



UNITED WAY OF EAST CENTRAL IOWA



UNITED WAY 101

COMPANY COORDINATOR GUIDE

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United Way
of East Central Iowa

Welcome!

Thank you for joining us as a United Way Company Coordinator! During your campaign, you'll have a chance to make a difference in our community and even experience some benefits yourself:

- Get to know your neighbors
- Bond with coworkers
- Show off your leadership skills
- Meet new people through United Way opportunities and events
- Have some fun along the way!

We know that coming up with ideas and plans can be challenging, whether this is your first campaign or your 30th. But don't worry — we're here to help!

Know Your United Way

You can't promote a cause you know nothing about. The more you know about United Way, the more passionate you will become and the credible you will be with coworkers.

MISSION STATEMENT

Unite the caring power of communities to invest in effective solutions to improve people's lives.

WHO WE ARE

United Way of East Central Iowa (UWECI) is the second largest United Way in Iowa and was one of the first in America. Established in 1914, UWECI originally served four area nonprofits; that number has grown to about 30 today. Together with our partners, we serve Benton, Cedar, Iowa, Jones and Linn counties to help meet the communities' most critical needs in education, financial stability and health.

SPECIAL PROGRAMS AND INITIATIVES

We can't build a strong community alone! UWECI works with many individuals, nonprofits, companies and public organizations. Here are a few notable programs and the partners that make them possible:

Program Name: United Way 2-1-1

Partner: First Call for Help Iowa, Inc.

Description: 2-1-1 provides 24/7 information and referral services for individuals in Eastern Iowa.

Professionally trained staff members have access to information from mental and physical health to employment support and crisis assistance.

Program Name: RED Ahead

Partner: HACAP

Description: RED Ahead serves parents to help their young children develop language skills they need to be ready for kindergarten. RED Ahead also provides developmental screenings to ensure children are developmentally on track.

Program Name: Women's Leadership Initiative

Partners: Community Health Free Clinic; Eastern Iowa Health Clinic; Linn County Public Health; Area Substance Abuse Council

Description: Women's Leadership Initiative (WLI) partners with health providers to fill healthcare gaps for un- and under-insured women such as prescriptions, dental care co-pays and preventative screenings.

Getting Started: United Way 101

By focusing on the following three building blocks for a better life, we've created several goals to complete by 2020:

Challenge: As youth grow up and enter school, the reading proficiency gap becomes apparent between low-income students and their higher-income peers.

Challenge: For families living at or near the poverty line, meeting basic needs can be challenging. We want all families to live in safe and affordable housing, earn enough to pay the bills and save for the future.

Challenge: The percentage of those who report their health is in fair to poor condition increases as annual household income decreases.



EDUCATION GOAL

To increase the number of children, in our five county area, who are developmentally and academically on track by fourth grade by 30%



FINANCIAL STABILITY GOAL

To increase the number of financially stable households by 15%



HEALTH GOAL

To improve social connectedness and mental health function of low-income adults by 10%

2014 Progress:

- 855 children under age five who demonstrated appropriate cognitive skills.
- 1,102 youth who increased their reading or math proficiency.
- 4,071 youth who improved their social-emotional skills.

2014 Progress:

- The Volunteer Income Tax Assistance (VITA) program brought more than \$2.3 million back into the community by offering free tax services for low-income individuals.
- 1,202 families remained in their homes instead of a shelter.
- 411 individuals increased their skill level.

2014 Progress:

- 1,863 improved or maintained functioning at school, work and/or home.
- 2,065 completed treatment with goals met.
- More than 10,800 people enrolled in health insurance.



Time to Study: Planning Your United Way Campaign

Good planning is key to your campaign's success. A well-organized strategy will make the best use of your time and get your employees excited about your campaign.

Below, you'll find a timeline you can use to map out your road to success. Your United Way staff member will work with you to make a custom timeline so your company and its employees can give, advocate and volunteer!

