

# About United Way of Whatcom County

## Our Mission:

To increase the organized capacity of people in Whatcom County to care for one another

## Our Goals and Objectives:

- Assess United Way's impact on human-service needs in Whatcom County
- Increase the community's capacity for giving
- Deploy United Way financial support for maximum effect
- Increase understanding of and commitment to United Way
- Strengthen United Way's organization and management

## Our Core Strategies:

- Conduct cost-effective, donor-oriented fundraising to increase financial resources encompassing both a United-Way-managed Community Safety Net and donor designations
- Allocate the Community Safety Net to partner agencies that meet critical health and human-service needs in Whatcom County, encompassing both treatment and prevention programs
- Seek and invest in Community Building opportunities with a broad range of organizations that have the most potential to improve the health and welfare of Whatcom County residents and have the greatest impact on the United Way mission

## History:

Established in 1956, United Way of Whatcom County has been a resource development and community impact organization for more than 50 years. United Way of Whatcom County meets community needs through an annual fund-raising campaign in excess of \$2 million and works with local partner agencies to address locally-assessed community needs in the areas of Food and Shelter, Youth and Families, Health and Wellness, as well as Safety and Intervention. United Way of Whatcom County aims to assess needs, strengthen agencies, encourage volunteerism, encourage philanthropy and create a culture of giving to build a healthy, connected community.