



UNITED WAY OF BREVARD COUNTY

Embracing Diversity

United Way of Brevard County is committed to diversity as an institutionalized way of doing business to fully utilize the talents of our volunteers, staff and agencies and to create an excellent organization that everyone views as their own strong community resource to get things done.

Our organization should reflect the community we serve in order to understand and respond quickly to its changing needs. If we lack representation at the volunteer, staff or agency levels in any defined segment, we deny ourselves valuable access to (1) critical strategies to help meet measurable objectives, (2) skilled volunteers, (3) in-kind resources and dollars outside the campaign, (4) the opportunity to strategically focus our investments on critical areas, and (5) non-traditional donors.

Ultimately, it is our goal to create a culture in which diversity is integrated into every aspect of our United Way's operation, is recognized as a critical success factor, becomes a natural part of how we function, and serves as a model for all organizations in the community.

Our United Way will create and maintain an organizational environment that enables all people to perform to their potential by actively valuing different backgrounds and perspectives, fostering teamwork and collaboration among a heterogeneous community, and maximizing contributions by using the skills, talents and resources of all members of our community.

United Way of Brevard County advocates and promotes diversity throughout its Board, staff, agencies, volunteers, programs, services, donors, suppliers and partners. Managing diversity addresses the reality of life and recognizes the distinct differences of individuals and organizations to capitalize on the strengths of each.

We will develop, implement and measure specific strategies and plans that will lead to enhanced understanding, a shift in organizational culture, and ultimately a stronger United Way.