



United Way of  
El Paso County



## Strategic Plan 2007~2011

### Introduction

United Way is a human service tradition in El Paso dating back to 1923 when Community Chest was established. Since then, Community Chest has evolved into what we know today as the United Way of El Paso County (UWEPC). As an independent community resource, governed by a local volunteer board of directors, our United Way conducts an annual community-wide, primarily workplace campaign, and also serves as fiscal agent and manager of the City, County, State and Federal employees' charitable campaigns. Through partnerships with our member agencies, other non-profits, faith based organizations and government entities, we are focusing on addressing community issues affecting families and individuals including funding more than 60 programs/services through our *Community Impact Fund*.

### Mission

To improve the lives of El Paso families through the caring power of our community.

### Vision

El Paso County is the premier multi-cultural community in which to raise a family.

### Our New Focus

United Way of El Paso County will further develop and expand our capability to assess needs and priorities, and to monitor changes of community conditions in three *Impact Areas*:

**Increasing Family Assets**— The focus of this *Impact Area* is to produce a decline in El Pasoans levels of poverty, improve their employability, increase home ownership, and overall improve families' financial assets. Actions towards this goal may include increasing access to Individual Development Account (IDA) programs, promoting financial education and enrollment in education and training programs, and first-time home ownership programs.

**Helping Children Succeed** — The focus of this *Impact Area* will be actions which will lead to every child being ready for school and reduce the high school dropout rate. This may include efforts to improve the quality of preschool, after school and summer programs, promote services to children with special needs, reduce child abuse, and increase access to physical/mental health services.

**Building Strong Families** — The focus of this *Impact Area* will be efforts which will lead to a stable and healthy lifestyle. This may include efforts to increase access to mental/physical health services, services which allow the elderly and disabled to live independently, case management services, and assistance to military personnel.

### Community Impact Councils

Community Impact Councils will recommend to the United Way of El Paso County Board of Directors ongoing activities that can affect measurable changes in community conditions through collaboration, funding, public policy, or other efforts. The Councils will be comprised of UWEPC board members and other community volunteers, including subject area and community experts.