

Chenango County United Way Finding Success in Modern United Way Model



United Way Mission:

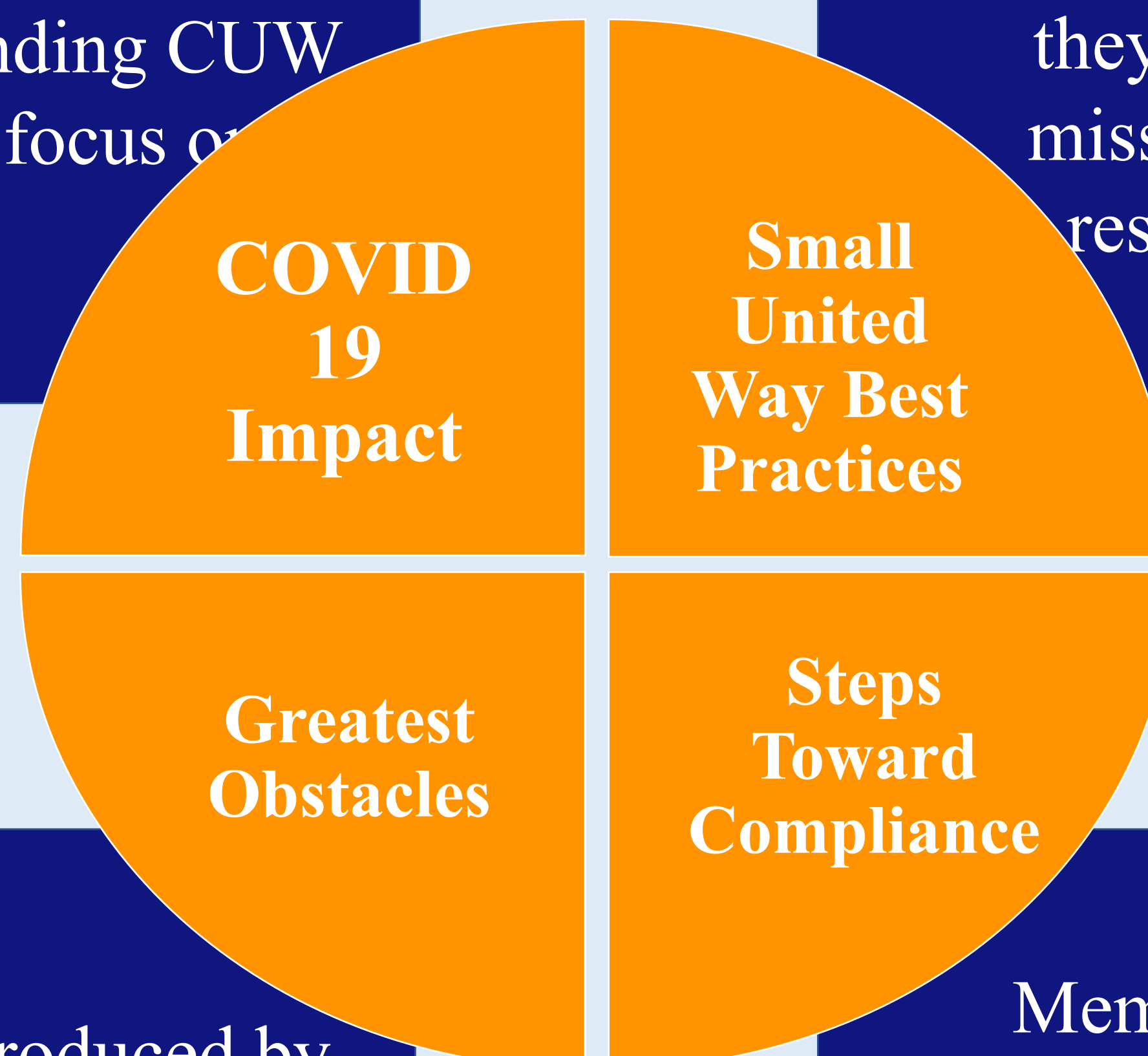
The United Way mission is to harness the shared power of giving to provide support for projects and services that work to help local communities. As a nonprofit Chenango United Way launches a fundraising campaign that serves to provide funds to local relief programs working in Chenango County. Through close work with the community and its partners United Way identifies and addresses the major concerns of the area it serves.

MODERN UNITED WAY BLUEPRINT



In pressing times such as these it is impossible to ignore the incredible impact that COVID-19 has on our communities. In this respect Chenango United Way has been working diligently to serve the community needs that have arisen due to the pandemic. The staff of CUW have been conducting weekly meetings to understand the community's deficits. After obtaining funding CUW was able to fund new relief programs that focus on COVID related issues.

The power of a small United Way comes in its very personalized relationship with its community. Because there is a constant dialogue between CUW staff members and the community there is a high level of trust and accessibility in the organization. By staying in touch with community partners, community members, and the growing needs of the individuals they are serving, CUW is able to create a very targeted mission. The community believes in the work and as a result continues to help them fund projects that offer hope for Chenango County residents.



The Modern United Way model has been introduced by United Way Worldwide as a response to a change in market conditions. The greatest obstacles for small United Ways as a result of this model will likely be in the introduction of new technological services. In a small community where giving is very personalized the Modern United Way may take away from the system that has been so successful for CUW in the past.

Membership to United Worldwide requires that United Ways are compliant with this blueprint by December 2022. In the time before this deadline United Ways will assess the Modern United Way plan as well as determine where they are in relation to this standard. CUW has begun the process of undergoing the Modern United Way self-assessment as a means of understanding what areas they need to develop in order to retain their membership come 2022.