

LIVE UNITED



United Way
of Frederick County

STRATEGIC PLAN

2017-2021

MISSION

United Way improves lives by mobilizing the caring power of our community to advance the common good

VISION

United Way advances the common good by creating opportunities for all. Our vision is focused on education, income, and health – the building blocks for good quality of life and strong community

ALICE IN FREDERICK COUNTY

2014 point in time data

Number of Households: 89,084

Median Household Income: \$84,203

Unemployment Rate: 5%

Poverty Rate: 6%

Frederick County ALICE: 32%

ALICE IN FREDERICK COUNTY

2014 point-in-time data

	2007	2014
Households	81,861	89,084
ALICE Rate	27%	32%
ALICE Households	22,103	28,507

29% increase in ALICE households since 2007

STRATEGIC INTENTIONS

SCALE the Prosperity Center for community impact

CONVENE community around shared goals

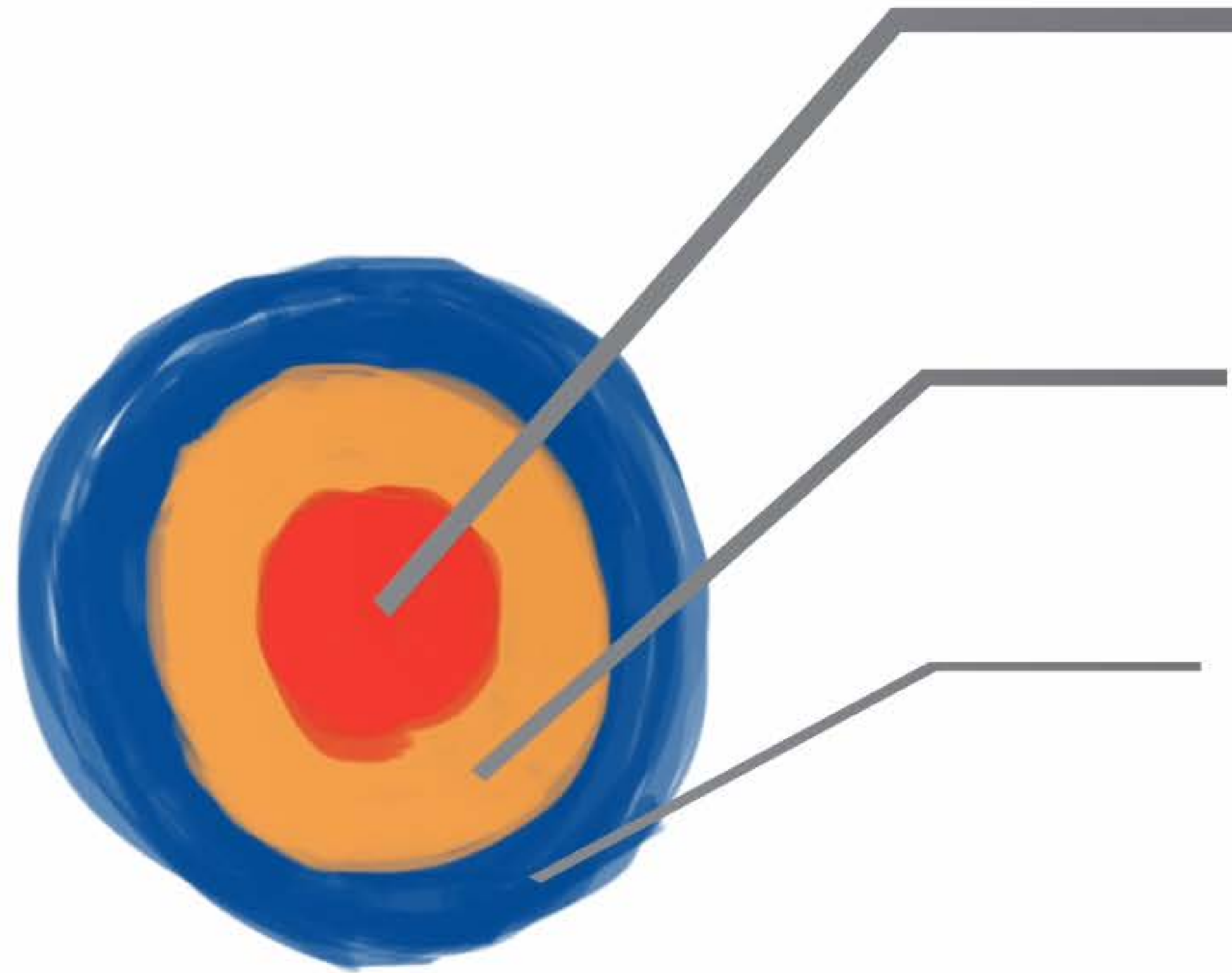
FRAME impact work as product to attract revenue

