



<p style="text-align: center;">10-Year Strategic Directions</p>	<p style="text-align: center;">5-Year Strategic Plan Objectives (What We Hope to Achieve)</p>
<p>1. Collaborative & Cooperative Community</p>	<p>1.1 The communities of Perth and Huron understand clearly what UWPH and its partners can do to support them.</p> <p>1.2 UWPH and its partners understand each other's strengths, services and roles in meeting community needs.</p> <p>1.3 UWPH harnesses its wide-ranging relationships to lead effective collaboration among community partners.</p> <p>1.4 The communities of Perth and Huron have a stronger joint capacity to address community needs.</p>
<p>2. Evidence-Based Action</p>	<p>2.1 UWPH and its partners have better access to data to support local social planning.</p> <p>2.2 UWPH and its partners take strategic and sustainable action, based on relevant data.</p> <p>2.3 UWPH can demonstrate measurable impact of community investment.</p>
<p>3. Clearly Defined Priorities</p>	<p>3.1 UWPH sets strategic priorities by using local research, and engaging with community partners.</p> <p>3.2 UWPH planning and decision-making are aligned with local priorities, and with those of the United Way movement.</p> <p>3.3 UWPH works to ensure adequate resources are available to meet identified needs.</p>
<p>4. Increased Revenue & Resources</p>	<p>4.1 UWPH increases revenue by broadening the scope of its fundraising activities.</p> <p>4.2 UWPH recruits and trains a targeted base of volunteers to address existing and emerging needs.</p> <p>4.3 UWPH builds and maintains stronger relationships with its donors.</p>