- **3–4 months before campaign:** Organize a planning committee and start brainstorming ideas with your United Way staff member.
- **2–3 months before campaign:** Start working on specific campaign strategies.
- **4–8 weeks before campaign:** Schedule employee kickoff meetings, leadership recruitment and any special events. Talk to employees about United Way and the work we do in the community.
- **1–2 weeks before campaign:** Set the tone for your campaign by hanging up posters, sending e-blasts and creating excitement.
- **Week of campaign:** Put your campaign strategies to work and reach out to every employee.
- **2 weeks after campaign:** Wrap up your campaign and celebrate your success! Thank all employees and share real results about how lives in our community will change.
- **4–5 months after campaign:** Participate in Day of Caring activities by signing up to volunteer at a local nonprofit.



If All Adds Up: Goals & Incentives

Goals help your employees feel like a team and can directly affect your campaign's success. Incentives are a powerful way to encourage people to participate and pledge their support.

Setting realistic and challenging goals is important to ensure your workplace giving campaign is a success. If the average employee gift is under \$250, consider the following:

- Hold employee kickoff meeting: Let employees hear firsthand about United Way's work in the community.
- Encourage payroll deduction: Most donors will give more if they can spread out their gift throughout the entire year rather than give the whole amount all at once.

Goals don't always have to be a dollar amount. Many companies set goals based on participation. On average, UWECI has 30 local companies that have 100% employee participation. Participants can pledge any amount and still count toward your goal.

If your company participation level is less than 50%:

- Include United Way materials in new-hire and retiree packets. Encourage new hires to fill out their pledge form. Retirees count toward your campaign total, too.
- Email updates during your entire campaign to show the difference their gifts make.
- Teach employees about matching gift dollars. If your company doesn't offer matching gifts, ask your CEO to consider it.

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%



Extra Credit: Campaign Kickoff and Wrap-Up Party

A campaign kickoff is a perfect way to get people excited for your campaign and let them know about the great work United Way is doing in the community.

Campaign kickoffs can happen during a regularly scheduled company meeting or at one of our community partners. Your United Way representative can do a fun and informative presentation for as few as two people or as many as 2,000. We are ready and willing to do presentations multiple times to make sure people in all shifts and departments hear about your campaign.

Campaign kickoff basics

- Your United Way representative
- A story told by a United Way community partner
- Our campaign video showing dollars at work

Making the ask

The number one reason people don't give to United Way is that no one asks them! Our job is to make sure that everyone in the workplace has a chance to give. So how can you ask each person in an effective way?

- The moment a person receives their pledge form, they will decide to give or not within 10 seconds. How inspiring can you make that moment?
- Hand out pledge forms after your meeting so each person gets one.
- Ask for a completed pledge form from everyone, even if they choose not to give. That way, you'll know everyone had an opportunity to give.

Wrap-up parties

Finish your campaign strong with a wrap-up party and thank everyone for their participation. Saying thank you may be the most important part of creating long-term support. Here are a few ways you can thank donors:

- Print half-sheet thank you notes on colored paper
- Have a late afternoon snack for donors
- Send an email or thank you from your CEO
- Reveal your company total in an email or newsletter

In addition, UWECI can thank donors with customized thank you posters to display at your company. local nonprofit.



Honor Roll: Hold a Leadership Recognition Event

Did you know leadership donors make up 25% of donors but contribute 60% of our annual campaign dollars? That's why holding a Leadership Giving Campaign is one of the best ways to have a successful campaign. Leadership giving allows your employees to make a great impact on the lives of people throughout East Central Iowa and sets your company apart as a leader in our community.

In 2015, our Challenge Grant will match all new leadership gifts and any increased leadership gifts from current donors. This is a unique opportunity for our 101st campaign!

To start your leadership giving campaign

- Find out who are leadership donors at your company. Your United Way representative can give you a list.
- Work with your United Way representative to figure out the best strategy for your company.
- Have a leadership-giving meeting separate from other employee meetings. This could be a recruitment event to boost the number of leadership givers through targeted communication or a recognition event to thank your current leadership donors.