CONNECT United Way brand to all our work

AREAS OF IMPACT



AREAS OF IMPACT



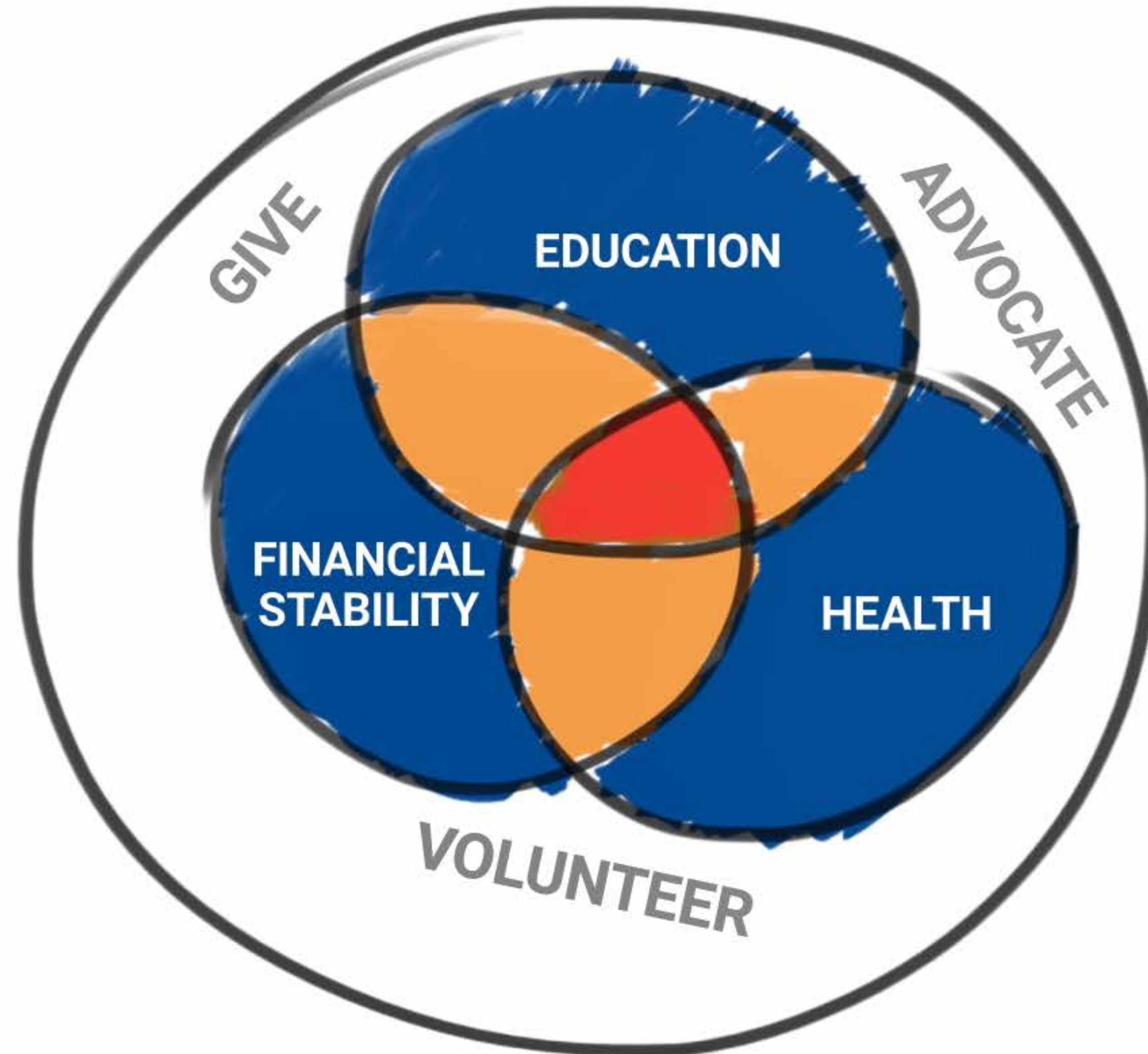
Prosperity Center
“Sweet Spots”

