

Executive Summary

The Salina Area United Way Board has decided to support the philosophy of what is good for Salina is good for United Way. As a symbol of this commitment Salina Area United Way Board has promised to invest 10% of available community resources to the next big initiative identified by the Salina area to Advance Community Together for 2020.

Diagnosis of Problems and Opportunities

- There is limited commitment and understanding of the need and potential value of integrated community based planning for how best to improve individual lives and strengthen the Salina area communities.
- The Salina Area United Way is in a unique and special position in working with all stakeholder communities in the Salina area including, government, business, schools, churches, human service agencies and neighborhoods to facilitate and support a volunteer community owned planning process.

Where Are We Going?

The Mission of the Salina Area United Way is to improve lives and strengthen the community through leadership, partnership and investment.

In the May 2009 the Salina Area United Way Board approved the following focus statement,

The Salina Area United Way is a leadership organization working for lasting change for the common good with meaningful and measureable results to improve lives and strengthen Salina area communities.+

Project Purpose Statement

Strengthen human and social capital in the Salina area by engaging community members in a decision-making process around the topics of education, financial stability and health to achieve the following:

1. Document current community assets and resources
2. Identify gaps in recourses and process that are the root cause of problems that could be prevented
3. Prioritize opportunities for advancing the Salina area together by combined community resource development
4. Initiate implementation of strategies to strategically advance the Salina area through information sharing, community education and awareness, focused volunteer efforts, coordination of community services, gifts-in-kind, fundraising and grant development for new resources