

Why is this project necessary for Salina?

- For one hundred and fifty years Salina has developed and survived as a unique and special regional economic, human and social development community.
- Despite extreme economic and cultural challenges communities of Salina in Saline County, Kansas is recognized as an All American City with a reputation of be the best places to raise a family in the United States.
- Like all communities with around 50,000 residents, there are always opportunities for improvement in how to best mobilize the caring and economic power of individuals and businesses to not only survive, but thrive.
- The Saline County, City of Salina and the Salina Area Chamber of Commerce all have plans to improve the physical capital and promote economic infrastructure development of our communities.
- All the public and private school districts have plans to prepare children and youth to success in school and become responsible, contributing adults; however they cannot do it alone.
- In addition, both community public health and private healthcare businesses are working to prevent risky behaviors, create healthy pregnancies with healthy babies, and providing access to health services; however, physicians, mental health professionals, healthcare providers and fitness experts, cannot change the fitness and nutrition of our culture alone.
- In short, the only way we are going to advance what is good for Salina and Saline County is if we work together and do the hard work of identify the strategic gaps and opportunities that will have the greatest return on our investment as a community.

Why is this project necessary for United Way?

- Over the past seventy-five years Salina Area United Way has functioned well as a traditional United Way that raises money through workplace campaigns and invests these resources in direct services provided by agencies.
- In short, this used to be simple and efficient way to provide basic needs and support children in getting a good start in life; however over the past two decades needs have continually increase and problems have become more complicated. At the same time, competition for community donations drastically increased. The Salina Area United Way has been able to maintain its basic fundraising level and grants for direct services provided by local agencies for people in need.
- Realizing a the need to change its business model, in 2002, Salina Area United Way started a journey to become a community impact United Way with the mission of improving all lives and strengthen the entire Salina area community, not just traditional health and human services. In spite of the hard work staff and volunteers there really was no change in how Salina Area United Way functioned and there is a need to refocus our way of doing business and how United Way works in the Salina area.
- In 2008 United Way World-wide (formerly United Way of America) initiated a Challenge to America to Advance the Common Good by achieving goals related to education, income and health. In 2009 Salina Area United Way re-aligned its priorities to around these same three topics; however, has not committed to any specific goal or indicator at this time.
- This refocus has resulted in a renewed focus on community measurement and being S.M.A.R.T. (Specific, Measureable, Achievable, Relevant and Timely) in investing community resources to leverage community strengths and expertise to strategically improve the Salina area.
- In order to continue to do this refocusing work effectively in 2012 through 2020 the Salina Area United Way board and staff need the input and feedback from all community stakeholders to identify specific goals for improvement.
- The Salina Area United Way Board has decided to support the philosophy of what is good for Salina is good for United Way. As a symbol of this commitment Salina Area United Way Board has promised to invest 10% of available resources to the next big initiative identified by the Salina area community to Advance Salina Together for 2020.