

***If we inspire others to take collective action on the root causes
of the most compelling issues,
then we will make lasting changes in community conditions
and improve people's lives.***

United Way convenes partnerships to advance the vision and strategies of the four Impact Areas our community has identified as most important:

- Enhancing Health and Supporting Wellness
- Building and Sustaining Strong Families and Communities
- Helping children and Youth Achieve Their Potential
- Meeting Basic Needs and Building and Sustaining Self-Sufficiency

We often discuss these partnerships in a variety of ways, both in written language and when speaking or talking about what we do. Mentioning our partners helps us illustrate how we are making progress and emphasizes that United Way is a community organization and gives partners deserved recognition. To help increase organizational unity in our messaging the categories below were created.

Program Partners (formerly Member Agencies): Agencies that provide programs in an Impact Area. For example, we fund a number of programs that help children and youth achieve their potential; the agencies that provide those programs can be called program partners. **Partner Agency** is still an acceptable term, but *program partners* are useful for tying us more closely to the identified impact area objectives.

Initiative Partners: Any group of partners who work together on an initiative. The name of the initiative should be used in place of the word "initiative," e.g. Success by 6 Partners; Schools of Hope Partners; United with Youth Partners.

Community Partners: Open term that encompasses partners that do not fit in the above categories. Every partner, from individual volunteers to companies that hold rallies to governmental organizations, is a *community partner* that is helping achieve United Way's impact area goals and strategies. Examples: collaborations, task forces, committees or entities providing funding or other resources such as (*Rock County Human Services; United Way Sponsors: Dean Health System, J.P. Cullen & Sons, Johnson Bank, M&I Bank; Pelsue and Ellis Orthodontics; Youth Service Day and Day of Caring*).

Nonprofit agencies and volunteers are strong partners in achieving measurable results. We can strengthen our partnerships with agencies, volunteers, donors and businesses through the proper communication and recognition. It's no longer about whom we fund; it's about what we, with the community accomplish.