



STRATEGIC PLAN 2025



UNITED WAY
Horry County

MISSION

To unite people, ideas, and resources to advance the common good in Horry County.

VISION

An equitable community where opportunity is not limited, and every member reaches their full potential.

MEASURED IMPACT

Take the next steps to connect community-wide measured impact with assessed needs.

SECTOR CAPACITY

Lift the capacity and coordinated collective effort of the social sector.

SCALED ENGAGEMENT

CORE OBJECTIVES



AWARENESS

Leverage our expertise and communications platforms to inform community and create resource awareness.



ENGAGEMENT

Expand opportunities for engagement in our mission.



REVENUE LEVERS

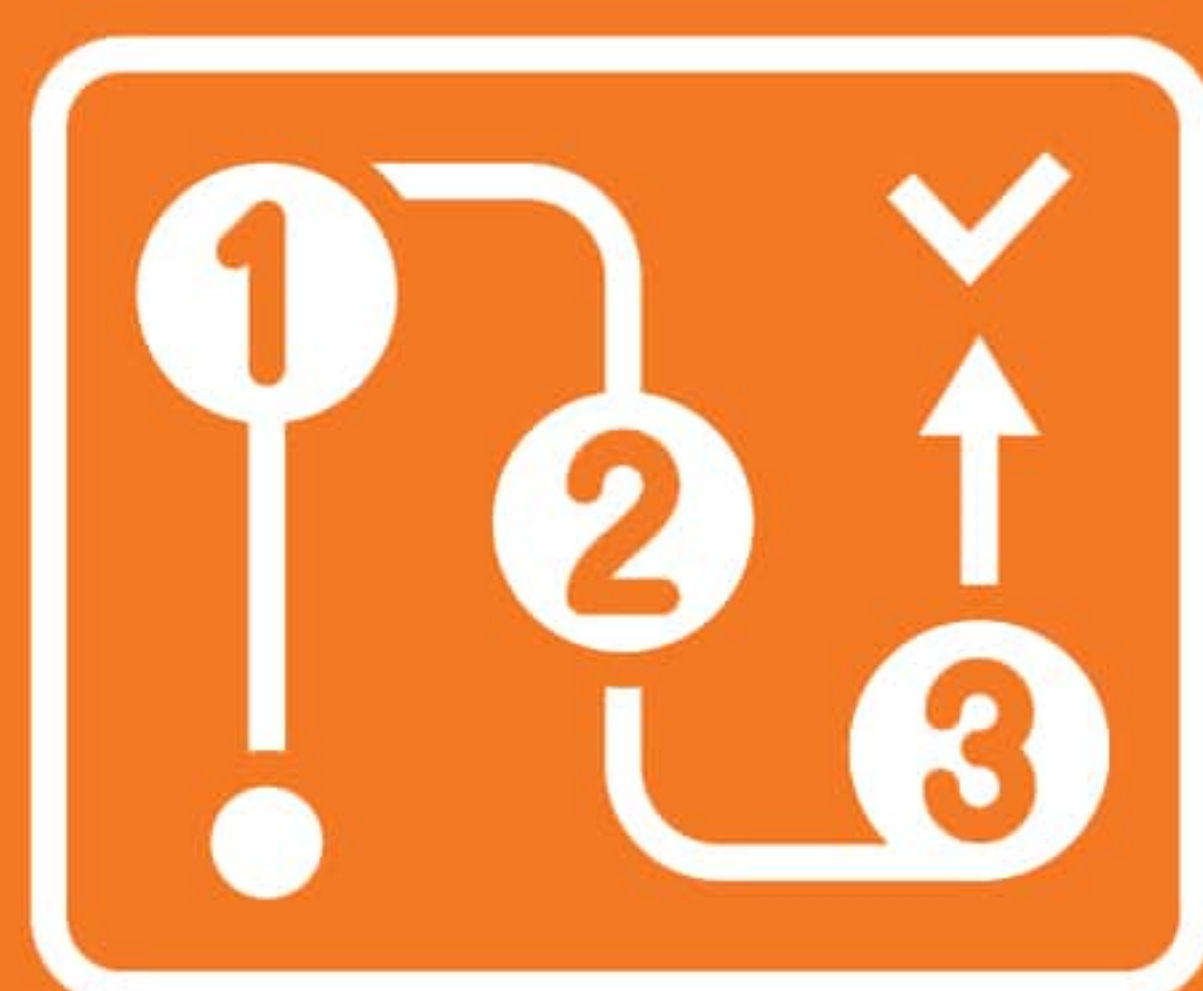
Grow revenue through strategic, high-leverage pipelines (grants, major gifts, etc.).

SUCCESS INDICATORS



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- We have increased Resources Under Management.
- We are leveraging/multiplying our assets through community investment in our work.
- We have measured movement against our Bold Goals.
- Volunteerism is a true human capital asset.



STRATEGIC PLAYS



- Combine Needs Assessment with ALICE data to inform ourselves and the community.
- Sharpen our program investment focus to drive our Bold Goals.
- Leverage our convening power around our Bold Goals to increase engagement and set collective strategy.
- Scale our internal programs that have early traction (Mission Ready and Thrive).
- Connect our impact product to high-leverage revenue sources (major gifts, grants, etc.).
- Strategically invest in staff capacity for future growth.
- Turn data into compelling stories, told through comprehensive, strategic marketing.
- Connect interested and relevant groups to structured volunteer opportunities (e.g., VITA) that drive our core program work.

Facilitated and
compiled by



**THE LEADER'S
PERSPECTIVE**



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