



UNITED WAY OF NORTHERN UTAH STRATEGIC PLAN

2020-2025



United Way
of Northern Utah



Our Mission

We **UNITE** people and organizations to build a healthy, stable, and well-educated community where individuals, families, and neighborhoods thrive.

2025 Impact Goals

COMMUNITY LEADERSHIP

LEAD COMMUNITY-WIDE EFFORTS TO ACHIEVE WHOLE COMMUNITY GROWTH

EDUCATION

PREPARE CHILDREN TO SUCCEED IN SCHOOL AND LIFE

INCOME

BUILD A COMMUNITY OF FINANCIALLY STABLE AND INDEPENDENT FAMILIES

HEALTH

DEVELOP A COMMUNITY OF HEALTHY INDIVIDUALS





Community Leadership

Objective

LEAD COMMUNITY-WIDE EFFORTS TO ACHIEVE WHOLE COMMUNITY GROWTH

Indicators of Success

1. Increase revenue raised to support UWNU mission
2. Increase number and quality of community-based partnerships
3. Increase levels of engagement from stakeholders to achieve shared goals
4. Increase in volunteer hours

Impact Strategies

- | | |
|--|---|
| <ul style="list-style-type: none"> • 2-1-1 Information and Referral^{2,3,4} • Brand Ambassador Program^{2,3,4} • Box Elder Advisory Council^{2,3,4} • Year of Action/Volunteerism + Community Drives^{2,3,4} • Continuous Improvement Implementation^{1,3} • Changemaker Series² • Intermountain's Alliance for the Social Determinants of Health² • Partnership Success -Community of Practice² • Zada Haws Community Grant Center^{2,3} | <ul style="list-style-type: none"> • Promise Partnership Regional Council² • Recruitment of UWNU board members^{2,3,4} • United Partnership Council^{2,3} • Workplace Campaigns¹ • Community Giving¹ • Corporate Grants and Sponsorship¹ • Loaned Executive Program^{1,3} • Alumni United^{1,3,4} <p><small>*Superscript #'s show which indicators the strategies address
*Bold denotes signature strategy
*<i>Italics indicate this is a secondary objective area for the strategy</i></small></p> |
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EDUCATION

Objective

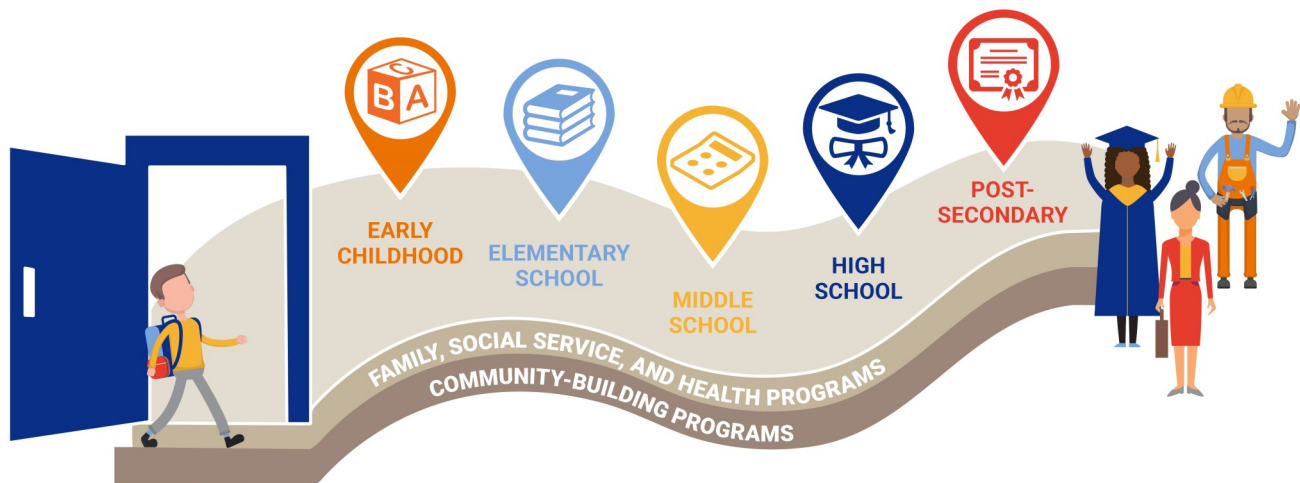
PREPARE CHILDREN TO SUCCEED IN SCHOOL AND LIFE

