

Our Mission and Vision

The mission of the Utah Nonprofits Association's (UNA) is to unify, strengthen and elevate Utah's nonprofits. The vision of the organization is to promote strong and vibrant communities for all of Utah. The organization serves as an umbrella membership organization for nonprofits whose primary role is to connect Utah nonprofits with communities in the delivery of programs, facilitate access to expertise, education, information, and benefits, and to promote the value of the nonprofit sector to the community at large. Incorporated in 1990, over the years UNA has grown both in membership and in the programs and services. Today, the organization has more than 750 members, both nonprofit organizations and community groups, representing over 6,000 statewide nonprofits in every sector, including health and human service providers, educational institutions, and arts, cultural, and environmental organizations.

Our Work

- Membership Services – UNA offers a multitude of programs, discounts and benefits to our members including: a nonprofit job board, group health insurance plan, discounted voluntary benefits and telehealth options, human resources counseling, grant station database, and compensation and benefit report to name a few.
- Training – UNA provides training programs throughout Utah. Our training opportunities are designed to cultivate success for member organizations by increasing impact, achieving operational excellence, and increasing funding. Our Nonprofit Organizational Credential, launched in 2015, provides comprehensive professional development that immerses nonprofits in best practices in nine topic areas. Additional training opportunities are available as the subject and need arises.
- Technical Assistance – UNA is just a phone call (or email) away. Our members receive assistance to help navigate today's challenges with top notch resources and service.
- Policy and Advocacy – UNA amplifies the nonprofit voice in the state through Nonprofit Day on the Hill, Advocacy 101 training, providing the nonprofit section in the Economic Report to the Governor, the Southern Utah Community Impact Summit and legislation tracking. UNA also works with national partners in the sector to ensure the nonprofit sector is strong throughout the country.
- Annual Conference – The annual conference connects nonprofit professionals with top notch training on relevant issues impacting the sector in a positive and encouraging networking environment.

Need and Strategic Focus

Nearing the conclusion of the 2013-16 Strategic Plan, the UNA Board of Directors evaluated the plan and identified that many of the components in the plan had been completed and in large part the items that had not been completed were either no longer an area of focus or they were items that needed to be addressed and rolled into the next strategic plan. It is important to also mention that the Board of Directors felt that there was no need to adjust the mission or vision statement of UNA therefore keeping Unify, Strengthen, Elevate and Sustain intact and part of the strategic plan. As a result the Board of Directors decided to use the last strategic plan as a starting point.

The Strategic Planning Process

In May 2016 a Strategic Planning Committee was established. The responsibility of the committee was threefold: to identify objectives from the 2013-16 strategic plan that were successfully completed, to decide what was missing from the strategic plan, and finally to identify what UNA should aspire to. The committee met frequently to discuss options and decide the placement of the objectives in each of the themes of Unify, Strengthen, Elevate, and Sustain. The committee Chairperson and the CEO worked together to prepare a draft strategic plan. The draft was then presented to UNA staff for feedback. Staff feedback was gathered and then presented to the committee. The committee then suggested modifications to the draft strategic plan. A board and staff retreat was scheduled for August 30, 2016 where the final draft was presented and feedback was gathered. Minor modifications were suggested around verbiage and pending approval of the suggested modification, the 2016-2019 Strategic Plan was approved and adopted at the close of the retreat. Those modifications were made and a draft was circulated for approval. By September 13, 2016, 100% of the Board of Directors voted to approve the Strategic Plan.

Goals and Objectives

UNIFY – Be the connector of nonprofits and communities in the delivery of nonprofit programs and services:

- Create opportunities for building strategic relationships and partnerships between and among nonprofits, government and business groups.
- Develop strategies for delivering services across the state while ensuring they have the highest quality, are cost effective, and have the most regional impact.

STRENGTHEN – Be the portal of nonprofit expertise, education, information and benefits:

- Develop and effectively market services and programming to appeal to the full spectrum of the nonprofit sector (i.e. advocacy, board development, and fundraising).
- Balance levels of programming to meet the needs and levels of proficiency in a multi-level strategy.
- Continue to offer and improve Nonprofit Organizational Credential.
- Build advocacy resources.

ELEVATE – Be the voice and promote the essential value of the nonprofit community:

- Enhance marketing efforts targeting the for-profit and government sectors to build stronger relationships, awareness, and emphasize the impact and outcomes of nonprofits.
- Identify, address and, as the opportunity arises, recommend legislation for issues that impact the entire nonprofit sector.

SUSTAIN – Be sustainable:

- Pursue capacity building opportunities to support long-term sustainability of UNA, including staffing and compensation.
- Utilize board activity to address long-term organizational sustainability.
- Ensure value in membership to continue to increase membership.
- Create a resource development plan to increase and diversify funding and establish a financial contingency plan.
- Establish and maintain emergency operational contingency plan for institutional knowledge and succession planning.

Action Plan

The UNA staff will be responsible for creating steps to provide successful completion of plan objectives. The UNA Board of Directors will meet yearly to evaluate progress toward objectives and will provide support and oversight of the implementation of this plan. UNA will share our progress with stakeholders so that all can celebrate with us as we continue to unify, strengthen, and elevate the nonprofit community in Utah.

Staff and Board of Directors

UNA Staff

Kate Rubalcava*
Chief Executive Officer

Brooke Dimond
Professional Development Coordinator

Patty Shreve
Operations Manager

Dawn McLain
Southern Utah Networking Coordinator

UNA Board of Directors

J. Steven Ott, Board Chair*
Kristy Chambers, Vice Chair*
Kasandra Verbrugghen, Past Chair*
Cyndy Miller, Treasurer
Cathy Barnhart, Secretary & Strategic Planning Chair
Brent Andrewsen
Janine Donald
Mircea Divricean
Maria Farrington
Laura Hadley*
Rob Harter
Brad Pedersen*
Rita Wright*
George Lindsey
Shalaun Howell
Steve Beyers
Vicki Mann
Bruce Bryner

*Denotes Strategic Planning Committee