Community Impact
Programs

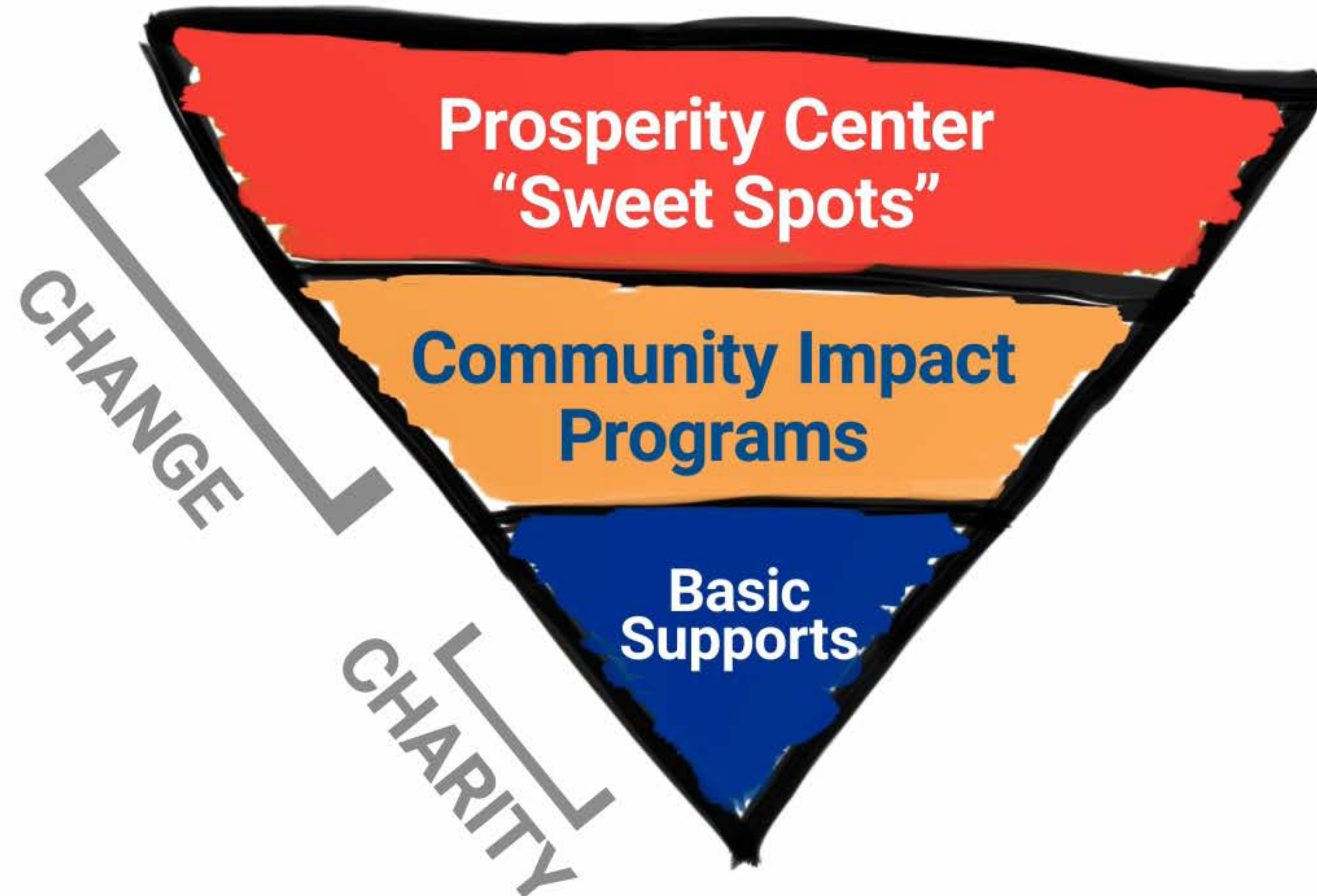
Basic Need
Supports

Our work is centered on
Frederick County Families who
are Asset Limited, Income
Constrained, Employed (ALICE)

STRATEGIC ARENA



STRATEGIC PRIORITIES





Thank You



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