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2008 UNITED WAY BRAND FORUM – KEYNOTE
JACKSONVILLE, FLORIDA
WEDNESDAY, JANUARY 30, 2008
Noon - 1:00 PM
Remarks Length: 20 minutes (followed by Q&A)

- **Thank you & welcome**

- **Acknowledgements:**
 - Connie Hodges & staff, United Way of Northeast Florida

 - Publix and the Weavers for on-going support
locally and nationally

 - Cynthia Round and the UWA Brand Team

 - All of you
 - 460! (record, including 36 CEOs)
 - Our voice to the community
 - You tell our story
 - These are exciting times for our movement, and
your role is critically important

- **This afternoon:**

- Where we've come as a movement, and to what end
- What does United Way stand for?
 - What "Advancing the Common Good" means to all of us, our partners, and our communities
 - It's not just about *what* we do, but also *how* we do it, and its ability to unite and inspire others to act
- Working with United Way means being a part of something truly transformational and exciting
- LIVE UNITED is our community-wide invitation to join this movement
 - All sectors, all people
 - New strategies, new solutions
 - Tied together, shared successes

- **Be. Do. Say.**

- First, define and then live your brand

- “Be”

- For United Way, it started with defining ourselves as an Impact organization

- We needed to be clear on our aspirations

- “Do”

- What it takes to deliver on those aspirations

- All of our efforts to accelerate our transformation

- “Say”

- Though, with all that we’ve accomplished, some still don’t know what we do or what we’re poised to become.

- Advancing the Common Good is a concise way to answer that question.

- **Advancing the Common Good is a culmination of our five year transformational journey. And, in many ways, 2007 marked a significant milestone in our system's **Community Impact work.****

- Again, we've answered the "Be."
 - Mission and purpose
 - Business model
- And, I'm proud of all that we've done to accomplish the "Do."
- Our Impact work has now positioned us to take our movement to another level
 - More clearly defined
 - Better prepared
 - System consistency
 - Public perception
- Accountability and transparency
- Standards of Excellence

- Real progress on Impact:
 - Born Learning tools reached 6 millions parents last year
 - Financial Stability Partnership
 - 2-1-1 now connects 72% of the nation
 - Through work of the NPC Metrics Task Force Pilots

Necessary for a good life: education, income and health

- **In this environment, we must be even more bold**

- We are making progress, but not enough
 - Education...Income gap...Health access
- United Way is poised to “Do” even more
- “To what end?”
- To Advance the Common Good by focusing on education, income and health

- We can't "social service" our way out of today's issues
- Advancing the Common Good is fundamental to success in the new environment.

The New Social Contract necessitates that all sectors (public, private and voluntary) seek opportunities to work together

- More integrated
- Results-oriented manner
- Beyond money
- Public commitment to shared strategies and outcomes
- Solutions must be sustainable
- And solutions must be Local, National and Global
 - Advancing the Common Good is fundamental to the future of our global movement

- **Call to Action: It's time to "Say" that what we stand for is Advancing the Common Good.**
 - By creating opportunities for a good life for everyone.
 - By focusing on education, income and health
 - Set Bold Goals
 - Announcing goals around education, income and health at the CLC in Baltimore
 - 10-year goals
 - Campaign to end homelessness
 - Put a man on the moon in ten years
 - Engage our communities and partners beyond traditional relationships and practices
 - Volunteerism is an essential component of this work
 - Contributions *and* engagement

- Young people, Women and others want to LIVE UNITED and take a hands-on approach to address the issues most important to them
- Let's be their partner of choice.
- Advancing the Common Good requires seeking non-traditional strategies and partners in our work.
 - Consider technology, the media, public policy
 - New and emerging leaders
 - Recommit to your diversity and inclusion work
 - Affinity groups
- Finally, if we are to truly take our transformation to Community Impact to the next level and realize the kind of sustained change we all seek, from country to country and community to community we must all move forward with a one, consistent, voice.

We must, as a system, “say” that we are committed to driving those principles which Advance the Common Good.

- **Conclusion**

- It's time that we ignite a real united, social movement.

I'm not talking about solely within our United Way family...

The definition of a Social Movement

- A great deal of this work rests with you.

Take this message home and be the voice that sparks this movement in your community.

- Thank you for all that you do for our United Way and for our communities.

<END>