



community matters.™

# imagine

## new partnerships, people and resources

### Changing the way United Way works.

*The new United Way is based on a Community Solutions model. It's about embracing the big picture on human services. It's about bringing all the players to the table. It's about identifying a collective community vision that prioritizes the important issues. It's about making measurable headway on human services. It's a different way to make a difference.*



### old vision      new vision

- United Way is a fund-raising organization ▶ United Way's role is multi-faceted as an integrator and leader on human services issues
- Resources = Money ▶ Resources include money, people, relationships, expertise
- United Way funds many worthy causes ▶ United Way focuses support on top priorities with a collective community vision
- Accountability through services delivered ▶ Accountability is measured by outcomes achieved
- Give = donate to United Way ▶ Give = invest in the community
- Partnerships defined by United Way agenda ▶ Partnerships are unlimited and defined by community agenda

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United Way of Benton and Franklin Counties