

2025-2028 STRATEGIC PLAN

United Way Leeds & Grenville

Mission: Improve lives and build community by engaging individuals and mobilizing collective action across Leeds & Grenville.

Vision: A United Way bringing people together to build vibrant, caring communities across Leeds & Grenville.



United Way
Leeds & Grenville
uwlg.org

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01 Consultative Approach

United Way Leeds & Grenville took a collaborative approach to developing the 2025–2028 Strategic Plan. Building on data from our 2023 community conversations, as well as interviews and discussions with a wide range of stakeholders, we developed a plan that truly reflects the needs of our community.

With the guidance of an experienced strategic planner, UWLG’s Board of Directors and staff team worked together to define five strategic directions that will strengthen our mission and vision, and position us for the future we aspire to achieve.





02 Message from our Board Chair and Executive Director

As we embark on the path outlined in United Way Leeds & Grenville's 2025–2028 Strategic Plan, we want to extend our heartfelt appreciation to the community members, partner agencies, donors, volunteers, and our dedicated organizational team who contributed their voices and perspectives throughout this process.

Your insights have been instrumental in shaping a plan that reflects the true needs of our community. Together, we have identified five strategic directions that will strengthen our ability to fulfill our mission, live our values, and create lasting impact.

We recognize that United Way is part of a strong and interconnected network of community partners. It is only through collaboration that we can respond to urgent needs while also investing in long-term solutions that improve lives across Leeds & Grenville.

This Strategic Plan sets a clear course for the next three years. It reaffirms our role as a trusted community convener, a responsible steward of donor investments, and a catalyst for meaningful change. With your continued partnership and support, we are confident in our ability to meet challenges head-on and build a stronger, more connected community for everyone.

Ian McFall, Board Chair

Hailie Jack, Executive Director



03 Where We Are Going

At United Way Leeds & Grenville, we are charting a bold and purposeful course for the future. Guided by our 2025–2028 Strategic Plan, we are building on the trust and relationships we’ve cultivated to remain a strong and responsive partner to our community.

Our direction is clear: we will diversify fundraising to strengthen sustainability, define and fund the greatest community needs, and expand our role as a convener—bringing people, partners, and resources together to tackle our most pressing challenges. We are committed to amplifying awareness of our impact, ensuring United Way is recognized as an asset for investment, and strengthening the diversity and capacity of our Board, volunteers, and agency partners.

This plan reflects the voices of our community—gathered through conversations, collaboration, and a shared vision. It positions us to respond to today’s urgent issues while building a stronger safety net for the future. Over the next three years, our five strategic directions will guide us in driving measurable impact and lasting change.

Where we are going is not just about the next three years—it is about shaping a community where everyone has the opportunity to thrive. With our mission and values as our compass, and with the continued generosity of our donors, volunteers, and partners, we are confident in our ability to move Leeds & Grenville forward—stronger, more resilient, and united.

04 Our Strategic Direction

Our Strategic Direction 1

FUNDRAISING DEVELOPMENT & DIVERSIFICATION

GOAL: Raise \$2M annually by 2028 and improve donor engagement region-wide

SUPPORTING ACTIONS:

- Develop and launch a multi-year fundraising strategy
- Build brand awareness across L&G
- Continue to recruit and build a high profile cabinet

Our Strategic Direction 2

BOARD AND VOLUNTEER DEVELOPMENT

GOAL: Board and Volunteer Development

SUPPORTING ACTIONS:

- Establish a nominations committee to diversify board by geography, age, background
- Develop and launch recruitment strategy for board and cabinet members
- Develop and launch succession planning

Our Strategic Direction 3

ORGANIZATIONAL STABILITY

GOAL: Ensure long-term viability and flexibility to commit to multi-year investments.

SUPPORTING ACTIONS:

- Renew risk assessment and management policies
- Renew financial protection policies
- Explore site options

Our Strategic Direction 4

AWARENESS & THOUGHT LEADERSHIP

GOAL: Be a recognized and trusted leader, preferred partner and community builder.

SUPPORTING ACTIONS:

- Convene groups around priority impact areas
- Host community forums on key issues
- Expand NPO & Board Chair development across L&G

Our Strategic Direction 5

DEFINE AND FOCUS ON GREATEST NEEDS

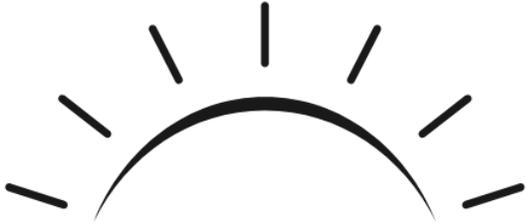
GOAL: Clarify funding criteria and direct investments for impact as defined by UWLG

SUPPORTING ACTIONS:

- Renew and launch community impact strategy.
- Launch multi-year giving
- Invest in agency capacity building to ensure long term impact of programming



PLANNING



HOPE
STARTS
WITH YOU



United Way
Leeds & Grenville

United Way Leeds & Grenville

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