We are a convener and collaborator, helping to bring organizations together to address challenges with collective responses. The following 2025 Goals are the culmination of the work of UWM's strategic plan, community needs assessment, study of national data and trends. The goals convey how United Way will invest and measure progress over the next ten years.

Our community is known for coming together to make a difference. If any community can make an impact on poverty, we can. Thank you for your support and for being part of this important journey.

2025 Goals: Moving forward with greater precision and a focus on measuring impact.

Our continued research validates more than ever that the most effective way we can serve is through an ongoing focus on providing the most basic of needs – things like access to healthy food, medical care, safe and affordable housing, and academic supports – with the ultimate goal of helping families achieve long-term financial stability. We are committed to meeting the basic needs of those living in poverty and focused on reducing the need for these services moving forward.

With deep knowledge of both our community needs and local human services programs, we leverage analytics and performance measurement to ensure the greatest impact possible for the over 50,000 donors who invest through United Way of the Midlands.
By 2025, over two million services addressing basic needs will be delivered to our neighbors living in or at risk of poverty.

In 2017, this is how we will work toward this goal:

1. **Provide 35,000 quality physical and mental health care services to improve health of community members.**
   - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
   - **Approximately 91% of community members who received services from United Way programs indicated improvement in their health.*

2. **Provide 2,900 critical health care services to improve health of community members.**
   - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
   - **Approximately 87% of community members who received services from United Way programs indicated improvement in their health.*

3. **Provide 46,000 healthy food services to people at risk of hunger.**
   - **Why it’s important:** Living in or at risk of poverty.
   - **Approximately 98% of community members who received services from United Way programs indicated improvement in their health.*

4. **Provide 100,000 services that link individuals and families to housing and support for people at risk of poverty.**
   - **Why it’s important:** Living in or at risk of poverty.
   - **Approximately 97% of community members who received services from United Way programs indicated improvement in their health.*

5. **Provide 5,000 services that help individuals and families to handle financial challenges.**
   - **Why it’s important:** Living in or at risk of poverty.
   - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

6. **Provide 15,000 services that help individuals and families to handle financial challenges.**
   - **Why it’s important:** Living in or at risk of poverty.
   - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

7. **Provide 10,000 services that help individuals and families to handle financial challenges.**
   - **Why it’s important:** Living in or at risk of poverty.
   - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

8. **Provide 3,000 quality physical and mental health care services to improve health of community members.**
   - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
   - **Approximately 91% of community members who received services from United Way programs indicated improvement in their health.*

9. **Provide 2,900 critical health care services to improve health of community members.**
   - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
   - **Approximately 87% of community members who received services from United Way programs indicated improvement in their health.*

10. **Provide 46,000 healthy food services to people at risk of hunger.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 98% of community members who received services from United Way programs indicated improvement in their health.*

11. **Provide 100,000 services that link individuals and families to housing and support for people at risk of poverty.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 97% of community members who received services from United Way programs indicated improvement in their health.*

12. **Provide 5,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

13. **Provide 15,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

14. **Provide 10,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

15. **Provide 3,000 quality physical and mental health care services to improve health of community members.**
    - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
    - **Approximately 91% of community members who received services from United Way programs indicated improvement in their health.*

16. **Provide 2,900 critical health care services to improve health of community members.**
    - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
    - **Approximately 87% of community members who received services from United Way programs indicated improvement in their health.*

17. **Provide 46,000 healthy food services to people at risk of hunger.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 98% of community members who received services from United Way programs indicated improvement in their health.*

18. **Provide 100,000 services that link individuals and families to housing and support for people at risk of poverty.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 97% of community members who received services from United Way programs indicated improvement in their health.*

19. **Provide 5,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

20. **Provide 15,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

21. **Provide 10,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

22. **Provide 3,000 quality physical and mental health care services to improve health of community members.**
    - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
    - **Approximately 91% of community members who received services from United Way programs indicated improvement in their health.*

23. **Provide 2,900 critical health care services to improve health of community members.**
    - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
    - **Approximately 87% of community members who received services from United Way programs indicated improvement in their health.*

24. **Provide 46,000 healthy food services to people at risk of hunger.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 98% of community members who received services from United Way programs indicated improvement in their health.*

25. **Provide 100,000 services that link individuals and families to housing and support for people at risk of poverty.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 97% of community members who received services from United Way programs indicated improvement in their health.*

26. **Provide 5,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

27. **Provide 15,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

28. **Provide 10,000 services that help individuals and families to handle financial challenges.**
    - **Why it’s important:** Living in or at risk of poverty.
    - **Approximately 95% of community members who received services from United Way programs indicated improvement in their health.*

29. **Provide 3,000 quality physical and mental health care services to improve health of community members.**
    - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
    - **Approximately 91% of community members who received services from United Way programs indicated improvement in their health.*

30. **Provide 2,900 critical health care services to improve health of community members.**
    - **Why it’s important:** Connection to quality care and early intervention in poverty and systems of care.
    - **Approximately 87% of community members who received services from United Way programs indicated improvement in their health.*