



Charleston United

ONE COMMUNITY. ONE MISSION.



COMMUNITY PLAN 3.0

United Across the Tri-County



CONNECT



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2 Executive Summary

2.1 Building the Infrastructure for a Thriving Community

Charleston United was created to address one of the most significant challenges facing communities today—not a lack of resources, compassion, or capable organizations, but a lack of coordination. Across the Charleston Tri-County region, churches, nonprofits, businesses, schools, government agencies, volunteers, and community leaders invest millions of dollars and countless hours each year serving others. Yet too often these efforts occur independently, resulting in duplication, inefficiency, missed opportunities, and limited collective impact.

Charleston United was founded on a simple but transformative belief:

Communities already possess many of the resources needed to solve their greatest challenges. What is often missing is the infrastructure that enables those resources to work together.

Community Plan 3.0 presents a bold vision to transform Charleston from a collection of well-intentioned organizations into a coordinated ecosystem where collaboration is intentional, resources are aligned, and measurable outcomes become possible. Charleston United serves as the connective infrastructure that helps existing organizations maximize their impact through strategic collaboration.

Our vision is clear:

A future where organizations work together by design, not by chance, and collective impact replaces fragmented effort resulting in thriving communities.

Our mission is equally straightforward:

To identify and connect resources to collaborate resulting in thriving communities.

2.2 A New Model for Community Transformation

Charleston United organizes community engagement through five strategic pathways known as the **Five Pathways of Community Transformation**:



Together, these pathways create opportunities for every resident, organization, and stakeholder to participate in building a stronger community while remaining aligned around a common vision.



2.3 The 5P Framework

At the center of Charleston United is an innovative framework designed to transform isolated efforts into coordinated action. The **5P Framework** serves as the foundation for long-term community transformation:



When combined, these five elements create a comprehensive community operating system capable of producing measurable and sustainable transformation.

2.4 From Vision to Reality

Charleston United is no longer simply an idea—it is an initiative actively moving toward deployment.

Over the past year, a team of experienced leaders from business, ministry, technology, community development, government, and nonprofit sectors has worked together to establish the foundation for launch. Significant milestones have already been achieved, including:

- Completion of Community Plan 3.0
- Development of the Charleston United governance structure
- Creation of the Five Pathways framework
- Initial development of the Charleston United technology platform
- Formation of strategic partnerships
- Establishment of deployment and sustainability roadmaps
- Planning for The Hub collaboration centers

The Charleston United platform is currently progressing through development and testing, with public deployment planned for 2026. Once operational, the platform will serve as the community's collaborative ecosystem, enabling organizations to coordinate services, manage partnerships, mobilize volunteers, track outcomes, and respond to community needs more effectively than ever before.



2.5 Value for the Entire Community

Charleston United creates value for every stakeholder within the community ecosystem:

Churches - Gain greater visibility into community needs, stronger partnerships, and increased ministry impact.

Nonprofits - Reduce duplication, improve referrals, strengthen partnerships, expand service effectiveness, and provide tools for grant management and fundraising.

Government Agencies - Improve collaboration, enhance data visibility, and create more efficient service delivery.

Businesses - Support workforce development, strengthen community engagement, and invest in sustainable prosperity.

Schools - Access mentoring resources, family support systems, and stronger community partnerships.

Volunteers - Discover meaningful opportunities aligned with real community needs.

Residents - Receive easier access to coordinated resources, services, and pathways toward stability and success.

Donors - Gain confidence through transparency, measurable outcomes, and demonstrated community impact.

By connecting these groups into a unified ecosystem, Charleston United creates a multiplier effect where the collective impact exceeds what any single organization could accomplish independently.

2.6 The Pathway to Sustainability

Charleston United has already secured over **\$180,000** in committed funding, providing the resources necessary to build the core technology platform, engage professional expertise, and establish organizational infrastructure.

In addition, a generous community partner has committed **\$75,000 in matching funds**, demonstrating strong confidence in the vision and providing an opportunity to accelerate deployment and community engagement.

To complete implementation and achieve long-term sustainability, Charleston United is seeking approximately **\$320,000** in additional funding. These resources will support final platform development, public launch, operational infrastructure, partner expansion, and the establishment of recurring revenue streams that will sustain the organization for years to come.

The finish line is within reach.



2.7 One Community. One Purpose. One Future

Charleston United represents more than a technology platform, partnership network, or community initiative. It represents a new way of thinking about community transformation.

