

STRATEGIC PLAN 2030



UNITED WAY
Greater New Haven

OUR VISION

Greater New Haven is a community where all children are nurtured, all families are financially secure, and everyone has opportunities to reach their full potential.

OUR MISSION

We mobilize people and resources to drive community change so everyone can thrive.

GUIDING PRINCIPLES FOR OUR WORK

United Way holds a set of core principles that guide how we approach our work. These principles shape how we strive to create meaningful and lasting change in our community.

- **We listen deeply and act with humility.**
We build trust by listening to our neighbors, honoring lived experience, and lifting up community priorities - not prescribing them.
- **We activate what works—driven by evidence, experience, and creativity.**
We harness data, community wisdom, and inventive thinking to launch solutions that are proven, practical, and ready to evolve.
- **We remove barriers to opportunity.**
We make sure solutions reach people who too often are left out.
- **We connect across sectors to make change happen.**
We bring together people and organizations to align resources for greater impact.
- **We lead collaboratively.**
We build strong partnerships that allow everyone to do what they do best - together.

OUR VALUES

We operate from a set of values that guide our staff and help us create an organizational culture that promotes excellence.

- **We respect diverse perspectives and foster a culture of inclusivity.**
- **We approach our work and each other with curiosity, focused on continuous improvement.**
- **We celebrate wins and acknowledge growth.**
- **We provide outstanding service to our community and each other.**
- **We hold ourselves accountable to our values and commitments.**

2030 GOALS

GOAL 1

Expand Access to Healthy Food and Stable Housing

- ↓ Reduce food insecurity by 5% regionwide.
- ↓ Reduce first-time homelessness in Greater New Haven by 10%

GOAL 2

Ensure Every Child Has the Foundation to Thrive

- ↑ Increase the number of kindergarten students across the region who have preschool experience by 5%.
- ↓ Reduce the number of students who are chronically absent in Greater New Haven by 5%.

GOAL 3

Advance Financial Security for ALICE Households

- ↑ Help 5% of ALICE households increase their income.

KEY COMMUNITY STRATEGIES

Reaching our 2030 goals will require strategic focus. Each part of our strategy – developing signature initiatives that provide life-changing services, creating new ways of working across programs and providers to better meet people’s needs, and activating our neighbors as volunteers and advocates – is critically important on its own. But combined, they create powerful change in our community, enabling us to both meet the immediate needs of today and build a brighter future for tomorrow.

- **Create and scale signature United Way initiatives that meet priority community needs, address service gaps, and leverage our strengths, with a focus on upstream, preventive solutions.**
- **Convene, coordinate, and create change across programs and providers to improve service delivery and outcomes in our three focus areas: Healthy food and stable housing, thriving children, financial security.**
- **Advocate for policies and systems that improve the lives of ALICE households at the local, state, and federal levels.**
- **Activate our neighbors by creating meaningful pathways for people to engage, connect, and contribute to improving our community.**

This strategic plan reflects our commitment to collaboration, innovation, and inclusiveness. These goals and strategies provide a clear roadmap for how United Way of Greater New Haven will continue to deepen impact, strengthen families, and help build a more prosperous and equitable region for all.

