



**UNITED WAY**  
Martin County



**STRATEGIC PLAN**

**2025-2030**

# OUR APPROACH

United Way of Martin County is partnering with the community in innovative ways to help individuals and families build a solid foundation for the future.

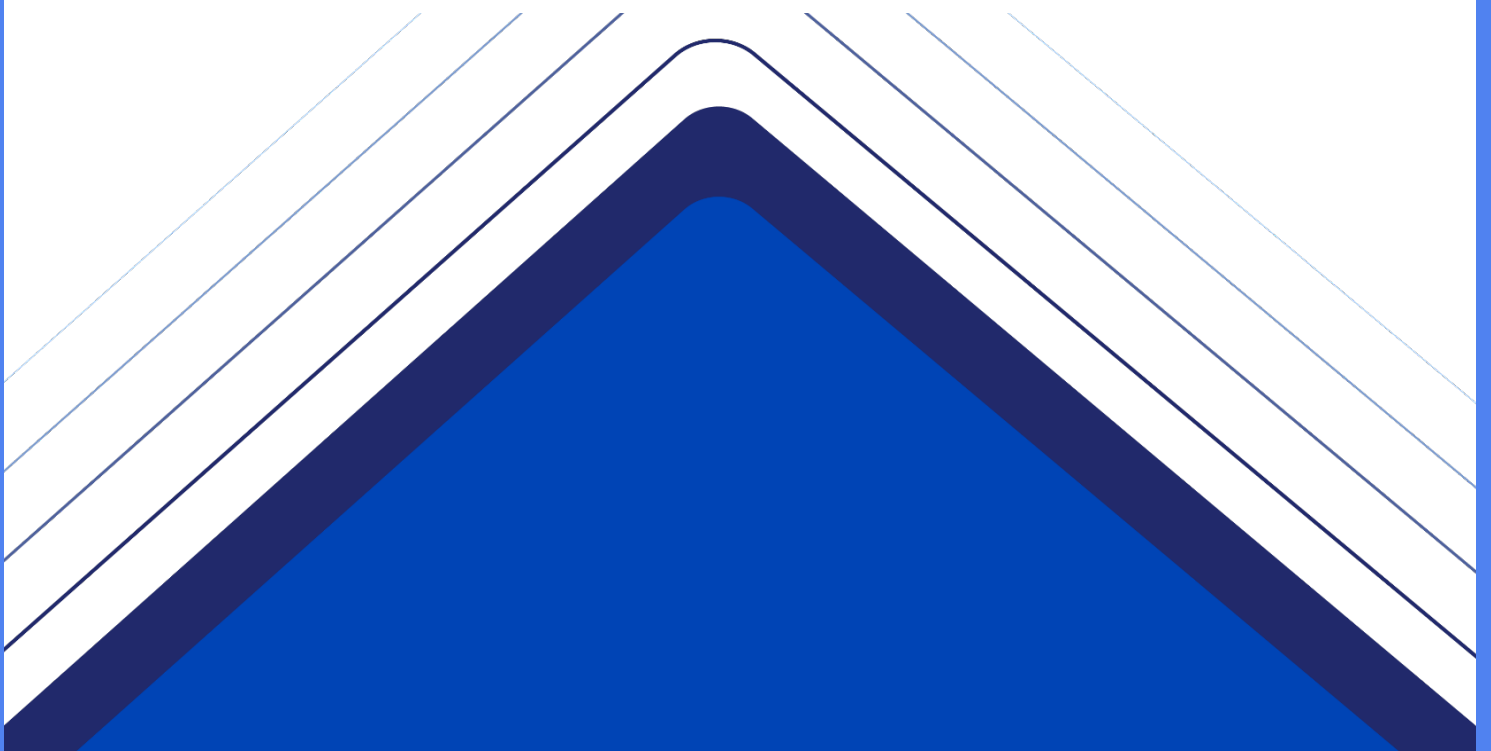
With input from our board of directors, staff members, donors and volunteers, UWMC has formed this plan to help us continue to be the catalyst for change in Martin County.

We believe the power of community can help people find pathways out of poverty, and the most effective way to accomplish this is by working together to meet common goals.

Measurable change that impacts root causes and redirects future outcomes requires time, financial resources and system coordination.

UWMC has aligned its strategic plan to identify activities that support the work these changes require. We invest in solutions for both chronic and situational poverty.

While there are no quick fixes to break the cycle of poverty, by bringing people, resources and strategies together, we can help people improve their lives and strengthen our community.



# OUR ROADMAP



## **Ignite Community Impact**

By investing in programs aimed at strengthening education, health and financial security in Martin County, we will build the capacity of nonprofit organizations and elevate our community's well-being.

## **Deepen Donor Relationships and Revenue Growth**

By maintaining meaningful donor relationships and diversifying revenue streams, we will enhance our impact and ensure the sustained growth of our initiatives.

