



**United Way**  
Sudbury and  
Nipissing Districts

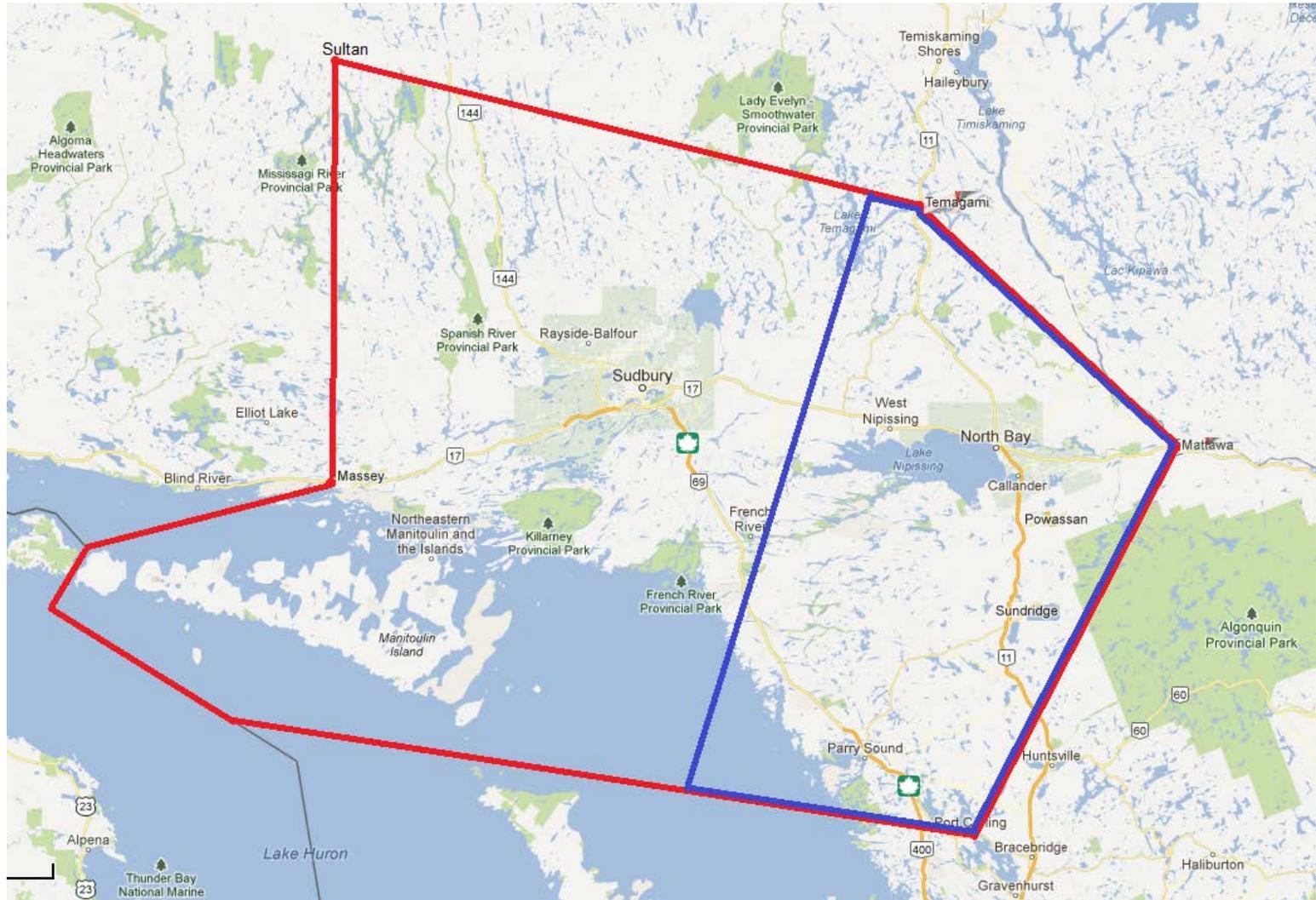
Give. Volunteer. Act.

