




**United Way** 

**Yuba-Sutter-Colusa  
United Way**

**BETTER TOGETHER 2026**

# Welcome



It is with great pleasure to welcome you to “United Way 2026 - Better Together,” our strategic plan for Yuba-Sutter-Colusa United Way.

This plan focuses on a renewed effort to further expand on our scope of work in being a leader in providing services for people in need, in concert with our local 27 non-profit partner agencies.

As part of the United Way Worldwide network of more than 1,100 locations, our Yuba-Sutter-Colusa United Way has autonomy to provide the programs and services identified as most needed in our area.



We are extremely fortunate to have members of our Board of Directors, staff and volunteers who work hard in our communities to host fundraising events, provide community resources, and make sure we partner with dozens of non-profit and governmental agencies to deliver meaningful community impact.

At United Way we know that when we work alongside others, we will produce positive outcomes. We cannot support our mission without all of you and ask for your continued partnership and cooperation in making Yuba, Sutter, and Colusa counties the leader in being “Better Together.”



On behalf of the Board of Directors and our staff, Bob Harlan and I thank you for giving your valuable time and resources, and for joining us in our focused journey for the next several years.

*Robert Bendorf*

Robert Bendorf  
Board President

*Bob Harlan*

Bob Harlan  
Executive Director

# Board of Directors

## 2023-2024



Robert Bendorf  
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Satwant Takhar



Mary Welker

# Our History

In 1887, a Denver priest, two ministers and a rabbi recognized the need for cooperative action to address their city's welfare problems. The Rev. Myron W. Reed, Msgr. William J. O'Ryan, Dean H. Martyn Hart and Rabbi William S. Friedman put their heads together to plan the first united campaign for ten health and welfare agencies. They created an organization to serve as an agent to collect funds for local charities, as well as to coordinate relief services, counsel and refer clients to cooperating agencies, and make emergency assistance grants in cases which could not be referred. That year, Denver raised \$21,700 and created a movement that would spread throughout the country to become the United Way.

136 years later, United Way is still focused on mobilizing the caring power of communities and making a difference in people's lives in more than 1,800 regions nationally and internationally, providing billions in aid to people in need.

Our local United Way began as the Yuba-Sutter United Way in 1968 and steadily grew as it added "partner agencies" representing nearly all areas of service to people in need. Funding was raised through giving campaigns, along with designated giving from employees of local business and governmental bodies on a year-around basis.

Funds raised are shared, minus a modest overhead cost and internal program costs, are divvied up between internal and program costs and our partner agencies, with the amounts given to partners through discussions of a community-based committee.

Over the years, our local United Way has continued to provide funds to partner agencies based on designations by donors, supplemented by a pool of funds determined each year by the board of directors.

While Colusa County has been part of the footprint of our local United Way for many years, it was officially added to the name in 2017 to form the Yuba-Sutter-Colusa United Way.

Today, a board of directors of 19 highly-regarded members and our two-person staff, work to better our community.



# What we do

Due to the ever-increasing need for assistance, we have a growing list of programs to assist our residents.

<ul style="list-style-type: none"> <li>• Our local United Way office annually fields more than 500 telephone, website and social media requests for help with rental payments, utility payments, food distribution locations and many other critical needs.</li> </ul>
<ul style="list-style-type: none"> <li>• Over the last three years we have provided over \$41,000 annually to Yuba-Sutter Food Bank and local food pantries from our Summertime “Cash for Food Drive” and November Turkey Drive.</li> </ul>
<ul style="list-style-type: none"> <li>• For 25 years, YSC United Way has been the lead agency for Yuba and Sutter Counties for the Federal Emergency Food and Shelter Program, which over the past five years alone has brought \$1,700,000 to our region for the Food Bank, local food pantries, Casa de Esperanza, Salvation Army, the Regional Emergency Shelter Team (REST) and the Life Building Center.</li> </ul>
<ul style="list-style-type: none"> <li>• Our “Community Resource Fair” each May draws 600 members of the public to personally meet with some 75 local non-profit and governmental agencies who provide low cost and no cost programs and services for residents.</li> </ul>
<ul style="list-style-type: none"> <li>• In its first year, we welcomed over 80 families into our “Born Learning Academy” in partnership with Yuba City Unified School District and Marysville Joint Unified School District with support from local First 5 Children and Families Commissions. Some 100 families will take the course in the 2023-24 school year as parents learn to be their child’s first teacher.</li> </ul>
<ul style="list-style-type: none"> <li>• YSC United Way is setting up the first Yuba-Sutter “Volunteer Organizations Active in Disaster” (VOAD). It assures the community can move into action quickly and in a coordinated manner to assure all emergency and recovery needs are met. Scores of non-profit and governmental organizations comprise this group.</li> </ul>
<ul style="list-style-type: none"> <li>• We provide emergency information pamphlets to local governmental bodies and directly to the public showing how to prepare for a potential disaster, what to do during a disaster, and how to recover from a disaster.</li> </ul>
<ul style="list-style-type: none"> <li>• YSC United Way collects payroll deduction funds from employees and corporate matching funds from local private companies and governmental bodies which are designated to YSC United Way or other non-profit organizations locally, regionally or nationwide.</li> </ul>
<ul style="list-style-type: none"> <li>• We are on local boards and committees, including Blue Zones Yuba Sutter, the Yuba-Sutter Aging &amp; Disability Resource Connection (ADRC), the Yuba-Sutter Interagency Council, Sutter County CATCH Your Breath, Yuba &amp; Sutter Senior Networking, Y-S Toys for Tots, Yuba City Senior Commission and the Sutter Yuba Homeless Consortium.</li> </ul>
<ul style="list-style-type: none"> <li>• YSC United Way is a source for programs to access low-cost and no-cost internet services and discounts on prescriptions.</li> </ul>
<ul style="list-style-type: none"> <li>• YSC United Way also has a June “Better Together” golf tourney which raises funds for local non-profit agencies.</li> </ul>
<ul style="list-style-type: none"> <li>• We also, in partnership with the Alec Flores Youth Sports Scholarship Corporation, fund scholarships for community minded graduating high school athletes who are moving on to play at college and university levels.</li> </ul>