Sample leadership giving meeting agenda

- CEO attends meeting and supports leadership giving
- Present the benefits of leadership giving and supporting United Way
- Agency speaker shares story
- United Way representative speaks about work in the community
- Hand out pledge form (and pens) or instructions to give online
- Explain any company incentives for giving
- Ask for investment
- Thank everyone for attending
- After the meeting, collect pledge cards and follow up with those who could not attend

Other ways to increase leadership giving

- Create new company incentives
- Promote United Way leadership events
- Have current members bring non-leadership donors to United Way leadership events
- Host a gathering for leadership donors outside of campaign time
- Schedule an agency tour so donors can see in-person the impact they could make
- Work with United Way staff to create a volunteer project for leadership donors



When Grades are Slipping: Dealing with a Decreased Campaign

Sometimes, you'll have a United Way campaign that will raise less money than others. There will be circumstances out of your control that affect how much donors give, and that's okay!

Here are some quick and easy best practices to use if your campaign is struggling:

- Make sure your CEO participates
- Invite a community partner to come in and share how United Way impacts their agency
- Ask employees in-person to complete a pledge form
- Offer a prize for completed pledge forms
- Send daily emails about how giving to United Way helps the community
- Host a special event, such as a chili kickoff lunch or time/talent auction
- Volunteer at one of our community partners to see United Way dollars at work
- Ask retirees to give through your company campaign
- Consider sponsoring a United Way event or program

If you need help with your campaign at any time, please reach out to your United Way staff member. We are always available and happy to help!

Will This Be on the Test? UWECI by the Numbers

Administrative rate

Every business has operating expenses, even United Way. We're proud to report that our administrative rate is 12.5%. Nationally, the average administrative rate is 16–19%. That means that for each dollar, \$0.87 1/2 goes back into our community, while the other \$0.12 1/2 covers fundraising and administrative costs. 99% of our annual campaign stays here in Cedar Rapids, and we send the other 1% to United Way Worldwide.

Donor designation

Donor designation is an option for people to direct their United Way gift. For a minimum gift of \$100, a donor may direct their gift to any 501(c)(3) organization. They will need to fill out a separate form in addition to their pledge form. For multiple designations, a separate donor designation form will need to be completed.

Example: Jane Doe wants to designate her \$100 gift to Feel Good Charity.

\$100 to Feel Good
-\$12.50 Administrative Rate
-\$2.50 Allowance for Unpaid Pledges
Total to Feel Good Charity: \$85

When a donor uses donor designation, the charity receives payments each quarter. These payments go into the charity's general operating budget. UWECI does not track results with donor designations.

Tax receipts

Per IRS regulations, United Way can't issue tax receipts for donors who use payroll deduction. Instead, donors can use their last paystub of the year or their W2. Donors who gave \$250 or more will receive tax receipts in the mail (sent out each January).

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Community Partners: Education

Big Brothers Big Sisters of Cedar Rapids and East Central Iowa, Inc.: Success in Education

Allocation: \$195,000

Big Brothers Big Sisters (BBBS) brings caring adult mentors to children. Through community and school-based mentoring, volunteers build a relationship with a child for one year. Through mentoring, children develop skills in three primary areas: educational success, avoidance of risky behaviors, and socio-emotional competency. The agency has been honored for long-lasting matches that average 38 months in the community-based program and 23 months in school-based.

Boys & Girls Club of Cedar Rapids: Deepening Impact through Growth and Quality

Allocation: \$145,000

BGCCR's primary after-school services focus on youth from economically disadvantaged households so that they may gain and maintain the skill sets vital to succeeding in college, work and life in the 21st century. These skills include academic success, job preparedness, leadership skills, personal wellness and social skills. The Youth Development Strategy developed by Boys & Girls Clubs of America promotes and enhances the development of boys and girls by instilling a sense of competence, usefulness, belonging, power and influence.