## **Increase Brand Awareness & Market Promotion**

By enhancing brand awareness and marketing efforts, we will increase visibility, advocacy and engagement within the community.

## **Enhance Volunteer Experiences**

By remaining the community's hub for volunteerism, we will connect individuals, organizations, and businesses with tailored opportunities that match their skills, passions and availability.

# OUR GOAL

United Way of Martin County is a local 501(c)(3) non-profit organization that unites nonprofit agencies, organizations, businesses and people to focus on programs that improve the education, health and financial security of every person.

## MISSION

To improve the education, health and financial security in Martin County.

## VISION

To create a vibrant community where every individual has the resources to thrive. We unite donors, businesses and partners to provide essential support to individuals and families in need.

## VALUES

### Impact

Identify needs and leverage resources.

### Collaboration

Build partnerships and engage the community.

### Diversity, Equity and Inclusion

Recognize and respect diverse individuals.

### Advocacy

Champion policies that advance our community.

# PRIORITIES

United Way of Martin County is committed to finding long-term solutions to critical community issues.

The United Way of Martin County Board of Directors, partners, agencies, donors and staff provided input and actively shaped this plan for our future. Three priorities were identified to be the foundation of the goals and strategies that will drive the organization's efforts over the next five years.



## TRANSFORMATIONAL INVESTMENTS

Investing financial resources in programs that focus on Education, Health and Financial Security to help transform the community.



## CAPACITY BUILDING

Securing, maximizing, and diversifying resources to grow our impact and community organizations.



## CONNECTING

Collaborating with businesses and organizations to connect people to essential resources that improve lives.

# TRANSFORMATIONAL INVESTMENTS



Investing financial resources in programs that focus on Education, Health and Financial Security to help transform the community.

1. Be the community leader in knowledge for emerging needs and the catalyst for change in those needs by providing resources through an Innovation Fund.
2. Invest in programs that focus on Education, Health and Financial Security.

| Impact Area | Martin County Rate | Florida Rate | Martin County Goal |
|-------------|--------------------|--------------|--------------------|
|-------------|--------------------|--------------|--------------------|

## Education

|                                      |     |     |     |
|--------------------------------------|-----|-----|-----|
| Kindergarten Readiness               | 59% | 51% | 70% |
| 3 <sup>rd</sup> Grade Reading Levels | 55% | 55% | 70% |

## Health

|                                |       |       |     |
|--------------------------------|-------|-------|-----|
| Adequate Prenatal Care Births* | 69.8% | 62.6% | 85% |
| Access to health (Ride United) |       |       |     |

## Financial Security

|                  |      |       |     |
|------------------|------|-------|-----|
| VITA Returns     | 341  |       | 400 |
| Food Insecure ** | 9.5% | 10.6% | 8%  |

\* Based on 2022 Kotelchuck Index, Single Year

[www.flhealthcharts.gov/ChartsDashboards/rdPage.aspx?rdReport=Birth.DataViewer&cid=0615](http://www.flhealthcharts.gov/ChartsDashboards/rdPage.aspx?rdReport=Birth.DataViewer&cid=0615)

\*\* Based on 2021 Data

[www.flhealthcharts.gov/ChartsDashboards/rdPage.aspx?rdReport=NonVitalIndRateOnly.TenYrsRpt&cid=9910](http://www.flhealthcharts.gov/ChartsDashboards/rdPage.aspx?rdReport=NonVitalIndRateOnly.TenYrsRpt&cid=9910)

3. Work with all other funders that invest in programs in Martin County.

# CAPACITY BUILDING



Securing, maximizing, and diversifying resources to grow our impact and community organizations.

1. Maximizing and maintaining our fundraising efforts including grants, individuals and corporate support.
2. Assist community partners with administrative expertise.
3. Provide local government with organizational expertise (CARES & ARPA)
4. Engage overall community with volunteer opportunities.
5. Engaging the community by continuing to provide enlightening topics and speakers at the Community Conversation
6. Partner with state/local government to address critical issues like transportation.
7. Grow monthly giving by 100% per year so that by 2030 we have 100 monthly donors.
8. Create the Innovation Fund to assist in areas beyond campaign in our community.

# CONNECTING



Collaborating with businesses and organizations to connect people to essential resources that improve lives.

1. Engage overall community with volunteer opportunities.
2. Be the go-to organization when people are looking for assistance and be able to direct people to the right resources.
3. Continue to assist when there are no other resources available.
4. Expand volunteer opportunities to individuals under the age of 55.
5. Continue to look for resources that improve critical services beyond the campaign (EX. Ride United).

# INNOVATION FUND



Annually, for the duration of this plan, a minimum of \$100,000 will be budgeted for initiatives or projects that need one time seed money and not ongoing support for the organization or program.

United Way knows that sometimes there are projects that need a one-time infusion of capital, this fund is being established to create synergy and opportunity for community partners.

Some examples include but are not limited to software purchase, repair of air condition units, matching grant for capital expansion, roof repairs and more.

