



Vision 2010 Capital Area United Way

CAUW measurably improves the quality of life in Mid-Michigan, leveraging resources, sharing expertise and maximizing economies of scale through a regional collaborative approach

Approved by CAUW Board, December 4, 2007

Key Strategies in 4 functional areas

- Fund Development
- Community Investment
- Communications and Marketing
- Administrative Operations/Organizational Structure

Fund Development Focus

CAUW will implement creative fund development strategies to meet changing demographics and focus on results and impact, not just dollars raised.

Fund Development Strategies include:

- Develop and expand workplace giving
- Leverage corporate and foundation funding
- Expand and grow grants to United Ways from private foundations and governments
- Create and implement special targeted corporate initiatives and special events
- Develop and implement a joint regional strategy for planned giving and endowment
- Initiate and implement a joint fund development planning process
- Cultivate younger donors
- Develop new methods to measure United Way support

Community Investment Focus

CAUW will strengthen our community through the improvement of individual and family well-being.

Priority community investment areas...

- Thriving Neighborhoods and Communities
- Families and Seniors
- Youth – Birth to Young Adult

These priorities are intended to be broad and inclusive, while being efficient to administer as well as to improve the ability to market our community investment plan -- donors can direct gifts to one of three main investment areas.

Thriving Neighborhoods and Communities

This is a partial list of services supporting this investment area...

- Emergency Help – food, shelter, rent/utilities, etc.
- Financial literacy
- Counseling/mental health – licensed professionals
- Substance abuse treatment & prevention
- Domestic violence prevention
- Literacy
- Wrap-around support from crisis to stability
- Public transportation assistance
- Ex-offender support
- Legal assistance
- Employment services
- GED programs
- Health care access
- Transitional housing
- Neighborhood safety

These services are overarching in nature, rather than age specific.

Families and Seniors

This is a partial list of services supporting this investment area...

- Parenting classes
- Pre-natal classes
- Hospice and assisted living
- Adult day care
- Socialization for seniors
- Respite care

Youth – Birth to Young Adult

This is a partial list of services supporting this investment area...

- Mentoring
- Academic support
- Pre-school programs (supported thru a partnership between CAUW, CRCF, etc.**)
- After school programs and clubs
- Esteem and confidence building
- Juvenile justice
- Leadership programs
- Foster care support

**Call CAUW staff for further information on this partnership and funding

Priority community investment areas...

The intent is to improve the ability to market our community investment plan by making it easier for donors to direct gifts to one of three main investment areas.

Donor understanding of the CAUW community investment plan should improve with three priority investment areas.

Community Investment Strategies include:

- Continued multi-year grant funding
- Continued outcome measurement and site visits
- Focus on regional initiatives, e.g. 2-1-1, early childhood development, etc.
- Provision of a mechanism to support innovative, effective programs on an annual basis
- Maximize volunteer resources in the community
- Continued relationship-building with community nonprofits
- Collaboration with the Community Foundation and other funding entities
 - Develop a focused set-aside plan by CAUW and CRCF, i.e. \$100k from each organization for youth support
 - Leverage additional resources from other funding organizations

Community Investment Strategies include:

Continue community investment collaborative initiatives for the tri-counties –

- Women’s Leadership Council
- Health Initiative
- The Power of We Collaborative
 - Earned Income Tax Credit (EITC)
 - Housing and Ending Homelessness Plan
 - IMPACT (Mental Health Initiative)
 - Capacity building initiative for small and faith-based non-profits
- Central Michigan 2-1-1
- Food Security Coalition

Communication and Marketing Focus

CAUW will develop a regional marketing approach and utilize professionals to create marketing/branding with regional impact.

Communication and Marketing Strategies Include:

- Consistent messages and regional imaging (TV/radio, print materials, billboards)
- Leverage resources to deliver a generic message in order to make professional marketing support affordable
- Utilize supportive companies to make regional marketing affordable, i.e. sponsored ads and PSAs
- Coordinated regional United Way events such as campaign kick-off for greater media impact
- Joint website development with improving capability of on-line giving

Administration Operations/ Organization Structure Focus

CAUW will participate in a multi-agency regional collaboration between United Ways providing standardized operating procedures and cost-effective management.

CAUW will move from a nominating committee model for board recruitment and organization to a governance model in order to maximize board engagement.

Administration Operations/ Organization Structure Strategies Include:

- Pledge processing
- Payables and Payroll
- Website and E-Pledging
- Human Resource Management
- Combined Audits
- Fringe Benefits and Insurance Packages
- Develop new criteria to recruit board members on a year-round basis
- Create a orientation/mentoring/training program for new board members
- Create a self-evaluation tool for board members
- Incorporate in the by laws Volunteer Development as a standing board committee; a by laws change will also acknowledge a name change from Nominating to Governance Committee