By uniting leadership, technology, partnerships, faith, service, and accountability into a single collaborative ecosystem, Charleston United is creating the infrastructure necessary for lasting prosperity.

The opportunity before us is extraordinary: to build a model that not only transforms Charleston but demonstrates to communities across America what becomes possible when people and organizations choose collaboration over fragmentation.

Together, we can unite resources, ignite possibility, and transform communities—creating a thriving Charleston for generations to come.

2.8 The Next Step is Yours – Join the Movement

Visit **CHSUnited.org**—our newly upgraded one-stop landing page—and:

- ✓ Watch the Charleston United videos
- ✓ Explore the new Community Plan 3.0 and Executive Summary 3.0
- ✓ Donate to Charleston United
- ✓ Join as a Community Volunteer
- ✓ Partner as a Business, Church, Nonprofit, or Government entity
- ✓ Listen to the new Charleston United Theme Song

There is a place for everyone in this movement—and that includes you.

Visit **CHSUnited.org** today. Explore the vision. Find your place. Invite others.



3 A Practical Blueprint for a Coordinated and Thriving Tri-County Community

Charleston United connects the people, organizations, resources, and technology already serving Charleston, Berkeley, and Dorchester counties. The need is not another stand-alone program. The need is shared infrastructure that helps existing efforts work together, reduces duplication, and makes community impact visible.

The challenge Churches, nonprofits, businesses, schools, government agencies, and volunteers invest significant time and resources, yet they often lack a common way to identify needs, coordinate services, and measure shared outcomes.

The response Charleston United provides a shared plan, collaboration platform, physical hub, partner network, and expansion strategy. Together, these elements turn isolated service into coordinated encounters that address immediate needs and create pathways toward long-term stability and prosperity.

3.1 What Community Plan 3.0 Provides

Element	Purpose
Five Pathways	Connect, Pray, Serve, Mentor, and Lead provide clear ways for people and organizations to participate.
5P Framework	Plan, Platform, Place, Partners, and Proliferation provide the infrastructure for collaboration and growth.
Community Ecosystem	Residents, volunteers, encounter leaders, impact partners, and pathway leaders work within one coordinated model.
Scoreboard for Success	Shared measures track participation, collaboration, community outcomes, platform adoption, and financial sustainability.

The result will be a stronger Tri-County region where resources are easier to find, partnerships are easier to form, and every successful encounter increases the community's capacity to help the next person.

3.2 The Community Challenge and Charleston United Response

The Tri-County region has capable organizations, committed leaders, generous residents, and substantial community assets. The central barrier is fragmentation. Without shared visibility and coordination, similar services may be duplicated while other needs remain unmet.



3.3 Common Barriers

Barrier	Community Effect
Limited resource visibility	Residents and organizations struggle to find available services and trusted partners.
Disconnected sectors	Churches, nonprofits, businesses, schools, and government agencies often plan separately.
Duplicated services	Funding, volunteers, and staff time may be concentrated on the same needs while other gaps persist.
Fragmented data	Leaders cannot easily measure collective progress or improve decisions across organizations.
Inconsistent follow-through	Short-term assistance may not connect residents to longer-term support, relationships, and opportunity.

3.4 A Coordinated Community Model

Charleston United serves as connective ecosystem rather than replacing existing organizations. Partners retain their identity and mission while gaining a shared way to identify needs, coordinate resources, mobilize volunteers, manage encounters, and report outcomes.

Encounter A coordinated, multi-dimensional response that meets an immediate need and connects a person or family with additional resources, relationships, mentoring, spiritual support, education, employment, or other pathways toward stability.



4 Charleston United Identity

4.1 Vision

Communities operate as coordinated systems where organizations work together by design, collective impact replaces fragmented effort, and residents have clear pathways to thrive.

4.2 Mission

To identify and connect resources for collaboration that results in thriving communities.

4.3 Operating Beliefs

- Communities already possess many of the resources they need; connection and coordination are often missing.
- Collaboration improves outcomes when it is structured, supported, and measured.
- Technology should reduce complexity and make community action easier.
- Shared data should support learning, alignment, and accountability without undermining trust.
- Local leadership and context must shape every solution.

4.4 Core Values

Value	How It Guides the Work
Practical Collaboration	Use tools and processes that fit real workflows, reduce friction, and produce results.
Accountability Through Data	Track meaningful outcomes, share useful insight, and improve through evidence.
Respect for Local Context	Listen first and adapt the model to the people and communities it serves.
Ethical Stewardship	Protect information, use resources responsibly, and earn long-term trust.
Sustainable Impact	Build durable systems that increase local capacity rather than dependence.



