



**United Way**  
**Sarnia-Lambton**  
theunitedway.on.ca

**2023 Strategic Plan**

## United Way of Sarnia-Lambton: four strategies toward greater sustainability

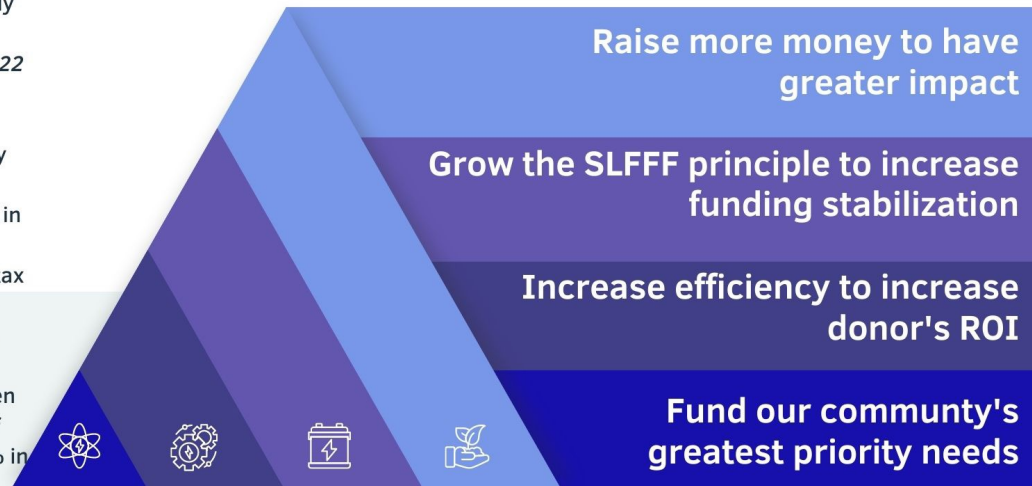
In the Fraser Institute recently published annual study: *Generosity in Canada, The 2022 Generosity Index*.

It finds that "the number of Canadians donating to charity — as a percentage of all tax filers — is at the lowest point in 20 years!

The percentage of Canadian tax filers donating to charity has fallen from 25.5% in 2000 to 19.1% in 2020.

The amount donated has fallen too — from a high of 0.72% of income in 2006 to just 0.49% in 2020."

Sustainability is key to providing long term community impact for the Sarnia-Lambton community.



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[www.sarnialambtonfuturefund.ca](http://www.sarnialambtonfuturefund.ca)



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**2023 Strategic Plan**

## Raise more money to have greater impact



Year-round fundraising community wide and within employee campaigns

Increase social media content including video, and improve 2022 analytics

Increase the number of workplace campaigns and donors within

Develop effective mail and digital email marketing

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## 2023 Strategic Plan

# Raise more money to have greater impact



Measures

Conduct a minimum of 6 promotional events with local businesses in Q1 and Q2  
Minimum of three workplace events before September 1, 2023

A minimum of two video posts monthly and improve on 50% of 2022 analytic measures

Hold a minimum of two new employee campaigns  
Increase the number of donors at one third of industrial employee campaigns

Improve the results for email marketing to current online donors from 2022  
Conduct email marketing campaign within a minimum of one Union Local

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**2023 Strategic Plan**

## Grow the SLFFF principle to increase funding stabilization



Remain committed to the current policy that ALL one time gifts be invested with the SLFFF

Promote the concept of donating to the United Way through Wills and other planned gifts

Increase promotion of donating through Wills within Social Media

Seek speaking opportunities within appropriate demographics

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## Grow the SLFFF principle to increase funding stabilization



**Measures**

Remain committed to the current policy that all one time gifts be invested with the SLFFF as in the past that helped grow the current principle to where it is now

Book ads in appropriate Seniors Magazines encouraging donors to leave money to United Way in their Will beginning by the end of Q1, 2023

Tag all general United Way social media posts with reminder to consider a donation to the United Way in their Will

Speak at a minimum of two events to remind individuals to think about the United Way in their Wills and to discuss tax saving strategies

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**2023 Strategic Plan**

## **Increase efficiency to increase donor's ROI**



Reduce staff size to four FT equivalents  
and prepare a succession plan for  
Board Approval by June 30, 2023

Take dvantage of Nationally produced  
marketing materials and templates and  
nationally run employee campaigns

Improve on the efficiency of our  
website, grow and expand the  
ecommerce and volunteer plug ins etc.

Reduce printing costs and  
amounts of materials

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## **Increase efficiency to increase donor's ROI**



**Measures**

Reduce staff size to four and prepare a succession plan for Board Approval by June 30, 2023 transitioning the United Way to meet this objective  
Develop a plan to be presented to the Board of Directors to reduce staffing needs by January 30, 2024

Better utilize National campaign and marketing templates, and when asked to develop new policies request UWCC for an example to be edited.

Ecommerce and esignups on the United Way website have been utilized; review additional opportunities including the use of Cloud based solutions, ie: Sharepoint

Explore digital opportunities to reduce printing costs and waste as invoiced by local printers in 2022

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## **Fund our community's priority needs and work with agencies to promote the successes**



**Be more specific on exactly what community issues we are addressing**

**Be more specific with our community indicator measures**

**Task the CIC to identify what specifics above we will address as per UWCC letter received January 3, 2023**

**Hold agencies more accountable to honour their funding obligations**

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**2023 Strategic Plan**

## **Fund our community's priority needs and work with agencies to promote the successes**



**Measures**

Be more specific on exactly what community issues we are addressing in time for the 2024/25 funding term

Be more specific with our community indicator measures and report our results publicly more regularly

Task the CIC to identify what specifics above we will address as per UWCC Letter received January 3, 2023 and table a board report by December 31, 2023

Hold agencies more accountable to honour their funding obligations, specifically, their social media obligations, and get them to produce their own content by promoting their successes

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## Examples of more specific community goals

2024

### Example 1

**To reduce the number of homeless men, as reported by the County of Lambton, year over a year. (203 people, 2023)**

### Example 2

**To reduce the number of homeless women to zero beginning in 2023.**

### Example 3

**To eliminate any weather-related deaths among people who are homeless.**