

UNITED WAY OF EAST CENTRAL IOWA

ADVANCING THE COMMON GOOD

Summer 2016

Advocating for Change



Professor Robert D. Putnam was the keynote speaker for United Way's Annual Meeting on Tuesday, June 14. His comments set the context and confirmed priorities for United Way's work to improve well-being in our community.

Professor Putnam told compelling stories from his best-selling book, *Our Kids: The American Dream*. His presentation detailed two groups of people, the haves and the have-nots, as they struggle to achieve success in today's world. Critical gaps in experiences and opportunities lead to starkly different life outcomes for kids from each of these groups. His book underscores the importance of achieving post-secondary education. In almost every instance, the greatest disparities in well-being are associated with people who have a high school education or less.

“Professor Putnam **REINFORCED THAT UNITED WAY'S WORK IS ON TARGET** for making an impact. **WE NEED PROJECTS LIKE RED AHEAD AND SPARK*5** that focus on root causes. Let's **HELP THE NEXT GENERATION** have a fighting chance to get ahead and break the cycle.”

Jon Bancks | Morgan Stanley

How You Can Help Our Kids

We're here to connect you with opportunities to give back, whether it's through volunteering or a donation. Lend your voice, raise your hand, and connect with those who share your passion. Find ways to get involved at uweci.org.

Issues in Our Communities

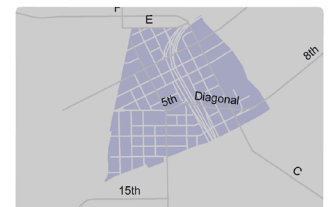
In United Way of East Central Iowa's five-county service area, the local data confirms Professor Putnam's research. Here are some examples of disparities:



EDUCATION

Kindergarten readiness

Caucasian children	69%
African-American children	43%
Free & reduced lunch	41%



TAYLOR NEIGHBORHOOD

Single-mother households	8%
Kindergarten readiness*	15%
Free & reduced lunch*	88%

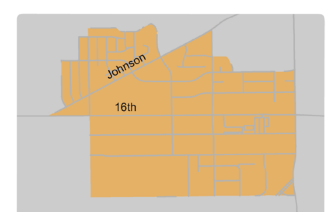
*Taylor Elementary



LITERACY

4th grade reading proficiency

Caucasian children	79%
African-American children	46%
Free & reduced lunch	56%



WESTDALE NEIGHBORHOOD

Single-mother households	18%
Kindergarten readiness*	34%
Free & reduced lunch*	72%

*Hoover Elementary



LITERACY

Low-income homes

1 book for every 300 children

Middle-income homes

13 books for every child



HUNGER

Linn County

Food insecure individuals

1 in 8

“It’s not often you get to attend events where the **MAIN ATTRACTION IS AN EXPERT WHO ENGAGES IN THOUGHTFUL CONVERSATIONS** about subjects throughout the social sciences. Professor Putnam **PRESENTED AN HONEST, COLD ASSESSMENT** of where we are as a society and **THE CHALLENGES WE FACE.**”

Stacey Walker | Community Volunteer

Creating Long-Lasting Solutions

In East Central Iowa, United Way is building collaborative solutions to bridge this gap. Here are just a few of our partner programs that help families in our community:

RED Ahead (Read Every Day to get Ahead)

Our early literacy program, helps parents become actively involved in developing language and communication skills their children need to be ready for kindergarten.

Reading into Success

A local collaboration of more than 25 organizations working together to focus on supporting children in focus areas of school readiness, attendance, summer learning, hope & well-being, and everyday reading.

Youth Achievement AmeriCorps

Through the committed service of full-time AmeriCorps members, this program provides tutoring support to low-income children.

VITA Free Tax Preparation

The Volunteer Income Tax Assistance (VITA) program helps low- and moderate-income taxpayers complete their annual tax returns at no cost.

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THE POWER OF YOU

2016 CAMPAIGN

Creating Positive Change

When you support United Way, good things happen in our community. The progress we've made, lives we've changed, and results we've produced wouldn't have been possible without the **Power of You.**

Campaign Co-Chairs



Brad Hart
Bradley & Riley PC



Kevin Knutson
Holmes Murphy & Associates

Challenge Grants

Leadership Challenge Grant

The John and Dyan Smith Challenge Grant will match all new and increased leadership gifts up to \$100,000. These matched dollars will go toward our focus in education, specifically United Way funded partners and programs.

New Company Challenge Grant

The Holmes Murphy Challenge Grant will match all dollars raised through new 2016 company campaigns up to \$25,000.

10th Anniversary Charter Member Challenge Grant

To commemorate a decade of helping women, this challenge grant will match all new and increased gifts designated to Women's Leadership Initiative up to \$21,500.