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:

### 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

- **Positively impact our youngest community members**
- **Stabilize household economic situations so people experience thriving lives**
- **Support a healthy and socially-connected community**
STRATEGIC PLAN A VISION FOR 2022
Great Rivers United Way

Positively impact our youngest community members

**Strategies**
- Increase academic success
- Strengthen family supports

**Indicators of Success**
- Increase percent of students reading at proficient or higher
- Increase high school graduation rates
- Improve kindergarten readiness
- Decrease juvenile arrest rates

Stabilize household economic situations so people experience thriving lives

**Strategies**
- Improve access to living-wage employment
- Decrease households in financial crisis

**Indicators of Success**
- Decrease percentage of children receiving free and reduced lunches in school systems
- Increase households above ALICE Threshold
- Increase percentage of renters paying 30% or less of income on rent
- Reduce need for emergency shelter
- Decrease traffic at local food pantries

Support a healthy and socially-connected community

**Strategies**
- Improve access to prevention and intervention programming for mental health
- Improve connections for at-risk community members to community resources
- Improve access to prevention and intervention services that focus on physical well-being

**Indicators of Success**
- Decrease suicide in the Great Rivers Region
- Increase youth resilience

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ADVOCATE  COLLABORATE  ORGANIZE  FACILITATE  FUND

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