



United Way  
of Santa Barbara County  
[www.unitedwaysb.org](http://www.unitedwaysb.org)

## **UWSBC Strategic Plan**

### **I. Vision/Mission Goal:**

**Sustain and expand as the *Power of Partnership*<sup>™</sup> leader for the communities that we serve**

#### Aspirations

- A. Develop and define our Community Impact goals and objectives for Children, Families, and Seniors in alignment with the Power of Partnership
- B. Design, develop, and invest in consensus-based community improvement processes with traditional and non-traditional partners

### **II. Resource Development Goal:**

**Seek and develop resources for the purpose of meeting the requirements of our Vision and Mission**

#### Aspirations

- A. Clearly define and communicate our value in an exciting, multifaceted, and inspirational manner
- B. Continue and refine our focus on Active Community Investors and resources under management from work, home, and community, and integrate donor relationship activities with the *Power of Partnership*<sup>™</sup>

### **III. Legacy Goal:**

**Secure the *Power of Partnership*<sup>™</sup> through long-term committed volunteer and staff leadership, resources, and endowment**

#### Aspirations

- A. Use strong and thoughtful processes of cultivating volunteers and staff, build succession plans, develop a multi-year focus and outreach to new participants
- B. Invest to grow endowment and long-term resource-building activities

### **IV. Capacity Goal:**

**Build quality-based capacity to deliver the *Power of Partnership*<sup>™</sup>**

#### Aspirations:

- A. Involve volunteers in developing and implementing a governance process to ensure the long-term sustainability of the *Power of Partnership*<sup>™</sup>
- B. Build a business plan, and as part of that business process, develop an infrastructure investment plan to ensure the most effective capacity to deliver the *Power of Partnership*<sup>™</sup>