Mission: To be a collaborative community resource dedicated to identifying, uniting, and responding to the health, educational, and financial sustainability of every person in Brown County

Vision: Connecting people to resources

Core Values:

Accountability - To be responsible, honest, and transparent in the communities we serve

Leadership – To step forward to unite, inform, and provide opportunities for community service

Inclusivity – To intentionally seek out and welcome all, embracing differences and meeting individual needs
Who We Serve and Why:

The United Way of the Brown County Area provides program services and connects people to resources in New Ulm, Hanska, Searles, Evan, Sleepy Eye, Springfield, Comfrey, Essig, Levenworth, and Cobden.

We believe that by elevating and aiding the most in need in our service area, we can make every person’s life better in Brown County.

Our Strategic Plan Focus Areas:

- **Health**– Promoting healthy physical and mental well-being and creating access to activities and tools that encourage healthy lifestyles.
- **Education**– Helping Brown County residents of every age reach their full potential and grow,
- **Financial Sustainability**– Promoting individual and family income sustainability and human basic needs.

The United Way of the Brown County Area works to connect Brown County residents to the resources they need to have access to educational opportunities, stable employment, and healthy physical and mental well-being. We accomplish these goals through the United Way in-house programs and in collaboration with county wide partners agencies:

**United Way In-House Programs:**
https://www.unitedwaybrowncountyarea.org/what-we-do

**Partner Organizations:**
https://www.unitedwaybrowncountyarea.org/partner-organizations

Our Role:

The United Way of the Brown County Area strives to move beyond just being a funding source for other local non-profits in our service area.

Our goal is to be an indispensable community partner that helps to **Research** the unique issues currently facing Brown County, seek out **Collaborations** with other local businesses and organizations that are or want to help address those issues, organize and encourage **Volunteerism** needed to do the work, and make financial and educational **Investments** through grant funds and programs to the organizations and groups tackling those identified issues.
Our Research Resources:

- United Way of the Brown County Area, Inc. Surveys of the following:
  - Individual Donors, Non-contributing Individuals, Participating Campaign Businesses, Non-participating Campaign Businesses, Partner Organizations

- Allina/Brown Community Needs Assessment
  - Brown County Family Services, Brown County Public Health, Oak Hills Senior living, First United Methodist Church, United Way, New Ulm Wellness Collective, New Ulm Medical Center, Heart of New Ulm, Euonia, Sleepy Eye Schools, Sleepy Eye Medical Center, Mayo Health Springfield, Sioux Trails, Brown County probation, New Ulm City Council, Pro Kinship for Kids, Brown County Commissioner, New Ulm Police Department, Healthy Communities Healthy Youth, New Ulm Park and Rec, New Ulm Senior Center-CAST, ECFE New Ulm-Springfield-Sleepy Eye Schools, Hy-Vee/Mayo Dietician

- Children’s Defense Fund - MN Kids Count report

- Brown County MN Student survey results and MN Adolescent Mental Well Being

- MN Extension Services survey

- Compass Data for Brown County

- 2018 Estimated Brown County Census Records
Objective I:

Focus grant funding, volunteer efforts, and collaborative partnerships on the United Way and community identified priorities:

Strategy– Work with community partners on a regular basis to set a list of priorities in the categories of Health, Education, and Financial Sustainability. The following were identified:

Health– Increase awareness in the following areas:
- In mental health issues and access to mental health professionals
- In medical care including optometry and orthodontics
- In the health risks of obesity and work to decrease obesity
- In the health risks of Vaping or E-Cigarettes and work to decrease its use among youth

Education– Increase awareness and access in the following areas:
- In parenting best practices and tools
- In early childhood social, emotional and educational opportunities
- In availability to financial, skill, and job readiness training

Financial Sustainability– Increase awareness and access in the following areas:
- In programs that support housing efforts that expand availability, affordability, and security of housing
- In healthy and sustainable food options
- In quality affordable childcare

Objective II:

Update, streamline, and narrow the eligibility of the United Way’s Community Investment and Venture Grant programs, processes, and reporting.

Strategy– Using the funding focus areas above, digital grant access, shorter grant cycles, and tangible / intangible impact reporting by grantees.
Objective III:
Expand and diversify streams of funding for United Way operations, direct services, and partner agency grants.

   Strategy– Create new fundraisers, partnerships, programs, giving options to businesses, individuals, and area foundations and civic organizations to get involved, give, or contribute to the United Way.

Objective IV:
Raise county-wide positive public awareness of the United Way of the Brown County Area, who we are and what we do.

   Strategy- Streamline and create consistent messaging that can be used over many platforms and for multiple mediums.

   Strategy– Use local media, digital media, community organizations and events to engage, interact, and be a continues and identifiable part of every community.

Objective V:
Expand funding, services and supports to United Way non-profit partners.

   Strategy– Create a broader suite of services that can be available to our Partner Agency organizations, above and beyond grant dollars.

   Strategy– Develop ways to work with, engage and learn from our Partners Agency organizations to promote growth, true collaboration and successful solutions to the most pressing problems facing Brown County.