

Together **Bright Future** **United**
From poverty to possibility **Volunteer**
Change starts here **Support**
Better
Build

Community Impact
Teach **All that kids can be**
Leadership **Improve**
life **Inspire** **Healthy people strong communities** **Way**
Safe **Partner** **Respect**
Give **Local** **Skills**



United Way
Cape Breton

STRATEGIC PLAN

2015-2018

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United Way Cape Breton

Strategic Plan....will serve as a high-level roadmap to guide the United Way Cape Breton for the 2015/17 campaign year.

It will include vision, mission, values, goals, and key initiatives, as well as a budget.



Work Plan.....will serve as a key component of the strategic plan that will help us achieve our goals.

It will include analysis of our current state, where we hope to go in the future, what we plan to accomplish over the coming year, and the activities we will undertake to be successful.

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Vision

A thriving Cape Breton where everyone can realize their potential and maximize their quality of life



Mission

To improve lives and build community on the island of Cape Breton, by engaging individuals and mobilizing collective action.

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OUR VALUES

In order to achieve our mission, we will adhere to the following five core values.



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OVERARCHING OBJECTIVE & GOALS

Objective: Reach \$1,000,000 in gross revenue
2016/2017 fiscal year and use funds to
address poverty in Cape Breton

Goal: Enhance electronic funding application that will reflect the information UWCB wishes to gather for decision-making

Goal: Develop a plan to allocate funding that includes criteria gleaned from and based on the focus areas of kids, community and poverty

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OVERARCHING OBJECTIVE & GOALS

Objective: To enhance policies and procedures to align functions to support communication, engagement, impact strategies and leadership in our communities

Goal: To adopt Business Process Index of 29 practices from World Wide Canada

Goal: To review all policies and procedures and identify gaps and need for new /updated policies and procedures.

Goal: To review our business process annually utilizing business index.

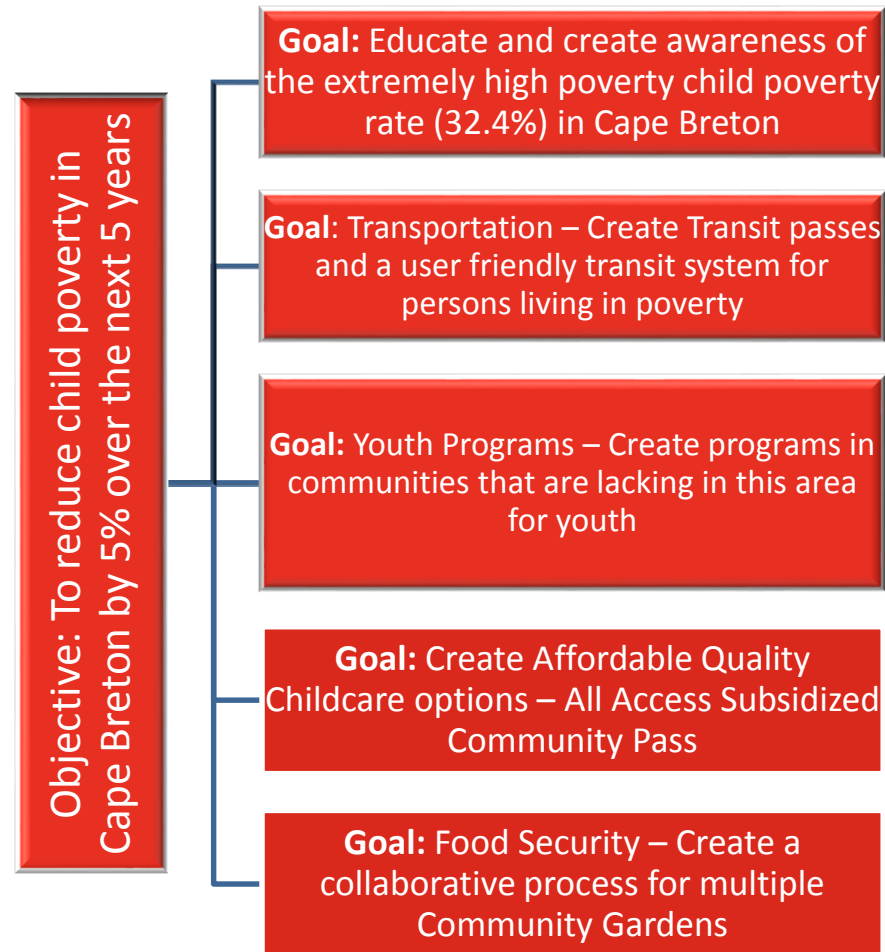
Goal: Develop a governance model that assists with sound decision-making

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OVERARCHING OBJECTIVE & GOALS



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United Way
Cape Breton

Poverty
Reduction
Strategy for
Cape Breton

Enhance UWCB
governance
model and
reflect it in
policies and
procedures

Enhance
Revenue to
support UWCB
focus areas

Change Starts Here.