

## **STANDARDS OF EXCELLENCE AT A GLANCE**

### **Component 1: Community Engagement and Vision**

*Scope: Engage and inspire communities to create a shared vision for the future and set goals for collective action.*

- Standard 1.1: Knowledge of the Community
- Standard 1.2: Community Engagement and Mobilization
- Standard 1.3: Shared Community Vision
- Standard 1.4: Public Policy Engagement

### **Component 2: Impact Strategies, Resources and Results**

*Scope: Develop strategies that will achieve measurable and lasting change in community conditions, mobilize necessary resources and put them to work to produce positive results and improve lives.*

- Standard 2.1: Impact Strategies
- Standard 2.2: Partner Engagement
- Standard 2.3: Resource Development and Mobilization
- Standard 2.4: Implementation and Action
- Standard 2.5: Measure, Evaluate and Communicate Results

### **Component 3: Relationship Building and Brand Management**

*Scope: Develop, maintain and grow relationships with individuals and organizations in order to attract and sustain resources to support United Way's mission.*

- Standard 3.1: Relationship-Oriented Culture
- Standard 3.2: Market Intelligence
- Standard 3.3: Segmentation and Prioritization
- Standard 3.4: Active Cultivation
- Standard 3.5: Unique, Positive Brand Experience
- Standard 3.6: Prominent Statue and Reputation

### **Component 4: Organizational Leadership and Governance**

*Scope: Lead your local United Way to successfully fulfill its mission, and in doing so, garner trust, legitimacy and support from the local community and the United Way system.*

- Standard 4.1: Mission
- Standard 4.2: Staff and Volunteer Leadership
- Standard 4.3: Governance
- Standard 4.4: Strategic and Business Planning
- Standard 4.5: Alignment
- Standard 4.6: Organizational Learning and Talent Development
- Standard 4.7: Inclusiveness
- Standard 4.8: System Citizenship

## **Component 5: Operations**

*Scope: Provide efficient and cost-effective systems, policies and processes that enable the delivery of United Way's mission-related work and ensure the highest levels of transparency and accountability.*

Standard 5.1: Strategic Back Office

Standard 5.2: Administrative Back Office

Standard 5.3: Cost Analysis

Standard 5.4: Risk Management

Standard 5.5: Business Continuity

Standard 5.6: Facilities

Standard 5.7: Financial Policies

Standard 5.8: Internal Controls

Standard 5.9: Sarbanes-Oxley Legislation (SOX)

Standard 5.10: Public Reporting and Transparency

Standard 5.11: Investment Policies