

Attachment D. A Balanced Community (ABC) Focus

The scope of this project is transformational in nature. This project is about realigning the role and function of the Salina Area United Way in the communities we live. In summary the paradigm shift at play here is moving from just agency program focus to a Community focus. It is important to note that this Community focus shift does not exclude the old but rather includes the old plus the new, not letting go of everything

Agency Program Focus:	Community Focus:
Improvement	
Individuals that are the recipients of direct services	Community . about community knowledge focus
Qualitative measure . agency and program quality-qualitative outputs	Community quantitative outcome measured by improvement goals
Agency program focus on direct services	Community Opportunities to address root causes
Focus	
Agency program output . maintain history <ul style="list-style-type: none"> • historic ongoing funding dependent on campaign results • allocations distribution; agency applications and review • funding quality of agencies % to good things+ for individuals 	Measure Impact with Outcomes <ul style="list-style-type: none"> • More community engagement, concessions • Focused / Strategic • Move to community focus*Community driven • Collective Impact • Achieve specific goal for impact and investment
Stewardship	
Agency need financially driven Agency Accountability Competition between agencies and United Way United Way Identity as pass-through money for/to agencies UW enforce agencies	Adding value by leverage community resources Collaboration by all stakeholders as partners agencies working toward community goals, not just agency mission Broader community view and buy-in Community enforcement of rules
Giving	
Donors <ul style="list-style-type: none"> • good organization, good agency • Donation stays in Salina • Right thing to do • Very needed 	Investors <ul style="list-style-type: none"> • value of my gift and value to community • personal connection to improve • know how gift is meaningfully and measurably improving Salina
Volunteer Engagement	
Volunteer decision making Campaign financial goal is primary volunteer role Audiences: board, partners, donors Participation is percentage of residents donating money	Persons not only give money Volunteers provide direct care and service Time and expertise Advocate - give a voice to community issues