

United Way of West Central Mississippi

Strategy Narrative

United Way of West Central Mississippi (UWWCM) is committed to building a thriving community by mobilizing resources to deliver measurable impact across the region. Our strategy is rooted in addressing the significant "mission gap" between our current state and our vision of an ideal future. This gap includes challenges such as limited community awareness, low volunteer engagement, and insufficient financial resources, which have constrained our ability to fully realize our mission.

To overcome these challenges, UWWCM has set ambitious strategic stretch goals for the next five years. These goals include increasing volunteer participation from 2% to 10% of the community, raising \$7.5 million in revenue, and enhancing our advocacy efforts. We aim to increase our social media relevancy, ensuring 50% of those who engage with us online become aware of our services and programs. These goals are designed to propel us toward our vision of a fully engaged and supportive community, with robust partnerships and sustainable resources.

Our strategy also recognizes the importance of creating an aligned Community Agenda which will focus our community work on having a purposeful impact with true investments. We will work holistically and collaboratively, making sure it is measurable. We will leverage UWWCM's strengths, such as our dedicated staff, deep community connections, and a reputation for transparency and accountability. At the same time, we are committed to addressing our weaknesses, including staff shortages, funding limitations, and a lack of community understanding of our role. By seizing opportunities to grow our revenue, volunteer base, and social media presence, while mitigating threats posed by economic challenges and outdated technology, we are positioning UWWCM for sustainable success.

Ultimately, our strategy is about more than just achieving goals—it's about guiding UWWCM toward its desired future. Through a coherent and integrated approach, we will create a lasting impact in West Central Mississippi, ensuring our efforts lead to a thriving, resilient community for all residents.

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