5 The Five Pathways of Community Transformation

The Five Pathways give residents, volunteers, leaders, and organizations practical ways to participate in one shared community mission.



5.1 Pathways in Action

Pathway	Purpose	Representative Activities	Desired Result
Connect	Build relationships and partnerships across sectors.	Resource mapping, leadership roundtables, collaboration forums, partnership development.	Better visibility, communication, resource use, and cross-sector coordination.
Pray	Unite faith communities in prayer, encouragement, and spiritual support.	Community prayer gatherings, faith-leader collaboration, crisis prayer response.	Greater spiritual unity, encouragement, and support during community needs.
Serve	Mobilize volunteers and align service with identified needs.	Service projects, nonprofit support, outreach, volunteer coordination, crisis response.	More effective service, higher volunteer participation, and less volunteer burnout.
Mentor	Develop people, families, and future leaders through intentional relationships.	Youth mentoring, workforce readiness, leadership coaching, family support, discipleship.	Stronger people, families, workforce preparation, and leadership pipelines.
Lead	Equip leaders to guide change and collaborate across sectors.	Leadership development, civic engagement, executive networks, community forums.	Stronger decisions, shared direction, and sustained community leadership.



6 The 5P Framework

The 5P Framework provides the infrastructure that supports the Five Pathways and turns community participation into coordinated action.



Component	Core Question	Function
Plan	What are we trying to accomplish together?	Sets shared priorities, desired outcomes, roles, and accountability.
Platform	How will we coordinate the work?	Connects needs, resources, organizations, volunteers, encounters, data, and reporting.
Place	Where will relationships and collaboration grow?	Provides physical hubs for meetings, training, navigation, service, and innovation.
Partners	Who will contribute capacity?	Engages organizations and residents whose expertise, resources, relationships, and influence strengthen the ecosystem.
Proliferation	How will successful practices spread?	Documents, improves, and expands the model across the Tri-County region and beyond.

6.1 One Integrated Ecosystem

- The Plan provides vision and direction.
- The Platform provides coordination and visibility.
- The Place builds trust through face-to-face collaboration.
- Partners provide expertise, resources, and reach.
- Proliferation turns proven practice into community-wide capacity.

No component stands alone. The framework works when shared direction, useful technology, trusted relationships, committed partners, and continuous learning reinforce one another.



6.2 Plan

Community Plan 3.0 establishes a common direction while allowing each organization to contribute according to its mission and strengths. It aligns the community around the Five Pathways, shared measures, the deployment roadmap, and a commitment to continuous improvement.

Primary outputs Shared priorities, resource and gap visibility, governance, success measures, partnership expectations, and deployment priorities.

6.3 Platform

The Charleston United platform is the digital infrastructure for participation and collaboration. It is designed to help people find resources, help organizations work together, and help leaders understand community activity and outcomes.

Platform Capability	Practical Use
Resource and organization profiles	Make services, expertise, locations, and partnership opportunities easier to discover.
Community navigation	Connect residents with suitable resources and track appropriate follow-through.
Encounter management	Coordinate multi-partner responses to needs and initiatives.
Volunteer engagement	Match interests and availability with meaningful opportunities.
Partnership and grant support	Organize relationships, initiatives, commitments, and relevant evidence.
Dashboards and reporting	Measure adoption, collaboration, service activity, outcomes, and gaps.

The platform supports collaboration; it does not replace human relationships, local judgment, or the systems partners already use effectively.

6.4 Place

The Hub serves as Charleston United's physical collaboration centers. It will support partner meetings, training, volunteer mobilization, resource navigation, leadership development, community gatherings, and collaborative problem-solving.

6.5 Partners

Charleston United brings together churches, nonprofits, businesses, schools, healthcare providers, government agencies, foundations, volunteers, community leaders, and residents. Each partner retains its identity while contributing resources, expertise, relationships, services, or influence to shared outcomes.



6.5.1 Partner Development Process

Stage	Action
Identify	Map organizations, services, assets, leaders, and community needs.
Build Trust	Clarify shared interests, expectations, and safeguards.
Integrate	Create profiles, connect resources, and establish collaboration workflows.
Activate	Launch encounters, initiatives, referrals, service projects, or pathway activities.
Measure and Improve	Review results, address gaps, and strengthen future collaboration.

