



of Danville-Pittsylvania County

Strategic Plan

2025-2028

United Way of Danville-Pittsylvania County (UWDPC) is a trusted community partner dedicated to improving the quality of life for those in Danville and Pittsylvania County. Through collaborative and innovative efforts, UWDPC works with a wide network of businesses, agencies, and organizations to address pressing community needs and create lasting positive change.

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Letter from our President/CEO



I am deeply grateful for the continued support from our local employers, donors, volunteers, and partners. Together, we will drive impactful, positive change in our community, improving the lives of individuals and families across Danville and Pittsylvania County.

I am excited to share the United Way of Danville-Pittsylvania County's (UWDPC) Strategic Plan which sets a clear vision for our future efforts. As we move forward, one of our key strategic initiatives will be supporting efforts that increase access to affordable, high-quality childcare in Danville and Pittsylvania County. This need has been highlighted in our community, and by addressing it, we can provide greater support to families and strengthen our region's workforce.

As we refine our approach, we are also exploring ways to be even more strategic in how we allocate resources, ensuring that we create meaningful, lasting change. We are considering how best to focus on the most critical needs identified in our region, and we look forward to engaging with our supported agencies, partners, and community members to make thoughtful decisions about our future impact areas.

I am deeply grateful for the continued support from our local employers, donors, volunteers, and partners. Together, we will drive impactful, positive change in our community, improving the lives of individuals and families across Danville and Pittsylvania County.

With gratitude,

Cathryn S. Gore
President/CEO
United Way of Danville-Pittsylvania County



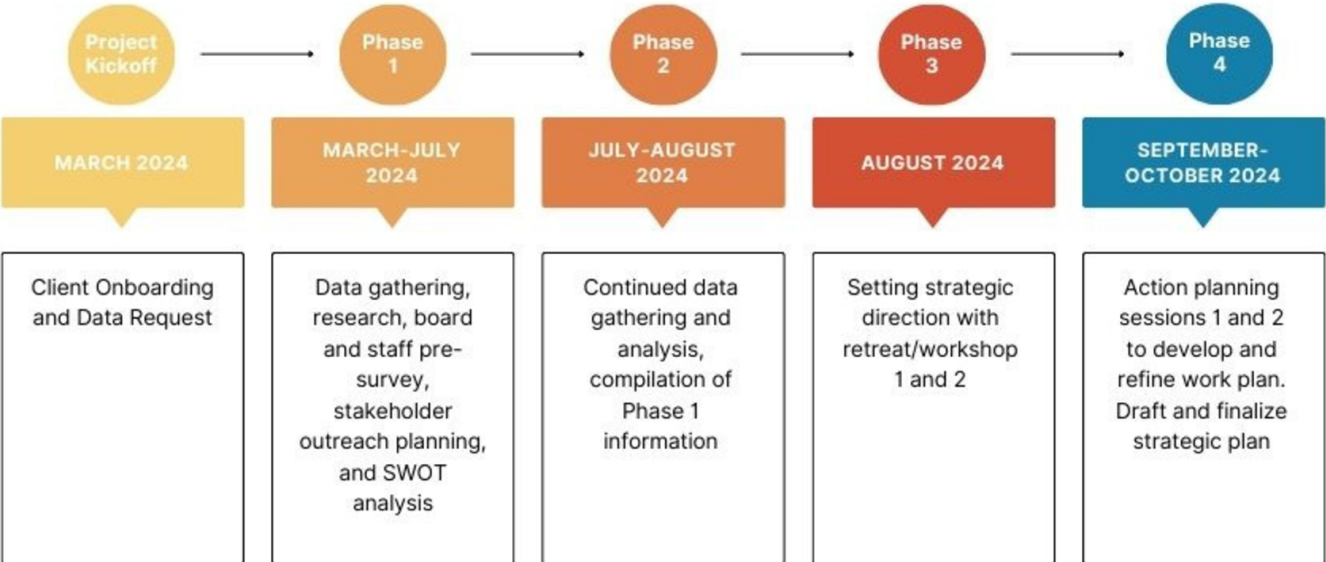
Executive Summary

In March 2024, United Way of Danville-Pittsylvania County (UWDPC) launched a strategic planning process to ensure its efforts continue to meet the evolving needs of the community. UWDPC partnered with River District Consulting Group to create a multi-phase plan that will shape the organization's future.

The process began with onboarding and data collection in Phase 1, followed by surveys, research, and community engagement. This culminated in a SWOT analysis to assess the organization's strengths, weaknesses, opportunities, and threats. Phase 2 expanded on the research to build a comprehensive understanding of the community's needs and UWDPC's role in addressing them. During Phase 3, UWDPC hosted strategic retreats and workshops to set the organization's direction for the next three years, aligning its mission with the priorities of Danville and Pittsylvania County.

