



## *VISION*

United Way of Wise County will be the recognized non-profit, community service leader in Wise County, Texas for bringing about positive impact to improve the lives of our residents and advance the common good.

## *MISSION*

United Way of Wise County will improve people's lives by mobilizing the caring power of the Wise County community through efficient and highly effective community service fund-raising campaigns, donor investment strategies and collaboration with the best partner agencies for the delivery of important health and human service programs that our residents need.

## *VALUES*

United Way of Wise County will achieve its Vision by accomplishing its Mission while maintaining the highest operating standards of public trust, integrity, accountability, transparency and compliance with public law and regulation.

United Way of Wise County will promote and encourage all Wise County people to "LIVE UNITED" and join in this mobilization of community caring by committing to do the following to advance the common good:

- **GIVE.**  
Invest in your community through your local United Way.
- **ADVOCATE.**  
Speak out and champion the cause to improve your community through caring and action.
- **VOLUNTEER.**  
Volunteer – Give of your personal time and talents to help your neighbors and make your community a better place to live.