**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**