



**Catawba County  
United Way**

Building relationships to support our community with  
collaboration, compassion and purpose.  
**One Community United.**

Catawba County United Way has adopted the following strategic plan for the period of Jan. 1, 2023 through Dec. 31, 2026. This strategic plan provides pathways to achieve organizational success:

- C **Caring** for every partner agency.
- C **Collaborating** to leverage funding impact provided by Catawba County United Way.
- U **Uniting** Catawba County in addressing critical issues.
- W **Waging** battles to eliminate poverty in an equitable, ethical, and meaningful manner.
  
- L **Linking** our partner agencies in innovative ways to increase service provision and efficacy.
- I **Innovating** our fundraising practices, adding value for donors and investors.
- V **Venerating** the role of community-based organizations in a healthy community.
- E **Exploring** creative and collaborative solutions to Catawba County's crises in housing, substance abuse and early childhood education.
- S **Supporting** our community through difficult times.
  
- U **Undertaking** critical conversations in our community to lead to improved understanding and respect of all people.
- N **Nourishing** our community-based organizations with support, guidance, and investment.
- I **Initiating** advocacy efforts with community partners at all levels to impact the well being of residents and agencies.
- T **Transforming** fundraising into opportunities for residents to invest in their own and their neighbors' wellbeing via corporate and business partners.
- E **Educating** the community regarding needs of vulnerable populations in Catawba County.
- D **Demanding** transparent, responsible, and ethical operations of ourselves and our partners.



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