

# B

## **Become**

*What's our future state?*

Relevant, Strategic,  
Data Driven, Catalyst  
for Social Impact

# O

## **Optimize**

*How will we operate efficiently*

Direct, Personal,  
Digital

# L

## **Lead**

*How will we lead?*

Convener, Leadership  
Developer, Partner

# D

## **Deliver**

*How will we grow?*

Build Brand Loyalty,  
Gratitude, Retention of all  
Donors Large or Small

**Our Mission:** *The mission of the United Way of San Joaquin County is to improve the lives of people by mobilizing the caring power of communities.*



### Transformational Governance

The best people are recruited, engaged and empowered to work and volunteer for UWSJC.

### Making Our Donors a Priority

Generationally and diversified focused donors who are directly engaged in the cause they choose, who feel valued and excited, who know where their money goes, and who understand the impact of their gifts.

### Telling our Story to the Philanthropic Marketplace

Communicating a compelling message that illustrates the impact we make on individuals and collaborating agencies.

### Building Internal Culture and Capacity

Create a productive, fun, remarkable place where intelligent, imaginative, and compassionate people want to work and contribute every day.

## Areas of Social Impact

#### HOMELESSNESS

United Way will tackle homelessness by working with our nonprofit partners to improve people's economic mobility and ensuring that we help reduce the struggles associated with chronic homelessness.

#### EDUCATION

United Way will help young people achieve their potential through supporting learning, mentoring and partnerships that lead to financial stability and independence.

