

UNITED WAY OF GREATER ROCHESTER: THE BLUEPRINT FOR CHANGE PROCESS

We're working on behalf of thousands of donors to our community fund to ensure that we make real change in our community. The Blueprint process is a new approach for how we plan on investing donations, volunteer time and advocacy work. Our cabinet of volunteers ensured that this new process is:

INCLUSIVE & COLLABORATIVE

We engaged as many people as possible—volunteers, donors, field experts, front line professionals and those we hope to help—in the process.

TRANSPARENT

We shared our plan as it progressed, gathering feedback as we went along. All of our work—in process and final—was available for review and comment throughout the process.

PROACTIVE

We are focused on investing resources in preventive approaches to problems and looking to what we know works best in the field—evidenced-based and promising programs that demonstrate they get results.

EVALUATIVE

We've always asked for programs to evaluate their work—our blueprints raise that bar by sharing how we also plan to evaluate the effectiveness of the actual blueprint. Do all of these programs collectively make the change we hope for?

CULTURALLY COMPETENT

We believe strongly in ensuring that the programs we fund respect and honor the beliefs, attitudes and behaviors of the people being served; the providers we partner with share that commitment.

CHARGE:

DEVELOP A PROCESS THAT WILL ENSURE THAT UNITED WAY BEST FOCUSES ITS RESOURCES ON THE MOST PRESSING COMMUNITY CHALLENGES THROUGH PROVEN STRATEGIES FOR CHANGE.

PROCESS:

