Mission
To mobilize the caring power of the community to ensure a strong safety net, where every individual has access to the building blocks of a good life — health, education, & economic mobility.

Vision: United Way envisions a diverse and inclusive community where every person has the resources & support to succeed, & as a result, the entire community thrives & prospers.

Values: Community Focus, Collaboration, Resiliency, Accountability, Integrity, Equity

THE UWGN COMMUNITY & BEYOND WILL SAY THIS ABOUT US

Individual Donors
When I give through United Way, I know I am doing more than I could alone to strengthen the whole community & ensure that all people have access to the building blocks of a good quality of life.

Volunteers
United Way makes it easy for me to be involved & make a significant difference with the time I have to share with my community in a way that speaks to my heart & leverages my abilities.

Organization Partners
United Way helps our agency to connect our mission to the big picture by building collaboration & focus on the community's most pressing needs & where our expertise can do the most good.

Business Partners
By supporting the United Way Annual Campaign, sponsoring, & volunteering, we affirm our belief that by working together, we can build the kind of community where we can all thrive.

Board, Council, & Staff
United Way gives us an opportunity to lead in the community, & to strengthen the community by creating lasting & measurable improvements in the lives of our neighbors.

Clients
I'm grateful to United Way for investing in programs that changed my life & now I'm proud to be able to give back.

UWGN WILL DRIVE PERFORMANCE IN THESE FUNDAMENTAL ELEMENTS OF MISSION

Resource Development
To give

Community & Volunteering
To give back

Impactful Community Events
To connect

Advocacy
Engage & educate

Community Impact
Assess needs & invest in local solutions

Marketing
Tell the story

UWGN WILL BUILD ON THESE DISTINCTIVE STRENGTHS

Mobilize a large & effective volunteer base
Achieve successful outcomes with our community partners
Increase collective impact & collaboration through outreach within our community
Expand upon the trust of longstanding employer & employee relationships
Build a diversified & sustainable funding stream

UWGN WILL PURSUE THESE STRATEGIC PRIORITIES

Increase access to community resources
Build a larger volunteer & donor base, so that all are better served and collaboration can thrive
Expand & strengthen community awareness & services with a focus on diversity, equity, and inclusion
Expand collaboration across sectors for collective impact goals (health, education, & economic mobility) that attain measureable results
Promote philanthropy & partnerships