# United Way Presentation

United Way/Centraide Sudbury and/et Nipissing Districts  
Executive Director – Michael Cullen



# Sudbury & Nipissing Districts





United Way Sudbury and Nipissing Districts  
**Strategic Plan 2015-2018**



Introduction	Strategy One	Strategy Two	Strategy Three	Strategy Four
<p>This plan outlines a three year strategic direction for United Way Sudbury and Nipissing Districts. These strategies and goals will be measured through consistent board, staff and volunteer engagement on a monthly basis to translate the mission/vision into community impact.</p> <p><b>Three focus areas will assist United Way to achieve this:</b></p> <ul style="list-style-type: none"> <li>• All that kids can be</li> <li>• From poverty to possibility</li> <li>• Healthy people, strong communities</li> </ul> <p><b>Vision</b>                      To create opportunities for a better life for everyone in our communities.</p> <p><b>Mission</b>                      To improve lives and build community by engaging individuals and mobilizing collective action.</p> <p><b>Values</b></p> <ul style="list-style-type: none"> <li>• Demonstrate trust, integrity, transparency, inclusivity and respect.</li> <li>• Energize and inspire volunteerism and volunteer leadership.</li> <li>• Endorse innovation, partnerships and collective action.</li> <li>• Provide non-partisan leadership.</li> <li>• Embrace diversity.</li> </ul>	<p>Become a state of the art fundraising organization to ensure the resourcing and sustainability of our community impact across our catchment area.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Establish new and foster ongoing partnerships and collaborations with funders, labour, workplaces, businesses, organizations and individuals.</li> <li>2. Diversify funding streams and develop resources to increase financial stability including implementing a major gift campaign, securing government subsidies, utilizing student placements, service learning, social enterprise and events.</li> <li>3. Utilize the Direct to Donor approach to build the Leadership Giving Program and increase individual giving, as well as increase the number of businesses supporting the Affinity Rewards Program.</li> </ol>	<p>Create a localized network that becomes the go-to trusted social services leader for its depth of knowledge and ability to measure, evaluate and communicate the outcomes of our community impact.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Utilize focused research, training and best practices to ensure evidence based programming and evaluation, as well as our base of knowledge and expertise.</li> <li>2. Establish new and further develop networks and programs that enable excellence in knowledge development and exchange through business innovation and communication.</li> <li>3. Strengthen the non-profit sector for the priority populations and communities we serve, through United Way's internal programs and initiatives.</li> <li>4. Strengthen the volunteer sector within the communities we serve to better meet the needs of vulnerable people, especially in rural and remote communities.</li> <li>5. Create a recognition program for individuals and organizations who help meet priority social service needs.</li> </ol>	<p>Become a high performing organization that is connected, interdependent and innovative throughout our catchment area, that is built on trust and demonstrates excellence through its systems and practices.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Mobilize and position the 211 Project as a leading resource to help navigate and improve access to social and health related services.</li> <li>2. Improve two-way communication and education through marketing and donor engagement that will allow us to share the impact we create in the communities we serve.</li> <li>3. Explore shared space partnerships to expand networks to leverage the assets and capacity of stakeholders and partners to ensure the organization is adequately housed.</li> <li>4. Strengthen and build partnerships with local and national labour councils as well as within the labour movement in general throughout the catchment area.</li> </ol>	<p>Address a key priority related to improving the health and well being of children, youth and young adults in our communities.</p> <p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Create partnerships and strategic alliances with key stakeholders to complete a needs assessment in our communities.</li> <li>2. Utilize evidence based research, program and evaluation measures to identify key priorities affecting children and youth in our communities through the Community Development Committee and its community partners.</li> <li>3. Network with other United Ways across Canada and other like-minded organizations to identify best practices for improving the lives of children, youth and young adults.</li> </ol>



# 211

- **Targeted, live, confidential help:** all 211 phone calls answered by certified Information and Referral specialists (not automated systems)
- **Multilingual:** capable of serving in more than **150 languages**
- **Around-the-clock access:** available 24/7/365
- The database is available to the public online at [www.211ontario.ca](http://www.211ontario.ca)





## Examples of 211 calls

-  Health Services and supports
  -  Newcomer and immigrant services
  -  Food banks and meal programs
  -  Housing centres and utility help
  -  Senior services and homecare
  -  Government social assistance
  -  Parenting and family programs
  -  Disability support programs
  -  Volunteer organizations
- ...and much more

**211**



**WE PAY. YOU SAVE.**  
THE HOME WEATHERIZATION PROGRAM



**uniongas**

A Spectra Energy Company

**envirocentre**

WE WILL INSTALL  
**INSULATION**  
IN YOUR  
**BASEMENT,  
WALLS  
AND ATTIC**

FREE  
**ENERGY  
ASSESSMENT**



**SAVE**

UP TO

**30%**

**ON YOUR  
GAS BILL  
EVERY YEAR**



MORE THAN **6,700 HOMES** IN ONTARIO HAVE  
ALREADY BENEFITED



# Thank You

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