STRATEGIC PLAN 2020

BECAUSE OF YOU
JAVION FOUND HOPE THROUGH READING
www.tauw.org/javion
BECAUSE OF YOU

GARY IS HARD AT WORK

www.tauw.org/gary
WE BELIEVE everyone deserves a quality education for success in life.

WE BELIEVE every family should be able to earn an adequate income to sustain their lives, regardless of the economic climate of the country.

WE BELIEVE everyone deserves to live in a safe environment with access to health care and support that leads to a healthy lifestyle while avoiding risky behavior.

THESE CORE BELIEFS served as a guiding force in the development of the Tulsa Area United Way's 2020 Strategic Plan.

Along with our Core Values, Vision, and Mission (see next page), these beliefs form the basis of our three Building Blocks for a better life – Education, Financial Stability, and Health/Safety.

The five Key Drivers in this Strategic Plan serve as its engine, and are powered by YOU – community leaders, volunteers and contributors.

With your help, we will realize these goals and provide the platform from which every person and family can achieve their full potential.

This is what it means to LIVE UNITED.
We LIVE UNITED
by
Strengthening our community
Serving as exceptional stewards
Achieving excellence
Reflecting the diversity of our 
community
Advocating respect for all

The Tulsa Area United Way
unites people and resources to 
improve lives and build a stronger 
community.

The Tulsa Area United Way
envisions a community where all 
individuals and families achieve 
their full human potential.
KEY DRIVERS

1. COMMUNITY IMPACT
   Identify, initiate, and advance shared community goals

2. REVENUE GROWTH
   Grow revenue to fund complex and diverse community needs

3. DATA INSIGHT
   Enhance data insight to demonstrate impact and drive community investment decisions

4. DONOR AND VOLUNTEER ENGAGEMENT
   Build and elevate relationships and meaningful opportunities for individuals to give, advocate, and volunteer

5. HIGH PERFORMANCE ORGANIZATION
   Continue to cultivate a high performance organization
COMMUNITY IMPACT
Identify, initiate, and advance shared community goals

2017 2018 2019

Support the community goal of increasing 3rd Grade Reading by 10%
REVENUE GROWTH
Grow revenue to fund complex and diverse community needs

GOAL
Meet or exceed 2017 campaign goal within approved operating budget

2017
2018
2019
Enhance data insight to demonstrate impact and drive community investment decisions

GOAL
Implement data warehouse analysis and visualization project for Community Investments
DONOR AND VOLUNTEER ENGAGEMENT
Build and elevate relationships and meaningful opportunities for individuals to give, advocate, and volunteer

2017

GOAL
Grow affinity group memberships (WLC/ELS/ADT/LUN) by 7.5%

2018

GOAL

2019
HIGH PERFORMANCE ORGANIZATION
Continue to cultivate a high performance organization

2017
- Full achievement of Non-profit Standards of Excellence

2018
- Develop and implement a Leadership Succession Plan

2019
- Redesign Community Investments department work flow, staffing and processes
BECAUSE OF YOU

THE JENNINGS CAN LAUGH AGAIN

www.tauw.org/theJennings
BECAUSE OF YOU
LISA HAS OVERCOME SOME OF LIFE'S TOUGhest CHALLENGES
www.tauw.org/lisa