A key focus of this plan is UWDPC's potential shift toward increasing access to childcare, identified as a critical unmet need in the community. UWDPC will collaborate with supported agencies, partners, and the community to ensure resources are allocated for maximum impact. This strategic plan serves as a roadmap, guiding UWDPC's future work with a focused, collaborative approach to driving positive change and building a stronger, more inclusive community.

Strategic Planning Timeline



About Us

United Way of Danville-Pittsylvania County (UWDPC) has been serving the community for over one hundred years, working to improve the quality of life for individuals and families throughout the region. Through collaborative partnerships with local organizations, businesses, government agencies, and community members, UWDPC brings together resources and expertise to tackle complex challenges. We believe that by working together, we can drive meaningful impact and create a stronger, more resilient community where everyone has the opportunity to succeed.

Our approach is built on a commitment of transparency, accountability, and innovation. As we move forward with our strategic plan, we will continue to focus on initiatives that improve access to essential services, promote economic stability, and enhance the quality of life in Danville and Pittsylvania County.

United Way of Danville-Pittsylvania County remains deeply committed to building a brighter future for our community—one where every individual has the support they need to thrive.

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Alan Spencer, Deputy City Attorney for the City of Danville

Mission

United Way of Danville-Pittsylvania County is dedicated to improving the lives of our area by mobilizing the caring power of our community to make lasting measurable changes in the conditions that affect us most.

Vision

We aim to be the leader and rallying point for community impact in Danville and Pittsylvania County.

Strengths, Weaknesses, Opportunities and Threats (SWOT)



Strengths

- Facilitating collaborations among local organizations
- Dedicated and knowledgeable staff
- Mobilizing volunteers
- Strong Board leadership
- Extensive communication with community and donors
- Dolly Parton Imagination Library - for awareness and literacy
- Fully staffed part-time model (highly-skilled and performs well with current operations)
- Board diversity including new and seasoned members
- Moving through a challenging economic landscape
- Relationship building
- Recent focus on raising awareness
- Donor loyalty (workplace and individuals)



Weaknesses

- Lack of community awareness
- Limited funding resources
- Challenges in addressing complex community needs
- Challenges with determining exactly where United Way fits in the funder ecosystem.
- Limited staff capacity for additional projects
- Challenges in reaching and supporting large geographic footprint
- United Way building - visibility/branding



Opportunities

- Increase community awareness
- Diversify and grow funding
- Innovation to address complex community needs (narrow and focus priorities)
- Continue to strengthen partnerships/collaborations
- Turn relationships into increased funding
- Better utilize funded agencies to help generate more community awareness
- Structured corporate giving program
- Highlight Supported Agency funded program
- Recruit more volunteers
- Recognized donor giving levels
- Childcare+housing=workforce=economic development
- Community resource audit (e.g. who is working on childcare and housing?)
- To be a convener of resources



Threats

- Perception of United Way nationally
- Declining workplace campaigns (donors feeling pressured and process of decision making within companies)
- Changes in donor behavior including technology and donor preference
- Competition for funding (including supported agencies)
- Economic challenges
- Number below poverty line - there's more need and less resources regionally and beyond
- Employers with employee portals
- Many employees are still remote

Strategic Direction and Long-Term Objectives

As United Way of Danville-Pittsylvania County (UWDPC) steps into a new era, guided by this Strategic Plan, we are prepared to address emerging challenges and embrace opportunities that will shape the future of our community. Built on a comprehensive analysis, this plan reflects our commitment to advancing impactful initiatives and fostering partnerships that strengthen Danville and Pittsylvania County. By focusing on critical areas such as affordable, quality childcare, sustainable funding, and expanded community engagement, we aim to maximize our impact and strengthen our role within the community.

This Strategic Plan serves as both a guide and a call to action, affirming our responsibility to respond proactively to local needs and drive meaningful change for all. By working in close collaboration with our partners, supporters, and the broader community, UWDPC is dedicated to building a resilient foundation for future generations, creating a healthier, more prosperous region, and ensuring a brighter future for everyone. The following section outlines our long-term objectives and the actionable steps we will take to make this vision a reality.



Long-term Objective 1. Attaining Sustainable Funding through Diverse Strategic Approaches

United Way of Danville-Pittsylvania County (UWDPC) is committed to attaining sustainable funding to effectively support its mission and enhance its impact on the community. To achieve this long-term objective, UWDPC will focus on diversifying its funding sources, recognizing that a stable financial foundation is crucial to success. By engaging in collaborative and innovative efforts, the organization aims to build resilience against economic fluctuations and ensure the continuity of its essential work.