YSC United Way is a nimble organization that adjusts services and programs as needs arise. We are so fortunate to have the direction of our board members and input and partnerships of our community organizations. At YSC United Way, we value working with other organizations and individuals in our communities. We are **“Better Together.”**

## *Our Mission*

Strengthening our communities through effective partnerships.

## *Our Vision*

To be the leader in aligning community needs with resources and compassionate giving.

## *Our Values*

**Community Engagement** – Working together with residents, partners, and agencies to identify, assess and offer solutions for complex issues.

**Integrity** – Doing what is right at all times regardless of whether someone is watching.

**Service** – Provide comprehensive services to all Yuba, Sutter, and Colusa residents in need.

**Compassion** – Understanding and helping others through kindness.

## *Strategic Priorities*

Community Impact  
Resource Development

Organizational Effectiveness  
Partnerships

## *Planning Horizon*

Yuba-Sutter-Colusa United Way Strategic Plan 2026



## Community Impact

OBJECTIVE	ACTION ITEM	TIME FRAME
Identify resource needs in Yuba, Sutter and Colusa counties	Hold a summit with partner agencies to assist in determining resource needs	Spring 2024
	Create a community needs advisory committee led by YSCUW	Spring 2024
	Create a diverse community focus group for feedback on planned initiatives and resources	Winter 2024
	Develop a community needs assessment survey sponsored by YSCUW and compile surveys	Spring 2024
Indentification and reporting of outcomes for YSCUW	Develop a “key metrics” template indicating a “by the numbers” report to be distributed in the service area	Summer 2024

## Organizational Effectiveness

OBJECTIVE	ACTION ITEM	TIME FRAME
Enhance Board Member Onboarding	Develop a needs and experience assessment survey for current board members to be conducted every two years. Develop and implement a process for new board member orientation.	December 2024
	Develop and implement a process for new board member orientation	December 2024
Board Member Recruitment and Retention	Develop policies for board recruitment, diversity and retention	June 2024
Employee Effectiveness	Conduct a classification and compensation review for YSCUW employees	Spring 2024
	Prepare a report containing recommendations for office support and succession planning	Spring 2024

## Resource Development

OBJECTIVE	ACTION ITEM	TIME FRAME
Enhance Fundraising	Create and implement interactive employee payroll deduction opportunities	March 2024
	Hold a United Way introductory update meeting for Colusa County residents and businesses	May 2024
	Develop a comprehensive corporate donor program	December 2023
	Develop a plan to align community partners in all counties to focus on specific issues presenting themselves.	Spring 2024
Evaluate Fundraising Events	Establish a 2-3 person working group from the YSCUW Board to work with staff to review and recommend adjustments to current events and develop new or replacement of current fundraising events	January 2024
	Prepare a report to the Board of fundraising opportunities and include examples provided by other United Way organizations or community groups	March/April 2024
Enhance the use of grant funding	Develop a plan to annually present grant opportunities for consideration by the Board and develop a quarterly grant opportunities and outcomes report	September 2024

## Strategic Partnerships

OBJECTIVE	ACTION ITEM	TIME FRAME
Develop marketing and promotional material	Staff to prepare a comprehensive and sustainable marketing plan for presentation and acceptance by the Board	On-going, Draft by March 2024
Review partner agency program	Executive Director and Board committee to evaluate the partner agency model and develop recommendations for the Board	Spring 2024
Coordinate partnerships with Community organizations	Develop and present a plan to the Board identifying local agencies to develop or enhance partnerships with, through combined fundraisers or community service events	February 2024





**Yuba-Sutter-Colusa  
United Way**

**Yuba-Sutter Colusa United Way**  
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Physical location  
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