



Heart of Arkansas  
United Way

# COMPLETING A **CENTURY OF SERVICE**

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## ALIGNING OUR LEGACY TO **MEET THE MOMENT**

# FROM OUR LEADERSHIP

The Heart of Arkansas United Way has faithfully served central Arkansas communities for 100 years.

To meet ever-changing needs during this time, we developed new programs, changed focus areas, introduced new technologies, invested in key leadership positions, and responded to changes within the United Way Worldwide network.

In 2019, the Board recognized the need to develop a comprehensive strategic plan to guide our United Way into the future. To accomplish this goal, we created a 21-member planning committee, hired a consultant to guide the process, and held two initial meetings.

The unprecedented happened in March, 2020: COVID. Our world practically stood still, and planning efforts came to an abrupt halt. As we emerged from that immediate crisis, there was even greater urgency to address drastic changes in a new non-profit world. In April 2022, we formed a new strategic planning team.

This plan represents a seven-month effort by a highly engaged five-member committee and members of our staff, facilitated by our CEO.

This strategic plan “Completing a Century of Service; Aligning our Legacy to Meet the Moment” will drive our efforts for the next three years. It outlines objectives and strategies in three priority areas:

- Deepen Donor Relationships and Grow Revenue
- Ignite Community Impact
- Enhance Operational Excellence

The plan provides a framework of what needs to be implemented and accomplished to reach our vision and fulfill our mission. With the approval and support of the Heart of Arkansas United Way Board our new strategic plan will ensure that the Heart of Arkansas United Way is prepared to successfully meet the challenges of today and the future.



Linda Barnes



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Shayla Teater

# WHAT GUIDES US

## OUR VISION

A community **united** to create better opportunities **for all**.

## OUR MISSION

Through **leadership, partnerships and innovation**, Heart of Arkansas United Way unites community resources to meet changing health and human needs.

## OUR SHARED VALUES

### Leadership

We will serve, guide, convene, empower, and support people, initiatives and organizations.

### Stewardship

We will strategically, efficiently and transparently manage financial resources entrusted to our care.

### Inclusion

We will recognize, value and engage different viewpoints, backgrounds and life experiences.

### Integrity

We will be honest and ethical, always setting a positive example.

### Collaboration

We will partner with community stakeholders in the spirit that we accomplish more together.

## OUR GUIDING PRINCIPLES

Our **donor** is the customer  
Our **results** tell our story  
Our focus is the **community**  
Our efforts are **collaborative**  
Our solutions are **equitable**



## OUR APPROACH

Heart of Arkansas United Way is partnering with the community in new ways to help individuals, families and other nonprofits rewrite their stories and build a solid foundation for the future.

Throughout this planning process, HAUW has developed a roadmap to help us respond to our neighbor's most pressing needs by leaning in to the unique role we plan in our community. We fervently believe that the power of community can create solutions for those who need help finding pathways to a better life.

Real, measurable change that impacts root causes and redirects future outcomes, requires focus, time, financial resources, and community-level coordination.

Heart of Arkansas United Way has aligned its strategic plan to identify activities that support the work this kind of change requires.

While there are no quick fixes to problems we tackle, by bringing people, resources, organizations, and strategies together, we can help people improve their lives and in doing so, strengthen our community.

# OUR ROADMAP

## DEEPEN DONOR RELATIONSHIPS AND GROW REVENUE

Leveraging our long-standing relationships, we will reimagine how we invite donors to connect to our work. We will demonstrate our impact within the community and Heart of Arkansas United Way's value by focusing on raising funds through both traditional and new grant sources.

## IGNITE COMMUNITY IMPACT

Building off past success, we will strengthen our grant processes and advance our commitment to Heart of Arkansas United Way's four community impact priorities: Education, Financial Security, Health, and Basic Needs. As we sharpen our focus to elevate our impact, we will be responsive to crisis and disaster response, and will invest in building the capacity of our region's nonprofit sector.

## ENHANCE OPERATIONAL EXCELLENCE

Utilizing traditional and digital marketing strategies, we will increase awareness of the immense need in our region and the relevance of the solutions Heart of Arkansas United Way provides. We will continuously assess staff and technology needs to produce meaningful results.

With a keen eye to the future, succession planning for both board and staff leadership will ensure that we are building our strength and sustainability. Finally, as we prioritize transparency and accountability, we will pursue excellence in all accreditations and accountability measures.



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