Hawkeye Area Community Action Program (HACAP): Crisis Child Care Program

Allocation: \$69,750

As a child abuse prevention program, Crisis Child Care offers safe shelter for children in times of family crisis or overwhelming stress. Care is available free of charge, 24/7, for families in Linn and Benton County with children 0–14 years of age who are experiencing a crisis and need safe child care for their children. Crisis Child Care is often the only option for many struggling, low-income families who do not have a support system or access to community resources.

Hawkeye Area Community Action Program (HACAP): Head Start/Early Head Start Wrap Around

Allocation: \$171,618

Head Start provides full-day, full-year, quality and developmentally-appropriate childcare to low-income children and families. The goals of Head Start are to enhance children's physical, social, emotional and cognitive development; enable parents to be better caregivers and teachers to their children; and help parents meet their own goals, including financial stability.

Hawkeye Area Community Action Program (HACAP): Paces to Quality

Allocation: \$165,311

Paces to Quality strives to increase access to quality early care and education by serving home and center-based early care and education providers in Linn, Benton and Jones counties with core services of onsite consultation, environmental rating scales, Quality Rating Scales, and accreditation funding. These services offer support to all home and center-based providers who may not be familiar with the tools to improve quality. Each participant receives multiple strategies to make positive changes at his or her current skill level in early care and education environment.

Hawkeye Area Council, Boy Scouts of America: Trailblazers Scouting Outreach

Allocation: \$70,000

The strategy for Outreach Scouting in Trailblazers places a priority on bringing Scouting programs to communities where an exceptional need has been assessed, such as lack of transportation, volunteer leadership or financial stability. The Scouting program provides youth with character education, citizenship, leadership, exposure to a wide range of activities, greater empathy and, overall, a programming experience that arms them with life skills and core values. Scouting helps youth develop academic skills, self-confidence, ethics, leadership skills and citizenship skills that influence their adult lives. Scouting promotes activities that lead to personal responsibility and high self-esteem.

Community Partners: Education

Jane Boyd Community House: Supporting Achievement

Allocation: \$335,000

Jane Boyd provides a range of programs to help vulnerable families. Specific supports include the Achievement Academy, an out-of-school time program offered at four locations; Family Support, which assists parents in setting goals and accessing support and resources; and a Parents As Teachers program, which offers free developmental screenings until children are three years old. Additional resources to promote self-sufficiency include the Harambee House, which provides community resources and housing support, which assists families with retaining affordable housing.

Kids First Law Center: Stability for Children of Divorce

Allocation: \$71,000

Kids First's overall purpose is to create stability for children of divorce by lessening the effect of family conflict on children, strengthening family relationships, connecting kids to support systems and needed resources, and making children's voices heard through legal advocacy and workshops. In-depth interventions help families break patterns of conflict and stay out of court. Educational workshops equip youth with conflict-resolution skills and problem-solving tools to help them cope with the trauma associated with divorce. The class gives kids a confidential and neutral place to talk about their feelings and to clarify misperceptions in an age-appropriate way by professionals who are knowledgeable about divorce.

Rape Victim Advocacy Program: Equipping Youth by Building Hope

Allocation: \$8,000

The RVAP program provides evidence-based educational programming to youth, designed to teach social competency and healthy relationship skills and is demonstrated to decrease dating violence victimization and perpetration. RVAP's prevention efforts include youth educational programs, poster campaigns, and public service announcements.

The Salvation Army: Summer Day Camp

Allocation: \$30,000

The Salvation Army's goal for day camp is to provide a learning environment that fosters asset development and the identification of sparks that help children realize their potential and the many possibilities for their futures. They develop confidence and motivation to achieve success.

Waypoint Services for Women, Children and Families: Quality Programming Education

Allocation: \$215,663

Waypoint's Child-Care Division includes Park Ridge Kids, River Ridge Kids, Uptown Kids Child Development Center, and eleven before and after School Age Kids Programs, which provide educational and family support services year-round, including School Age Summer Camps.

YMCA of the Cedar Rapids Metropolitan Area: Extended Learning

Allocation: \$50,000

The Y is committed to strengthening the foundations of our community through programs for youth development, healthy living and social responsibility. The Y's Extended Learning program provides before-and after-school supports for youth in need.

