



2024-2026 Strategic Plan Update

Frequently Asked Questions

1. What prompted the update to the strategic plan?

- It's important for any organization to re-visit its strategic plan regularly to address changes in donor behavior and interest, as well as changes in technology, the marketplace and internal performance.
- Since the last strategic plan update, United Way of Racine County has named a new president and CEO, celebrated our centennial and worked through a global pandemic.

2. How does this update align with our mission and vision?

- The 2024-2026 strategic plan focuses on internal measurement to ensure our work is on the right path toward our mission and vision, as well as the external partnerships that are a key driver of our mission to improve lives and transform our community.

3. Does this plan represent a move away from the previous goal of building an educated workforce?

- It does not. Uniting Racine County to build a thriving community is a comprehensive goal to address multiple interconnected elements, including education, safety, health and economic stability.

4. What was the process for updating the strategic plan?

- Work began in November 2023 with meetings with the board and staff of United Way of Racine County. A board task force presented the first draft of the plan, and listening sessions were held with the full board and staff. In April 2024, the final draft of the strategic plan was approved by the United Way of Racine County board.

5. How will the updated strategic plan be implemented?

- United Way of Racine County leadership will determine key performance indicators in the identified focus areas.
- Staff and the organization will be assessed regularly to evaluate progress against those goals.

6. How will this update impact our daily operations?

- The update to the strategic plan will help ensure our actions are effectively working toward the mission and vision of the organization by regularly evaluating impact.
- The goal of the updated strategic plan is to keep United Way of Racine County in a continual state of performance improvement and collaboration, which will help move us closer to a thriving Racine County.

7. How often will the strategic plan be reviewed?

- Internal measurement toward the strategic plan goals will be ongoing. Strategic plan will next be updated in 2026.