

UNITING RACINE COUNTY TO BUILD A THRIVING COMMUNITY

United Way of Racine County Strategic Plan 2024-2026



This updated strategic plan encompassed six months of discussion, interviews and listening with staff and board, led by an independent facilitator.



The update will help ensure our work is effectively working toward the mission and vision of United Way of Racine County by regularly evaluating impact.



The plan focuses on internal measurement and external partnerships to ensure United Way of Racine County is in a continual state of performance improvement and collaboration.

Focus Areas



Community Leadership

Building on our reputation as a leader in convening partners, we will drive and influence multi-sector community collaboration to solve local problems with innovative sustainable-minded solutions.



Financial Growth & Diversification of Funding

In support of our efforts to create lasting community impact, we will cultivate and fortify diverse, sustainable revenue streams and leverage our success in our fundraising efforts.



Data-Driven Equitable Community Impact

Consistent with our mission, we will ensure measurable equitable and inclusive impact approaches are integrated into our community work.