Young Parents Network: Building Bright Futures

Allocation: \$320,000

Young Parents Network's (YPN) primary services are group meetings and home visitation, which incorporate early childhood education, prenatal and parenting education, and family support. Programs promote life skills, improve personal accountability and decision making, and increase confidence and competence in parenting skills. YPN's Youth Development Program is dedicated to offering life skills education for youth and adults with the intent of preventing teen pregnancy. This unique program provides interactive activities that engage participants in recognizing the realities youth face today, both positive and adverse situations; the strengths each individual youth has; and the development of skills for success in college, work and life.

Community Partners: Financial Stability

Catherine McAuley Center: Adult Basic Education Program

Allocation: \$53,000

This program provides free one-on-one tutoring to adults who are English Language Learners (ELL), studying for the U.S. citizenship test, and/or striving to improve basic reading and math skills. Supplemental services include an Immigrant/Refugee Coordinator (I/RC) who provides case management services for students; a food pantry to help clients meet basic needs; and free childcare for students while they receive tutoring. The program also offers a biannual six-week citizenship class and an annual four-week banking class.

Catherine McAuley Center: Transitional Housing Program

Allocation: \$74,000

The Transitional Housing Program assists homeless women age 18 and older without children in their care, providing them with transitional housing, programming, case management and aftercare services.

Goodwill of the Heartland: Employment Training and Placement Services

Allocation: \$100,000

Goodwill of the Heartland provides a wide variety of services, including job training and employment services; supported community living services to help people remain independent in their homes, school-to-work programs for students in area high schools to find employment; and day habilitation to assist individuals with developing and maintaining life skills and community integration.

Hawkeye Area Community Action Program (HACAP): Food Reservoir Program and Transitions to Housing Stability

Allocation: \$72,000

HACAP provides a portfolio of health and human services to approximately 53,000 Iowa citizens, living in Benton, Iowa, Johnson, Jones, Linn or Washington counties. As a community action agency, they focus on the identification of existing community needs and the provision of innovative solutions across several service domains: education, emergency services, employment, income management, housing, health, nutrition, senior services and community connections.

Horizons: A Family Service Alliance: Financial Wellness

Allocation: \$60,000

Meals on Wheels provides hot, fresh and often local food seven days per week to homebound elderly, as well as customizable nutrition plans and counseling. The program ensures safety, wellness, and emotional and social support with volunteers.

Iowa Legal Aid: Legal Assistance Project

Allocation: \$195,000

Access to Iowa's courts is important for everyone, but it is vital for low-income people. Everyday courts and administrative agencies make decisions that determine whether low-income individuals and families will be housed or homeless, fed or hungry, safe or in danger of violence and abuse. Iowa Legal Aid ensures that, through the provision of civil legal assistance, low-income people receive proper legal assistance under the law. Service use multi-faceted approach to service delivery that includes direct legal assistance, community legal education and referrals to private attorneys participating in Iowa's Volunteer Lawyers Project.

Community Partners: Financial Stability

Jane Boyd Community House: PATHS

Allocation: \$25,000

PATHS helps participants gain skills, references and internship experience. Coordinators provide job coaching and follow up in the transition to employment or further education.

Neighborhood Transportation Service, Inc.: Bridge to Employment

Allocation: \$100,000

The primary service and purpose of NTS is to pick riders up by appointment and deliver them to work or school. NTS provides service at night from 6:30 p.m.–6 a.m. and on weekends. This fills the void left after the Cedar Rapids Transit buses and Linn County LIFTS are not in service. Other nonprofits in the Cedar Rapids area also rely on NTS for their transportation needs.