Key components of this objective include:

1. Diversifying Funding Sources: UWDPC will explore a wide range of funding opportunities, including individual donations, workplace giving, grants, and corporate partnerships. By broadening its financial base, the organization will reduce its reliance on any single source of funding, creating a more stable and sustainable financial environment.
2. Enhancing Corporate Partnerships: Building strong relationships with local businesses and corporations will be a priority. UWDPC will seek to create mutually beneficial partnerships that align corporate social responsibility initiatives with community needs. These collaborations can provide financial support, in-kind donations, and volunteer resources, enhancing UWDPC's ability to address pressing community challenges.
3. Focused Funding and Optimization of Supported Agencies: UWDPC will work to ensure that funding is not only diverse but also targeted to maximize impact. By optimizing the support provided to its partner agencies, UWDPC can ensure that resources are allocated efficiently and effectively, aligning with the community's most pressing needs. This focused approach will enhance the overall efficacy of the programs supported, allowing for greater accountability and measurable outcomes.

By focusing on sustainable funding, UWDPC will strengthen its capacity to serve the Danville and Pittsylvania County communities. This commitment to financial sustainability will ultimately enhance the organization's ability to implement impactful programs, respond to emerging needs, and create lasting positive change in the region

Long-term Objective 2. Elevating Brand Recognition and Community Trust through Continued Enhanced Efforts

United Way of Danville-Pittsylvania County (UWDPC) is dedicated to enhancing its brand recognition and fostering community trust through collaborative partnerships that address the challenges faced by Danville and Pittsylvania County. Together with local businesses, community members, organizations, and other stakeholders, UWDPC will implement innovative strategies designed to increase visibility and awareness. This collective effort aims to position UWDPC as a leader and convener, working alongside the community to tackle significant challenges and create lasting impact.

Key components of this objective include:

1. Launch a Targeted Communications Plan to Highlight UWDPC's Community Impact: UWDPC will develop and implement a targeted communications plan that emphasizes its contributions to the community. This plan will utilize various channels, including social media, newsletters, and local events, to share success stories and showcase the impact of its programs. By clearly communicating its achievements and mission, UWDPC aims to foster a deeper connection with the community.
2. Build Strategic Partnerships with Local Media and Community Influencers: UWDPC recognizes the importance of media engagement in elevating its brand. By establishing strategic partnerships with local media outlets and community influencers, UWDPC will amplify its messaging and increase visibility within the community. These collaborations will provide opportunities for feature stories, interviews, and joint initiatives that highlight UWDPC's efforts in addressing local challenges.
3. Explore Need and Opportunity for New Office Space: As UWDPC aims to expand its reach and enhance community engagement, exploring the need for new office space will be a critical component of its strategic plan. A new location could offer greater accessibility for community members and provide a collaborative environment for staff and partners. By assessing potential office spaces that align with UWDPC's mission and vision, the organization can better position itself as a central hub for community initiatives.

By focusing on these key components, UWDPC aims to elevate its brand recognition and community trust through innovative efforts. As UWDPC enhances its visibility and strengthens its relationships within the community, it will be better equipped to mobilize resources, foster collaboration, and ultimately drive positive change for the residents of Danville and Pittsylvania County.

Long-term Objective 3: Achieving Collaborative Impact on Access to Childcare through Pioneering Solutions in Danville and Pittsylvania County

United Way of Danville-Pittsylvania County (UWDPC) acknowledges that access to quality childcare is essential for workforce participation and economic development in our community. To address this critical issue, UWDPC is dedicated to supporting collaborative efforts that will enhance access to childcare and meet the diverse needs of families in Danville and Pittsylvania County.

Key components of this objective include:

1. Join and Support Existing Childcare Collaborations in the Region: UWDPC will actively engage with and support established childcare initiatives and partnerships within the region. By collaborating with existing organizations, UWDPC aims to strengthen efforts, share resources, and create a unified approach to improving childcare access and quality for families.
2. Utilize Data to Drive Decisions that may Increase Capacity and Access to Childcare in the Region: To make informed decisions, UWDPC will prioritize data collection and analysis regarding childcare needs and availability. By leveraging quantitative and qualitative data, UWDPC can identify gaps in service and strategize effectively to increase childcare capacity, ensuring families have access to the resources they need.
3. Develop Adaptive Strategies Based on Ongoing Learning and Community Feedback: Recognizing that community needs evolve, UWDPC will adopt a flexible approach that incorporates ongoing learning and community input. By seeking feedback from employers, families, childcare providers, partners, and other community stakeholders, UWDPC will be able to refine and adapt its strategies to better address the changing landscape of childcare in the region.

Through these collaborative efforts, UWDPC is committed to achieving meaningful impact on access to childcare in Danville and Pittsylvania County. By working together with community partners, utilizing data-driven insights, and remaining responsive to feedback, UWDPC aims to create a supportive environment where all families can access high-quality childcare, ultimately contributing to the region's economic vitality and the well-being of its children.

Why Childcare?

