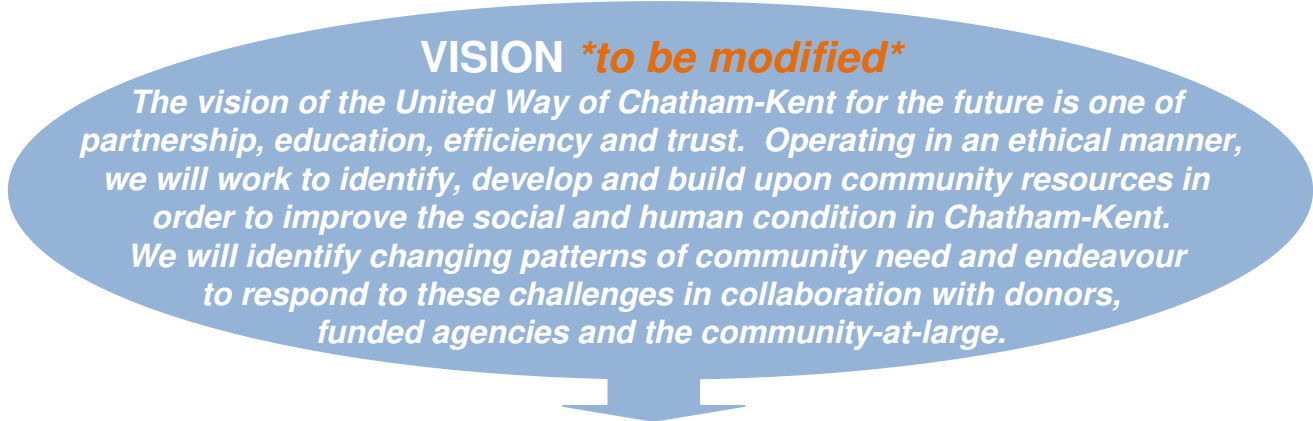
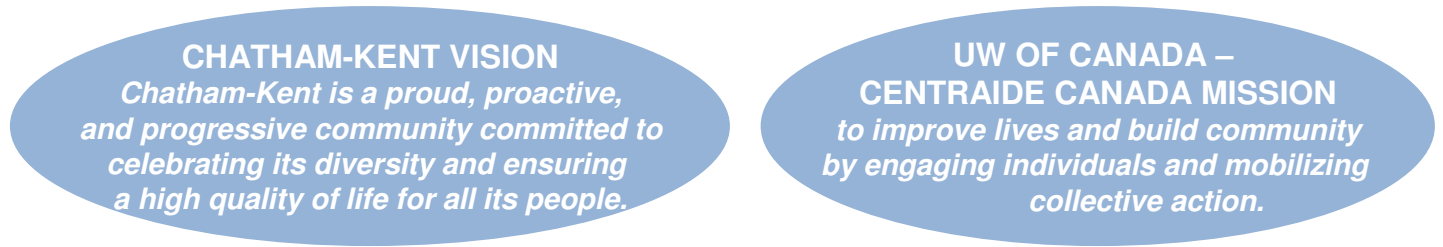


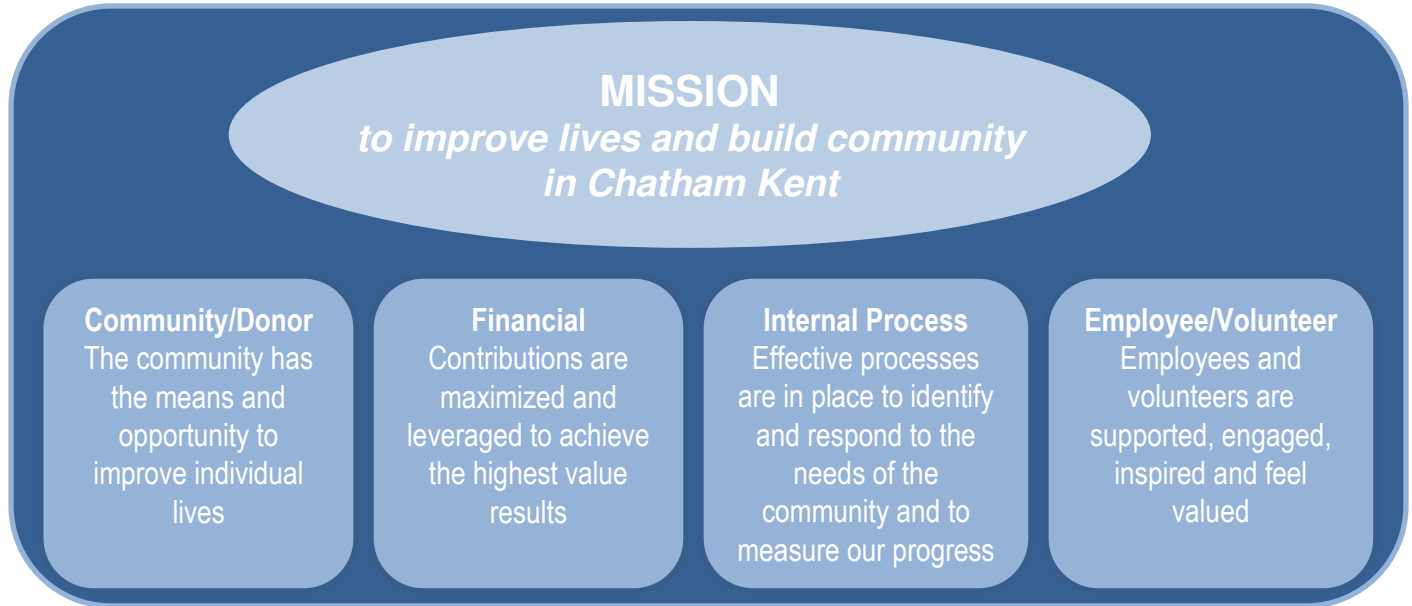


Revised June 2009



We Value:

- transparency
- accountability
- innovation
- collaboration
- respect
- Integrity
- inclusiveness
- responsibility
- leadership
- results
- learning**



United Way of Chatham-Kent

Strategy Map - June 2009

Community/Donor

The community has the means and opportunity to improve individual lives

Connect those who *can* help with those who *need* help

Identify and connect donors (**provide everyone the opportunity to give**) with philanthropic opportunities

Nurture initiatives and agencies

Nurture/*cultivate* a community resource centre

Financial

Contributions are maximized to achieve the highest value results

Increase contributions *in the annual campaign*

Increase contributions *outside of the annual campaign*

Collaborate to leverage contributions

Invest *funds* to support community needs

Internal Process

Effective processes are in place to identify and respond to the needs of the community and to measure our progress

Identify, analyze and *prioritize* needs

Leverage technology to achieve goals

Commit resources to respond to needs

Develop an Outcome measurement system (*create and implement a scorecard*)

Employee and Volunteer

Employees and volunteers are supported, engaged, inspired and feel valued.

Maximize staff and volunteer potential

Provide tools and training to meet goals

Provide ongoing performance based feedback

Recognize and celebrate successes

Respect work//life balance

Provide clear accountabilities aligned with goals