

LIVE UNITED™

About United Way of Greater Rochester's Blueprint for Change

Overview

The United Way of Greater Rochester is working to advance the common good by making measurable change in our community. The blueprint process represents a new approach for how United Way will invest the resources that support its work on behalf of the community.

Strategic Priorities

- Measurably improve community conditions
- Renew enthusiasm for Community Fund
- Achieve organizational excellence

Rochester's Concerns

United Way of Greater Rochester conducted surveys engaging more than 1,200 people, and talking with more than 100 human-service professionals, to learn what our community is most concerned about. The top eight issues are:

- #1 Violence and unsafe neighborhoods
- #2 Family violence, child and elder abuse
- #3 Poverty/low income
- #4 Support for non-professional caregivers
- #5 Adequate food, shelter and clothing
- #6 Young children prepared for school
- #7 Low graduation rates
- #8 Safe, affordable housing

The Blueprint Process

The Blueprint for Change process is a new planning tool that differs significantly from how the United Way, both here in Rochester and nationally, has approached funding allocation decisions. The Blueprint for Change process is:

- **Inclusive & Collaborative** – Blueprints are developed by staff in collaboration with volunteers, donors, field experts and provider agencies; likewise, results will come from all funding, advocacy and volunteer resources in our community
- **Transparent** - The Blueprint provides important documentation of the organization's approach and how to accomplish outlined goals
- **Proactive** - United Way has identified specific, evidenced-based programs that will be given preference for support so that the limited resources are invested in strategies that will best address our community's problems
- **Evaluative** - Historically, United Way has tracked program outcomes; the Blueprint process look at the broader impact on long-term community goals and includes a formal assessment/evaluation plan
- **Culturally Competent** - In order to make a positive impact, services must be designed to respect and honor the beliefs, attitudes and behaviors of the people being served and those providing the services

Resource Investments

Any combination of these resources may be invested with the intent of making long-term, sustainable change:

- **Give** - United Way makes a financial commitment to a particular program focused on community needs.
- **Advocate** - United Way serves as a convener, advocate and champion for issues identified by the blueprint process. This may result in a public policy initiative or simply convening community leaders for dialogue.
- **Volunteer** - United Way acts as a catalyst for identifying volunteer needs to advance a strategy and mobilizing volunteers to carry out the work.



**United Way
of Greater Rochester**