



United Way
East Ontario

2025-2029 Strategic Plan

United Way East Ontario continues to deepen our role as a trusted convener, systems leader, and advocate for the most vulnerable in our communities.

This plan reflects our commitment to equity, collaboration, and innovation. It is a shared promise to our communities, partners, and staff to lead with purpose, evolve with intention, and deliver results that matter. **United, we can build a region where everyone thrives.**



Five Strategic Directions have been identified to guide United Way East Ontario's work through the current landscape over the next three years. They provide a clear, concrete, and actionable focus for how we will move forward with purpose and intention.



**Deepen
Community
Engagement**



**Commit to
Sustainable
Revenue Growth**



**Commit to
Movement
Leadership**



**Embrace a
Culture of
Innovation**



**Focus and Strengthen
Organizational
Capacity**

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Strategic Directions

The benefit we want to deliver for our communities



We will... inspire collective action
So that... we grow trust, innovation, community collaboration, and impact.

The most essential work we need to focus on to create the impact we seek

We will... Deepen Community Engagement



So that... we increase the number of people supporting and participating in our work by 20% by 2029 through growing and diversifying the ways to engage with us, creating a local movement where people understand, are involved, and commit more deeply to making our communities better today.

We will... Commit to Sustainable Revenue Growth



So that... revenue grows by 20% and diversifies by 30% over the next three years, by engaging people and partners in sustainable approaches.

We will... Commit to Movement Leadership



So that... as leaders in the sector, we align and champion the values, aspirations, and strengths of the United Way movement, nationally and in our communities, to inspire others to join us and better tackle our communities' toughest issues.

The human resources, capabilities, and culture that underpin it all

We will... Embrace a Culture of Innovation



So that... we create an environment that actively modernizes and encourages new ideas, experimentation, and calculated risk-taking—through learning and development, exploration and piloting, the implementation of technology and other tools, and by using data to inform and strengthen our work.

We will... Focus and Strengthen Organizational Capacity



So that... we collaboratively align our internal systems, programs, culture, and structures where they are needed most to have the greatest impact.

Facilitated by