Childcare is a crucial element for community well-being and economic stability. It supports working families, promotes early childhood development, and drives economic growth. Through our strategic planning process, we identified access to quality childcare as one of the most pressing challenges facing our community today.

Local data indicates that access to childcare is a significant unmet need. This highlights the urgent necessity for the United Way of Danville-Pittsylvania County (UWDPC) to prioritize childcare in our strategic plan. Addressing this issue will greatly enhance the quality of life for families in our region.

Impact on Workforce Participation

Access to affordable and reliable childcare is essential for boosting workforce participation rates. Many parents and caregivers face considerable barriers to employment due to a lack of childcare options, leading to reduced family income and increased financial stress. By prioritizing childcare, we can empower families to enter the workforce, enhancing the overall economic vitality of our community.

Childcare is a fundamental aspect of workforce development, directly affecting the ability of parents and caregivers to participate in the labor market. When reliable and affordable childcare is available, parents can actively seek job opportunities, resulting in increased workforce participation. This is particularly important in today's economy, where many families depend on dual incomes to meet their needs. Without adequate childcare, individuals may need to limit their working hours, accept lower-paying jobs, or even leave the workforce, which can result in lost income and reduced economic stability.

Additionally, a strong childcare infrastructure benefits employers by attracting and retaining talented employees, reducing absenteeism, and boosting productivity. Investing in quality childcare not only supports families but also nurtures a vibrant and sustainable workforce, ultimately driving economic growth and resilience.

Early Childhood Development

Research shows that early childhood development is critical for a child's future success. During their formative years, children undergo rapid cognitive, social, and emotional growth, making it essential for them to be in nurturing and stimulating environments. Quality childcare settings foster this development by providing structured learning experiences that enhance language skills, cognitive abilities, and social interactions. These early learning opportunities help children develop the critical skills necessary for lifelong learning and achievement.

High-quality childcare not only supports developmental milestones but also promotes emotional well-being and resilience. In safe, nurturing environments, children learn to navigate social dynamics, develop self-regulation skills, and build positive relationships with peers and caregivers. These experiences are crucial for their emotional health, equipping them with the tools to cope with challenges and thrive in various settings, including school and beyond.

Why Childcare?

Investing in quality childcare yields significant long-term benefits for the broader community. Children who participate in high-quality early childhood education programs are more likely to excel academically, demonstrate improved behavior, and experience better overall health outcomes. This investment can lead to reduced educational costs, lower rates of juvenile delinquency, and decreased reliance on social services, ultimately saving taxpayers money and enhancing community welfare.

When families have access to quality childcare, parents can concentrate on their careers, resulting in higher workforce participation rates and greater economic stability. This dual impact—supporting child development while enabling parents to work—creates a more prosperous community where families can thrive. As children grow into capable adults, they contribute positively to society, driving innovation, creativity, and economic growth.

Alignment with Economic Development Goals

As Danville and Pittsylvania County strive to attract new businesses and stimulate economic growth, access to quality childcare becomes an essential consideration for employers. In today's competitive landscape, companies increasingly prioritize family-friendly policies and amenities when choosing locations for expansion or investment. Reliable childcare not only enables parents to pursue job opportunities but also serves as a significant incentive for businesses contemplating relocation or establishment in the area.

When families have dependable childcare, it enhances their quality of life, making the region more attractive to potential employees. This, in turn, draws companies looking for a skilled and stable workforce. A robust childcare infrastructure signals to businesses that the community values family needs and is committed to creating an environment conducive to work-life balance. Consequently, employers are more likely to invest in areas that support their employees' well-being, leading to job creation and economic prosperity.

Moreover, communities that prioritize childcare as part of their economic development strategy position themselves as progressive and forward-thinking. By integrating childcare accessibility into their plans, local leaders can create a supportive ecosystem for families, driving economic activity. This creates a virtuous cycle: as businesses thrive, they contribute to the local economy, generate additional tax revenue, and ultimately enhance public services, including childcare.

Next Steps, Implementation, and Evaluation

United Way Danville-Pittsylvania County's (UWDPC) strategic plan will be used as a roadmap for the continuous improvement of efforts to fulfill its mission.

Board and staff will continue to monitor the plan using the accompanying Dashboard Tool (see Appendix C). This tool is meant to be used for continuous learning, updating, and action planning, and to drive the organization's day-to-day work. Southside will evaluate, revise, update, and record progress made toward implementation of the plan for relevancy as follows:

Monthly:

Progress reports – Are we staying on track?

Quarterly:

Action Plan Reviews – What's working? What's not working? Where do we need to adjust?

Annually:

12-Month Review and Action Planning – What outcomes did we accomplish over the last 12 months? What outcomes will we accomplish together over the next 12 months?

Thank You

to our Board and staff for their dedication and hard work in shaping this strategic plan and guiding the future of United Way Danville-Pittsylvania County.

More Information

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