

ON THE HORIZON- 5-Year Strategic Plan

Community Impact Goals

Together, Licking County United Way and our community will make a significant impact in the areas of education, income, health, and basic needs services throughout Licking County.

Over the next 5 years we will collaborate with others to deliver the following:

- **Education-**
Ensure the high school drop-out rate in Licking County will be reduced by 10% each year.
- **Income-**
See a clear trend in the reduction of families living below poverty level as a result of supporting programs and activities that promote financial stability and independence.
- **Health-**
Reduce by 1/3 the out of home placement of youth.
Increase by 1/3 the percentage of youth and adults choosing healthy behaviors.
- Increase resource generation (volunteers & donors) to ensure long term growth and sustainability of the mission.
- Expand visibility throughout the county. The Licking County community clearly knows and describes how United Way impacts lives.
- As key community leaders, board, staff and volunteers, share best practices with United Way Worldwide, other United Ways and community partners.
- Ensure that we maintain adequate resources, talent development and capacity to complete daily work that supports achievement of our strategic plan and United Way Worldwide membership.

THINK
WE
BEFORE
ME

LIVE UNITED™