United Way of Florida

MISSION

We exist to support our statewide United Way network, no matter the size, in a strong, inclusive, and successful system facilitating mutual aid, education, and capacity building for all.

THEORY OF IMPACT

We do this by fostering opportunities for communication, collaboration, and sharing of ideas amongst our member United Ways.

VALUES

We stand for Collective Impact/Action... getting things done on behalf of all through:

BELIEFS

MANY VOICES ONE MISSION
while we represent different communities, we share one purpose

EQUAL ACCESS FOR SUCCESS
we identify and remove barriers that block access for our ourselves and others

RESPECT AND VALUE EVERY INDIVIDUAL
every life, every experience matters in building a brighter future for all

MAXIMIZING AND MULTIPLYING RESOURCES
we are resourceful to expand and grow the resources entrusted to us

STRONGER TOGETHER THAN WE ARE SEPARATELY
locally and statewide, we prioritize collaboration and mutual support



BOLD LEADERSHIP

Ensuring continued growth and progress by challenging one another to lead, not follow.



EQUITY / INCLUSION

Seeking open and fair practices that ensure equitable access to success for both our members and our communities.



COLLABORATION

Accomplishing more and being better when we work together, not individually.



EXCELLENCE

Providing the highest quality in all we do and how we do it.



RESPONSIVENESS

Hearing what is needed and going the extra mile; developing services that exceed expectations.



ADVOCACY

Advancing policies that help our communities thrive.



SCALABILITY

Supporting solutions that fit communities of all sizes.

©2024 UNITED WAY OF FLORIDA

United Way of Florida

VITALS

Focusing on these key metrics, we are committed to improving our network.

Diversifying Resources
(resource growth and mix of sources)

Growing Collaborations
(new/enhanced statewide partnerships, pooled resources)

Thriving Local United Ways
(2024 baseline and improvements across the state)

Statewide Advocacy/Funding
(new/increased legislative impacts/funding)

FOCUS AREAS ADVANCING OUR MISSION AND MOVING OUR VITALS



OUR THREE-YEAR SUCCESS MEASURES

ADVOCACY

Being the go-to resource and/or leader in legislation, local/state/federal funding, statewide partnerships

- Promote ongoing local United Ways and UWOF engagement with elected officials
- Engage with partner organizations to move legislation forward
- Achieve successful legislative outcomes

BRAND AWARENESS

Uplifting local impact, and it's value, for all Florida United Ways and our statewide network

- Develop statewide communications/media relations to promote United Way locally and statewide
- Ensure United Way is seen as a leader with nonprofit perspective and expertise
- Amplify local United Way impacts, issues and successes

BUILDING CAPACITY

Ensuring thriving local United Ways across the state through benchmarking/ sharing of best practices

- Enhance internal/operating best practices through resource coordination/board training
- Develop Thriving United Way (TUW) – benchmarking, communities of practice, and annual local United Way areas of focus
- Ensure greater disaster preparedness and coordination within and across United Ways

NETWORK CITIZENSHIP

Connecting and collaborating statewide, regionally and nationally: being a resource

- Promote connective activities between local United Ways beyond the annual conference
- Connect and leverage best practices from other state associations
- Provide ongoing consultation, referrals and train the trainer opportunities (e.g., disaster preparedness)

©2024 UNITED WAY OF FLORIDA