

Our WAY FORWARD



Transforming Local Lives
UNITED WAY OF CHARLOTTE COUNTY
Strategic Plan | 2019-2022

Our Story

United Way of Charlotte County brings together local agencies, corporations, donors, volunteers, and government to create lasting social change.

Transforming local lives through the power of philanthropy

Our work and our investments stay right here, supporting thousands of people every year. We strategically invest in, partner with, and mobilize local community partners to solve the most complex social issues.



Mission

Mobilizing the power of our community to break the cycle of poverty

Vision

A community where all citizens achieve their potential through education, financial stability, and healthy lives



Values

Integrity

Our actions will be honest, ethical and transparent. Our work and interactions will match our words.

Accountability

Our actions will be determined by best practice and transparency as we seek to earn the highest levels of trust with our stakeholders through our finances, governance, performance, and mission.

Partnership

Our actions will prioritize partnering with our stakeholders because we accomplish more when we work together, share resources and challenge each other to achieve the highest levels of performance.

Compassion

Our actions will be guided by respect and compassion as we serve our diverse community.

Excellence

Our actions will be determined by our ability to perform at our best.

Who We Serve

ALICE

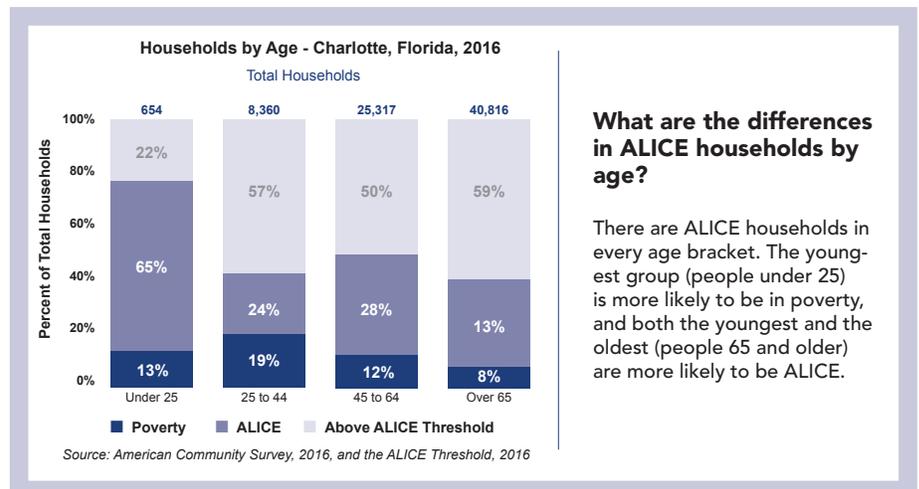
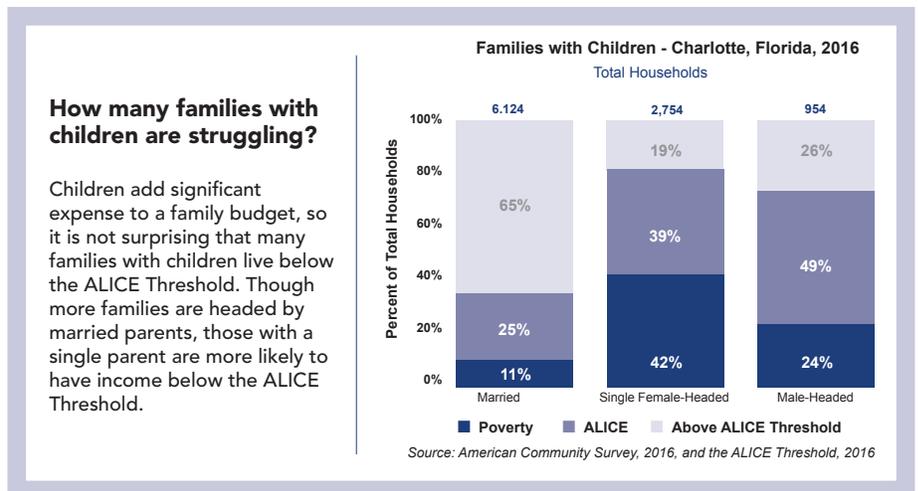
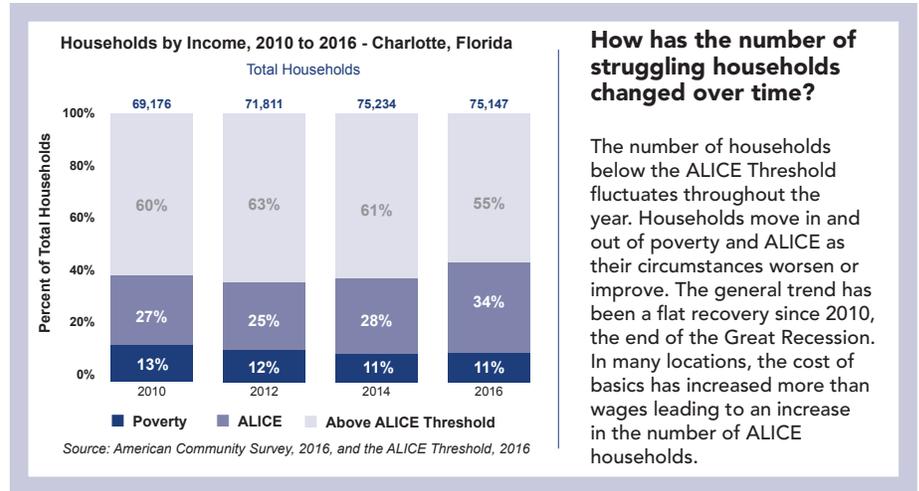
(Asset Limited, Income Constrained, Employed)

