



STRATEGIC PLAN

A VISION FOR 2022
Great Rivers United Way

MISSION

Unite people and resources to improve lives and strengthen our communities.

VISION

All individuals and families in our communities will achieve their full potential through education, income, and healthy lives.

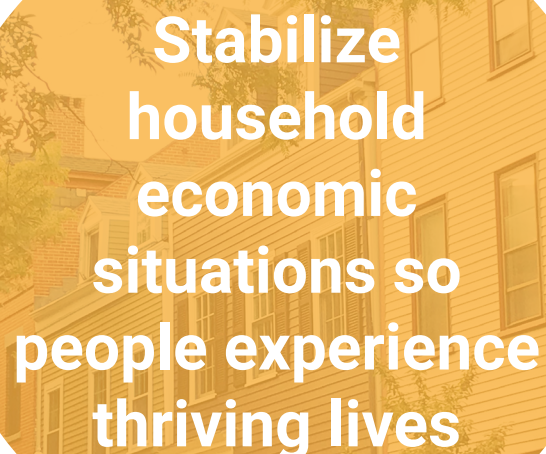
VALUES

Collaboration
Integrity
Advocacy
Equity

Great Rivers United Way will be the premier advocate and collaborator across the communities it serves. Great Rivers United Way will be essential to its communities as an organizer, facilitator, and fund developer. GRUW will:



**Positively
impact our
youngest
community
members**



**Stabilize
household
economic
situations so
people experience
thriving lives**



**Support
a healthy and
socially-connected
community**

ADVOCATE

COLLABORATE

ORGANIZE

FACILITATE

FUND