall to assess readiness.

Convene partners through Empower: Women United in Philanthropy.

Create awareness around the importance of early learning using media outlets and sponsoring community trainings.

2008-2012 (cont.)

Financial Stability

- Goal:** To increase the financial stability of individuals and families in Kandiyohi County that are living below poverty to 200% of poverty (Federal Poverty Guidelines equals an annual income of \$20,650 for a family of four).
- Partners:** Heartland, LSS Financial, bankers, EDC, Investors, mortgage bankers, JOTS, media, public school system, Ridgewater, accountants
- Strategies:** Develop Asset Coalition with partners in Spring 2009
Income Management
Build Savings
Gain and Sustain Assets
- Actions:** Income Management
EITC promotion: have 95% of eligible families claim EITC
Work with families to reduce debt and increase credit rating
Support household budget education
Increase awareness and access to work-support programs.
Support life-long learning to obtain GED & advanced degrees
- Build Savings:**
Savings Campaign
Split tax refund for savings
- Gain and Sustain Assets:**
IDA accounts for education, housing, business opportunity
Match EITC to go for education, housing, business opp.

(Specific goals and measurement tools will develop when asset coalition convenes and has focus groups.)

2008-2012 (cont.)

English Language Barriers/Solutions

- Goal:** Identify the barriers and possible solutions that English Language Learners have in our community.
- Partners:** Willmar Area Multicultural Market, West Central Integration Collaborative, Jennie O Turkey Store, Willmar Community Ed and Recreation Adult Basic Ed, law enforcement, medical community, public school officials, Heartland, Kandiyohi County Family Services, Kandiyohi County Public Health, Ridgewater, public library.
- Strategies:** Convene group of community leaders to hold focus groups in our community.
- Actions:** Hold multiple focus groups with new immigrants to identify barriers
Meet with law enforcement and medical community to identify barriers
Brainstorm solutions to barriers
Meet with educators to assess services and determine if need is greater than services available.

Regional Leader by 2015

- Goal:** Position UWKC to be a regional leader by 2015 in creating lasting change in West Central Minnesota
- Strategies:** Form task force to look at expanding service area beyond Kandiyohi County
- Actions:** Review live/work pattern of surrounding counties
Look at United Way America assigned zip codes and surrounding Local United Way service area
Assess need in neighboring communities
Assess resource development in neighboring communities
Develop implementation strategies
Recommend to Board by November 2008 if UWKC should expand territory.
Have plan to implement expansion (if approved) by June 2009.

2008-2012 (cont.)

Resource Development

Goal: Have total revenue for UWKC at \$1,300,000 by 2015.

Strategies: Community Campaign at \$700,000

Gift-In-Kind at \$300,000

Market Segments at \$200,000 (Empower, Young Leaders etc)

Grants at \$100,000.

Accurate data tracking and financial management.

Actions: Community Campaign at \$700,000

Analyze Resource Development staff to determine if staffing level is adequate.

Evaluate Pillar Club minimum

Target 5 new businesses per campaign to become Pacesetter business.

Meet with all donors that give > \$2,500 per campaign annually to retain 95% of donors living in area

Meet with 75% of Pacesetter CEO's annually to retain 95% of company's support.

Gift-in-Kind at \$300K

Continue partnership with WAFS

Continue membership to GIK international and look for addition opportunities to bring in product.

Market Segments at \$200,000 (Empower, Young Leaders etc)

Recruit new Empower Members annually, increase membership by 25% each year.

Start Young Leaders group focused on volunteering. (2010)

Grants at \$100,000.

Continue to seek funding from local and national foundations.

Analyze if grant-writer on staff is a good use of personnel dollars.

Accurate data tracking and financial management.

Analyze staff hours dedicated to donation and financial tracking.

Analyze system to see if appropriate system.

Look into outsourcing data/financial management.

Look into systems to be a resource to other Local United Way to manage their data/finances.