With the cost of living higher than what most wages pay, ALICE families work hard and earn above the Federal Poverty Level (FPL), but do not earn enough to afford a basic household budget consisting of

- > housing,
- > child care,
- > food,
- > transportation and
- > health care.

In Charlotte County **34%** of households* fall into the category of ALICE, while another **11%** of Charlotte County households live at Federal Poverty Level, meaning that close to half (**45%**) are struggling to meet basic needs.

*Approximately 33,816 ALICE families



Our Work



THE ISSUE

Every day, people across our community struggle to build better lives for themselves and their families.

These struggles are fueled by serious social and economic barriers which make getting ahead difficult and threaten the strong social fabric that is vital to individual, family, and community well-being.

One singular issue does not lead someone to poverty or ALICE. There exists a connection to and need for quality education, stable, decent housing, a living wage job, reliable transportation, affordable child care, financial stability and access to quality health care.



THE RESPONSE

We prioritize support for agencies that are collaborating and incorporating an intergenerational approach to their work, which focuses on creating opportunities for and addressing needs of both children and the adults in their lives. Evidence-based programs and practices with outcomes that measure change over time will be emphasized. The promise of this comprehensive approach is economic security that passes from one generation to the next. Aging seniors, a large portion of the population of Charlotte County, require a multitude of services, so identifying the gaps and equipping our community with the capacity to serve this group is also crucial.



By mobilizing the power of our community partners, we are building a connected network of resources to be accessed when people need them most.

Our Community **Priorities**

These priorities will guide our next steps and focus our funding dollars. As we work to break the cycle of poverty in Charlotte County, the following priorities bring our community together to develop solutions and create greater impact than any one institution can on its own.

Because change doesn't happen alone.

Priority Area 1: **Educational Success**

- Promote the success of all children from birth through pre-kindergarten with early literacy and developmental resources
- Ensure all third grade students read at or above grade-level
- Identify parental needs to encourage healthy families and positive parenting

Together, our community sets up our children and their parents for success.