Indicators of Success

1. Increase kindergarten readiness rates
2. Increase the 3rd Grade English literacy proficiency rates
3. Increase the 8th Grade Mathematics proficiency rates
4. Increase high school graduation rates
5. Increase college- and career-readiness rate in high schools

Impact Strategies

- **AmeriCorps Tutor/Mentor**^{2,3,4,5}
- Bright By Text¹
- **Community Schools**^{1,2,3,4,5}
- First Book^{1,2}
- GED Programming⁵
- Help Me Grow¹
- High-Quality Preschool^{1,2}
- High School Credit Recovery^{4,5}
- *Promise Partnership Regional Council*^{1,2,3,4,5}
- Robert Hunter Scholarship^{4,5}
- Summer Kids Catalog²
- Tutoring^{2,3,4,5}
- **United Partnership Council Education Committees**^{1,2,3,4,5}
- **Welcome Baby**¹





Income

Objective

BUILD A COMMUNITY OF FINANCIALLY STABLE AND INDEPENDENT FAMILIES

Indicators of Success

1. Increase percentage of families that have livable income that reaches the self-sufficiency standard
2. Build partnerships to identify key issues and refine impact strategies

Impact Strategies

- 2-1-1 Resource and Referral
- Community Schools
- Community Services Grant
- Familywize
- FEMA – Emergency food and Shelter
- Financial literacy education
- **SparkPoint Center**
- **United Partnership Council - Housing Committee**





Health

Objective

DEVELOP A COMMUNITY OF HEALTHY INDIVIDUALS

Indicators of Success

1. Increase percentage of adults who rate their own health as good, very good, or excellent
2. Increase percentage of residents who have access to health care services
3. Create partnerships to identify key issues and refine impact strategies

Impact Strategies

- *Community Schools*^{2,3}
- *Day of Play*^{2,3}
- Intermountain's Alliance for the Social Determinants of Health^{1,2,3}
- Promise Partnership Regional Council –Health Committee³
- Summer Kids Catalog^{2,3}
- **United Partnership Council–Health Committees**^{1,2,3}
- Weber Human Services - Communities that Care²
- *Welcome Baby*^{1,3}





RATIONALE AND CORE BELIEFS

Education

Prepare children to succeed in school and life. United Way of Northern Utah focuses on building both short-term and long-term solutions to minimize the opportunity gaps in order to maximize successful educational outcomes for all children.

Income

Build a community of financially stable and independent families. In order to facilitate success, we focus our work on identifying lasting solutions that go beyond one-time or temporary assistance.

Health

We support local initiatives to identify and address the social determinants of health, leading to improvements for all. We are committed to identifying solutions that create healthy children, healthy adults, and healthy communities throughout Northern Utah.

Community Leadership

Lead community-wide efforts to achieve whole community growth. With the support of individual donors, volunteers, businesses, private foundations, public funders, and human service agencies, we draw diverse people together, create alignment and build a better future for our community.





Our Staff

Alex Hawley
211 Specialist

Alex Jolley
Welcome Baby Data Technician

Amy Nielson
Community School Coordinator

Angela Voraotsady
Community School Coordinator

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Community School Coordinator

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Mitch McBride
Director of Operations

Randy Bates
Controller

Saren Loosli
Director, AEIOU

Sharree Bodily
Staff Accountant

Susan Short
Member Support, AEIOU

Tim Jackson
President and CEO





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Board Chair
Utah House of Representatives

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First Vice Chair
Resource Development Committee Chair

Tiffany Burnett
Second Vice Chair
Public Affairs Committee Chair
Ogden Regional Medical Center

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Secretary
United Way of Northern Utah

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Past Chair, Nominating Committee Chair

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Kent Streuling
Human Resources Chair
America First Credit Union

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Building and Facilities Committee Chair

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Box Elder Advisory Committee Co-Chair
The Church of Jesus Christ of Latter-day Saints

Earl Benson
Northrop Grumman

Ben Browning
Bank of Utah

Mike Caldwell
Ogden City Mayor

Rhett Long
Standard-Examiner

Kearston Cutrbus
Cutrbus Automotive Team

Todd Harris
Fresenius

Mark Jenkins
Petersen, Inc.

Luis Lopez
Weber State University

Zachary Nelson
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