UNITED WAY OF NORTHERN UTAH
STRATEGIC PLAN
2020–2025
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

- 2-1-1 Information and Referral\textsuperscript{2,3,4}
- Brand Ambassador Program\textsuperscript{2,3,4}
- Box Elder Advisory Council\textsuperscript{2,3,4}
- Year of Action/Volunteerism + Community Drives\textsuperscript{2,3,4}
- Continuous Improvement Implementation\textsuperscript{1,3}
- Changemaker Series\textsuperscript{2}
- Intermountain's Alliance for the Social Determinants of Health\textsuperscript{2}
- Partnership Success -Community of Practice\textsuperscript{2}
- Zada Haws Community Grant Center\textsuperscript{2,3}
- Promise Partnership Regional Council\textsuperscript{2}
- Recruitment of UWNU board members\textsuperscript{2,3,4}
- United Partnership Council\textsuperscript{2,3}
- Workplace Campaigns\textsuperscript{1}
- Community Giving\textsuperscript{1}
- Corporate Grants and Sponsorship\textsuperscript{1}
- Loaned Executive Program\textsuperscript{1,3}
- Alumni United\textsuperscript{1,3,4}

*Superscript #'s show which indicators the strategies address
*Bold denotes signature strategy
*Italics indicate this is a secondary objective area for the strategy
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
- Bright By Text
- Community Schools
- First Book
- GED Programming
- Help Me Grow
- High-Quality Preschool
- High School Credit Recovery
- Promise Partnership Regional Council
- Robert Hunter Scholarship
- Summer Kids Catalog
- Tutoring
- United Partnership Council Education Committees
- Welcome Baby
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
UNITED WAY OF NORTHERN UTAH STRATEGIC PLAN

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 Committee\(^{3}\)
- Summer Kids Catalog\(^{2,3}\)
- United Partnership Council—Health Committees\(^{1,2,3}\)
- Weber Human Services - Communities that Care\(^2\)
- Welcome Baby\(^{1,3}\)
RATIONAL 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

Heather Crockett
Early Childhood Coordinator, Box Elder

Lori Ransom
Network Facilitator

Alex Jolley
Welcome Baby Data Technician

Iveth Vazquez
Community School Coordinator

Madeline McDonald
Community School Director

Amy Nielsen
Community School Coordinator

Janet Jarnagin
Community School Coordinator

Mandi Schill
Events & Donor Engagement Manager

Angela Voraotsady
Community School Coordinator

Julie Johnson
Director of Community Resources

Maria Huerta
Community School Coordinator

Ariana Lara
Community School Coordinator

Julie Trickett
Playgroup VISTA

Melissa Kloz
Office Specialist Executive Assistant

Carol Beddome
Interim Director of Marketing and Resource Development

Kali Winward
Early Childhood Coordinator, Weber

Mitch McBride
Director of Operations

Emily Esplin
Network Facilitator

Katie Smith
Administrative Assistant

Randy Bates
Controller

Evelyn Gutierrez
Community School Coordinator

Kaylie Astin
Marketing Manager

Saren Loosli
Director, AEIOU

Flor Morales
Welcome Baby Coordinator

Kenice Whittaker
Member Support, AEIOU

Sharree Bodily
Staff Accountant

Gina DeSantis
Grant Budget Administrator

Kristal Sabaitis
Community School Coordinator

Susan Short
Member Support, AEIOU

Hannah Furber
Affinity Groups VISTA

Kristin Thacker
Welcome Baby Program Manager

Tim Jackson
President and CEO

Hannah Kenny
Director of Corporate Engagement
BOARD OF DIRECTORS

Steve Waldrip
Board Chair
Utah House of Representatives

David Sebahar
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Tiffany Burnett
Second Vice Chair
Public Affairs Committee Chair
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United Way of Northern Utah

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Past Chair, Nominating Committee Chair

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Box Elder Advisory Committee Co-Chair
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Northrop Grumman

Ben Browning
Bank of Utah

Mike Caldwell
Ogden City Mayor

Rhett Long
Standard-Examiner

Kearston Cutrubus
Cutrubus Automotive Team

Todd Harris
Fresenius

Mark Jenkins
Petersen, Inc.

Luis Lopez
Weber State University

Zachary Nelson
Zions Bank

Karla Porter
Weber School District

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Jeff Rawlings
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Andrew Sorenson
Intermountain Healthcare

Mark Suchan
Post Consumer Brands

Timothy M. Wheelwright
Durham Jones & Pinegar