COMMUNITY GOALS:

- > Improve outcomes for babies born from mothers who use opioids
- > Improve outcomes for children through age 5 years living in Toxic Stress (TS)
- > Ensure comprehensive community kindergarten plan
- > Increase percentage of Charlotte County students reading at grade level by third grade with ultimate goal of 100%

Priority Area 2: Financial Security

- Increase family access to financial stability skillsets and resources
- Increase senior access to financial stability resources
- Decrease number of chronic and vulnerable homeless individuals

Together, our community gives everyone the opportunity to build a better future.



COMMUNITY GOALS:

- > Improve outcomes for the individuals participating in programs for financial stability
- > Increase amount of Earned Income Tax Credit (EITC) dollars provided to families through the Volunteer Income Tax Assistance (VITA) program
- > Increase access to additional resources for seniors served through the Volunteer Income Tax Assistance (VITA) program
- > Increase number of chronic and vulnerable homeless* (CVH) who access stable housing, health care, and financial stability

*Chronic and Vulnerable Homeless definition = Persons without income and without medical insurance.



Priority Area 3: Health & Well Being

- Improve mental, physical, and behavioral health for vulnerable families and seniors
- Ensure vulnerable families and seniors establish and maintain a nutritional foundation for long term health and wellness

Together, we're giving our community the opportunity to be resilient and healthy.

COMMUNITY GOALS:

- > Increase stakeholder and agency awareness of the impacts of toxic stress on families
- > Increase awareness of and access to nutritional food sources

Our **United Way** Forward

Everything we do is driven by a desire to transform local lives. To achieve this, we set three core goals that advance our strategic direction over the next three years and beyond. Interdependent, all three support and build on one another as we mobilize Charlotte County.

Goal: Engage our Community

Inspiring relationships with our donors, corporate partners and volunteers increases commitment, participation and revenue

To realize our **potential** we will:

- Increase array of communication channels to report the results of our work
- Provide highly personalized experiences so that our donors, corporate partners and volunteers may best utilize their time, talent and treasure



Goal: Create Lasting Value and Impact

Convening our community partners to identify and solve complex social issues

To realize our **potential** we will:

- Monitor progress of funded partners and drive evidence-based decision making by utilizing tools to measure success over time
- Coordinate, align and streamline systems with an intergenerational approach that supports families through all life stages



Goal: Provide Exceptional Leadership

Maintaining public trust and confidence as a high performing organization that is transforming local lives

To realize our **potential** we will:

- Ensure appropriate internal capacity and effective processes
- Utilize technology and community resources to support innovative business operations

Dear Friends,

Charlotte County is known for being a most engaged community. Every day our partner agencies, donors, sponsors and volunteers make heroic efforts here. In spite of this great work, we know there is still great need among approximately 33,816 ALICE families. The number of children in foster care and families affected by the opioid crisis is rising faster here than in surrounding counties. These are critical challenges that must be met head on with everything we've got.

This Strategic Plan is a roadmap to mobilize resources capable of breaking the cycle of poverty through attention to the three cornerstones of a good life -educational success, financial security and health & well-being. A joint focus on these priorities will create the impact outlined in the Community Goals.

This journey of utmost importance requires each of us to do all that we can do, and be all that we can be. "The United Way Forward" section presents how the power of living united will guide us as we engage the community, convene the partners needed to solve our issues, and maintain the public trust we have built throughout more than fifty years of service to Charlotte County.

With each step on this road we offer success for tomorrow even as – together – we leave a legacy for future generations. We need you to care. And share. And spread hope. Join us, please. Change doesn't happen alone.



Angie Matthiessen, MSW
Executive Director



Harvey Goldberg
Board President



HOW YOU CAN HELP

You can help now by
making a donation

unitedwayccfl.org/donate
or call us at 941-627-3539

You can help now by
volunteering

admin@unitedwayccfl.org

Mission

Mobilizing the power of our
community to break
the cycle of poverty



CHARITY
NAVIGATOR

4-Star rating for accountability,
transparency & financial health

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You can help **now** by making a donation!