6.6 Proliferation

Proliferation expands what works. Charleston United will document practices, create implementation playbooks, develop training, refine governance and operations, and adapt the model throughout the Tri-County region. Expansion beyond Charleston will occur only after the local model produces credible lessons and measurable results.

6.7 Deployment Roadmap

The original roadmap moved Charleston United from planning through public launch in 2026. The next stage is to convert that launch into consistent participation, measurable encounters, and sustainable operations.

Phase	Primary Work	Milestone
Foundation	Complete the community plan, governance model, pathways, success measures, and organizational structure.	Shared direction and operating foundation established.
Platform Development	Build and test core workflows, resource management, encounter coordination, reporting, security, and onboarding.	Public platform deployment and continuous refinement.
Place Activation	Prepare The Hub at Centerpoint for meetings, training, navigation, volunteer engagement, and partner collaboration.	Operational collaboration center.
Partner Mobilization	Recruit, orient, and support organizations and community participants across sectors.	Active founding partner network.
Proliferation	Increase participation, capture results, improve processes, and prepare replication tools.	A functioning Tri-County ecosystem with documented lessons and scalable practices.



7 Organizational Structure

The structure connects governance, pathway leadership, partner capacity, community coordination, and resident experience. Accountability flows from the Board of Stewards through the Executive Director, while community insight and outcomes flow back through every level.





7.1 Roles and Accountability

Role	Primary Accountability
Board of Stewards	Protect the mission, provide governance and accountability, approve strategy, and steward financial sustainability.
Director of Operations	Lead execution, operations, partnerships, fundraising, staff, performance, and organizational growth.
Pathway Leaders	Set strategy for Connect, Pray, Serve, Mentor, and Lead; mobilize partners; coordinate activity; and track outcomes.
Impact Partners	Contribute services, expertise, volunteers, facilities, funding, data, or other resources to shared priorities.
Encounter Leaders	Coordinate specific encounters and initiatives from definition through follow-through and reporting.
Community Navigators	Build trusted relationships, help residents find appropriate resources, and support movement toward stability.
Residents	Shape priorities through their experience, access support, contribute strengths, and grow as community participants and leaders.

7.2 Governance Commitments

- Mission alignment and clear decision rights.
- Responsible financial and data stewardship.
- Defined ownership for initiatives and outcomes.
- Regular review of performance, risk, community feedback, and sustainability.
- Transparency with partners, donors, and the communities served.



7.3 Value for Community Stakeholders

Stakeholder	Value from Charleston United	Contribution to the Ecosystem
Churches	Visibility into needs, stronger partnerships, volunteer coordination, and measurable community ministry.	Spiritual care, trusted relationships, facilities, volunteers, mentoring, and outreach.
Nonprofits	Better referrals, resource visibility, collaboration, grant support, and impact reporting.	Specialized services, program expertise, and direct service capacity.
Government	Improved cross-sector coordination, needs visibility, service efficiency, and outcome information.	Public services, policy, infrastructure, data, and resource alignment.
Businesses	Workforce connections, community engagement, partnership opportunities, and visible impact.	Employment, expertise, innovation, sponsorship, and investment.
Schools	Access to mentors, family supports, volunteers, and community partnerships.	Student and family insight, educational expertise, and future workforce development.
Volunteers	Relevant opportunities, clear coordination, training, and visible results.	Time, skills, advocacy, mentoring, and direct service.
Residents	Simpler access to coordinated services, relationships, and growth opportunities.	Experience, feedback, participation, leadership, and community knowledge.
Donors and Foundations	Transparent use of funds, shared measures, and stronger confidence in coordinated impact.	Flexible capital, grants, strategic guidance, and long-term investment.



8 The Thriving Community Ecosystem

A thriving community ecosystem is a living network of people, organizations, technology, places, and partnerships that repeatedly identifies needs, connects resources, coordinates action, measures results, and increases local capacity.

8.1 The Encounter Cycle

Step	Purpose
1 Identify	Understand the need, strengths, context, and desired outcome.
2 Connect	Match the need with suitable people, organizations, resources, and pathways.
3 Coordinate	Clarify roles, commitments, communication, safeguards, and follow-through.
4 Act	Deliver the encounter or collaborative initiative.
5 Measure	Record participation, outputs, outcomes, gaps, and resident feedback.
6 Improve	Strengthen relationships, refine practice, and apply lessons to future needs.

