



**United Way**  
Cape Breton

# **STRATEGIC PLAN**

## **2019-2021**

**Change Starts Here.**



**United Way**  
Cape Breton

**Strategic Plan**....will serve as a high-level roadmap to guide the United Way Cape Breton from 2019-2021.

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.

**Change Starts Here.**



**United Way**  
Cape Breton



***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.

**Change Starts Here.**



**United Way**  
Cape Breton

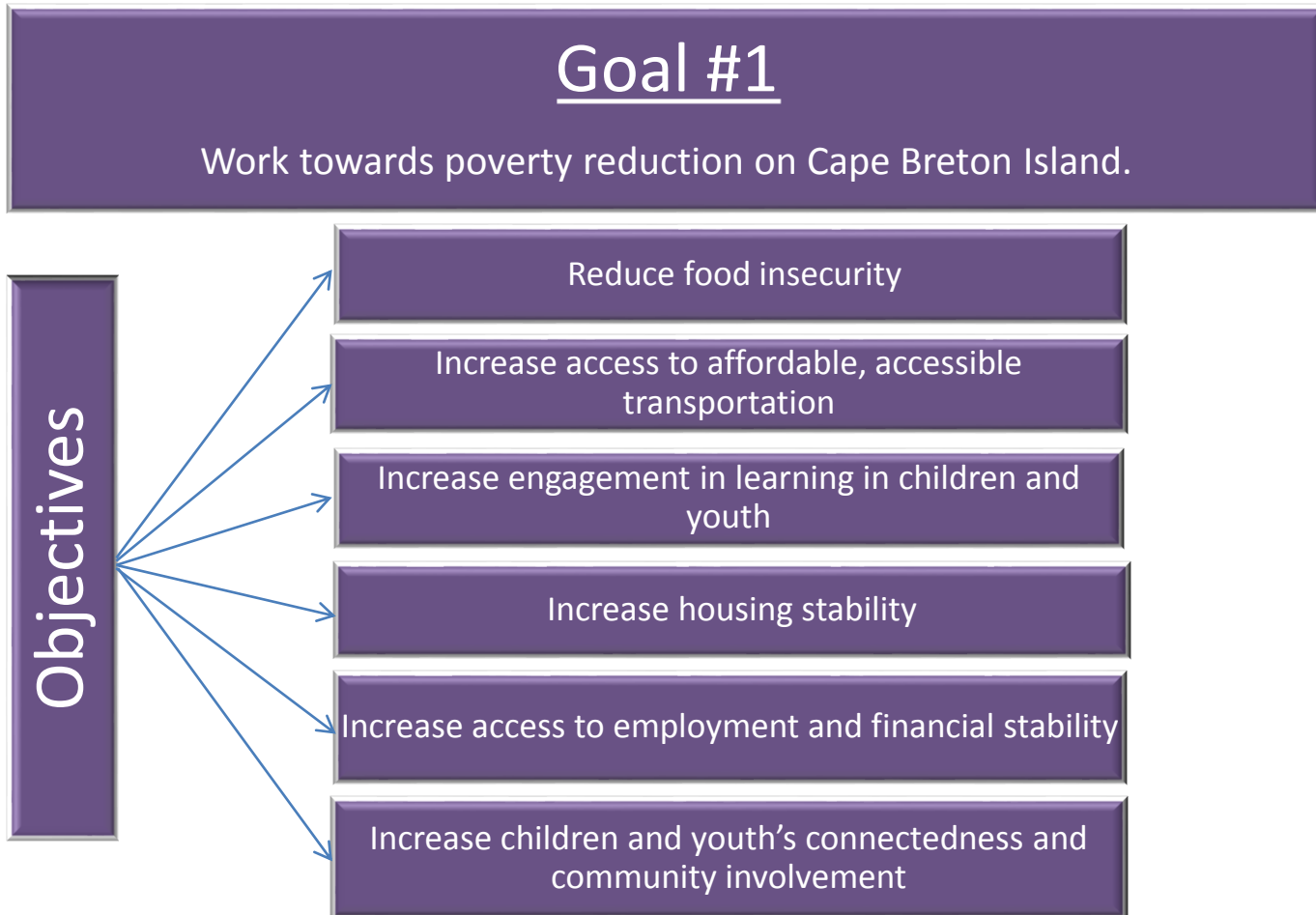
# OUR VALUES

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



**Change Starts Here.**

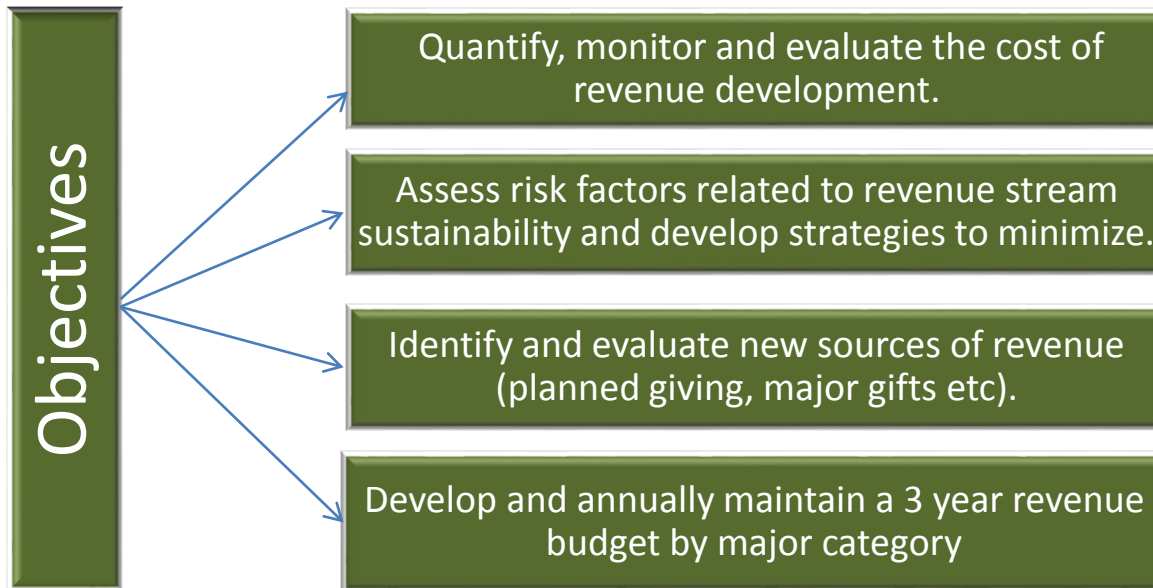
# OVERARCHING GOALS & OBJECTIVES



# OVERARCHING GOALS & OBJECTIVES

## Goal #2

Implement a system to identify, develop and monitor revenue sources to ensure effectiveness, efficiency, stability and growth.



# OVERARCHING GOALS & OBJECTIVES

## Goal #3

Build capacity in UWCB through strategic communication and engagement opportunities