8.2 Characteristics of the Desired Ecosystem

- Connected enough to reduce unnecessary duplication and missed referrals.
- People-centered and informed by useful data.
- Preventive when possible and responsive when urgent needs arise.
- Built on trusted relationships rather than transactions alone.
- Sustainable because it develops capacity, leadership, and diverse revenue.
- Adaptable to the distinct needs of Charleston, Berkeley, and Dorchester counties.

Charleston United's central aim is simple: make it easier for the community to work together and help every resident find a pathway to thrive.



8.3 Charleston United Ecosystem Graphic





9 Scoreboard for Success

The Scoreboard for Success should focus on measures that help leaders make decisions, improve coordination, demonstrate accountability, and understand whether residents are progressing toward better outcomes.

Area	Core Measures
Reach and Adoption	Registered and active organizations, residents, volunteers, navigators, active users, onboarding completion, and retention.
Collaboration	Active partnerships, cross-sector encounters, referrals, response time, partner participation, and reduced duplication.
Community Outcomes	People served, needs addressed, referrals completed, repeat needs, progress toward stability, and resident-reported experience.
Pathway Activity	Participation and outcomes for Connect, Pray, Serve, Mentor, and Lead initiatives.
Volunteer and Leadership Capacity	Volunteer hours, mentor matches, leader participation, training completion, and leadership pipeline growth.
Platform Performance	Resource coverage, data quality, support requests, resolution time, workflow completion, engagement, and system reliability.
Financial Sustainability	Funding mix, recurring revenue, grants, sponsorships, operating reserves, cost per encounter, and budget performance.

9.1 Accountability Rhythm

- Monthly operational dashboard for staff and pathway leaders.
- Quarterly strategic review with the Board of Stewards.
- Partner feedback sessions focused on usability, coordination, and trust.
- Annual community impact report with results, lessons, and priorities.

Measures should be introduced in stages. Charleston United should first establish reliable definitions and baseline data, then set targets that reflect actual capacity and community conditions.



10 Funding and Sustainability

Charleston United has moved from concept to implementation through early investment in technology, professional expertise, governance, and organizational infrastructure. Completing the next phase requires both development capital and recurring revenue.

Funding Milestone	Amount	Purpose
Committed Funding	\$180,000	Core platform development, consultants, and organizational foundation.
Matching Commitment	\$75,000	Accelerate deployment, partner engagement, and fundraising.
Additional Funding Goal	\$320,000	Complete platform work, strengthen operations, expand partners, support launch, and build sustainability.
Total Development Capital	\$575,000	Establish a fully operational and sustainable Charleston United ecosystem.

10.1 Use of Additional Funding

- Platform refinement, security, scalability, reporting, onboarding, and user support.
- Operational leadership, administration, partner coordination, and help-desk capacity.
- Community engagement, training, awareness, pathway deployment, and partner expansion.
- Revenue development, operating reserves, measurement, and continuous improvement.

10.2 Recurring Revenue Strategy

Source	Role
Organizational Participation	Fee-based services or subscription structures tied to clear partner value.
Government and Institutional Partnerships	Funded collaboration, service coordination, and approved data or reporting support.
Corporate Sponsorships	Business investment in pathways, community initiatives, workforce development, and shared outcomes.
Grants and Foundations	Support for technology, capacity building, community development, and measurable initiatives.
Leadership Events and Training	Revenue from conferences, workshops, consulting, and leadership development.



11 The Invitation

One Community One Mission

Charleston United is building a shared infrastructure that allows community resources to work together. The plan is strongest when residents, organizations, volunteers, leaders, and investors contribute through the role that best fits their strengths.

11.1 Ways to Participate

Join As	Immediate Next Step
Community Volunteer	Help residents identify needs, find trusted resources, and move toward stability.
Impact Partner	Create an organizational profile, identify resources and services, and participate in coordinated encounters.
Volunteer or Mentor	Select a pathway and connect your time, experience, and interests with meaningful opportunities.
Encounter Leader	Help define, coordinate, and measure a specific collaborative response or initiative.
Donor or Sponsor	Invest in platform completion, operations, pathway activity, partner growth, and sustainability.
Community Champion	Introduce trusted leaders and organizations and share the Charleston United vision across your network.

11.2A Practical Next Step

Visit CHSUnited.org to review current resources, join the movement, register as a participant or impact partner, support the work, and connect with the Charleston United team.

The Tri-County region already has extraordinary people and resources. Community Plan 3.0 provides a shared way to connect them, learn from the work, and build lasting capacity for residents and neighborhoods to thrive.

CHSUnited.org