Waypoint Services for Women, Children and Families: System of Care for Households **Waypoint has two divisions: Critical Services and Child Care**

Allocation: \$440,000

The Critical Services division consists of the Madge Phillips Center Shelter, Daytime Resource Program, Homeless Prevention Services and Domestic Violence Victim Services (DV). Waypoint offers support in locating housing for those who are homeless, at-risk of becoming homeless, or victims of domestic violence who must relocate for their safety. Housing Advocates work with each household to assess their needs and connect them to resources in the community that best meet their individual needs. Waypoint's Domestic Violence Victim Services Program serves victims/survivors and their families by providing advocacy, 24/7 crisis line, emergency shelter and support groups.

Willis Dady Emergency Shelter, Inc.: Reducing Homelessness

Allocation: \$115,000

WDES is a homeless shelter for single men and families without other options; WDES increasingly focuses on prevention services for households at risk of homelessness. Funding for Support Services for Veteran Families (SSVF) from the Department of Veterans Affairs (VA) provides services for struggling veteran families in a five-county area. This program, locally titled "Operation Home," is a partnership led by Hawkeye Area Community Action Program (HACAP) and includes other agencies.

Community Partners: Health

Abbe Center for Community Mental Health: School Based Mental Health Services

Allocation: \$200,000

Abbe Center provides outpatient mental health services to children, adolescents, adults and families. Types of services that Abbe staff offer include psychiatric evaluation, medication management, individual/family/group therapy, school-based services and emergency services. Abbe provides community based programs for individuals with serious and persistent mental illness.

Aging Services, Inc.: Supporting Independence for Older Adults

Allocation: \$589,539

Aging Services, Inc., provides a comprehensive array of quality home- and community-based services to support older adults in their ability to continue living independently and to avoid unnecessary or premature nursing home placement.

Area Substance Abuse Council: Substance Abuse Prevention and Treatment

Allocation: \$492,000

The purpose of the Area Substance Abuse Council (ASAC) is to combat the abuse of alcohol, tobacco and other drugs. Our services follow the continuum of care beginning with prevention and intervention and moving through the various levels of treatment.

Benton County Volunteer Program: Medical Transportation and Food Distribution

Allocation: \$18,415

The BCVP provides a Medical Transportation Assistance Program; an affordable, locally delivered and nutritional food products distribution service; and outreach human services for the elderly, cancer patients, schools, military and care facilities.

Foundation 2, Inc.: Crisis Prevention and Response **Allocation: \$612,500**

Foundation 2 crisis services, offered 24 hours a day and 365 days a year, focus on crisis resolution, suicide prevention and family conflict resolution.

Hawkeye Area Community Action Program (HACAP): Rural Senior Services

Allocation: \$35,000

HACAP's Rural Senior Services provides home-delivered meals, center-based dining and a chore and medical equipment lending closet within Benton County.

Horizons, A Family Service Alliance: Healthy Horizons for Older Adults

Allocation: \$95,000

Meals on Wheels provides hot, fresh and often local food seven days per week to homebound elderly, as well as customizable nutrition plans and counseling; Ensures safety, wellness and emotional and social support with volunteers.

Horizons: A Family Service Alliance: Mental Health Access and Enhancement

Allocation: \$380,000

Mental Health Access and Expansion provides individuals, couples, family and group therapies, psychological testing and, with the addition of an ARNP, medical/pharmaceutical treatment

Mississippi Valley Child Protection Center: Child Therapy Services

Allocation: \$16,000

The Child Abuse Council is a regional, nonprofit agency with more than 36 years of experience strengthening children and families by providing child abuse prevention, education and treatment programs in the Quad Cities of Iowa and Illinois and surrounding communities.

Community Partners: Health

Rural Employment Alternatives, Inc.: Community Based Experiences

Allocation: \$35,000

Rural Employment Alternatives provides a variety of services, including pre-vocational, day habilitation, sheltered work, work activity and supported employment.

Southeast Linn Community Center: Rural Health Services

Allocation: \$16,970

Southeast Linn Community Center serves a diverse population through supports such as congregate and home delivered meals, supplementary and emergency assistance food pantry program, senior volunteer transportation program, educational programming, case management, senior exercise programs, senior activities, The Full Circle Clothing Closet, holiday assistance, LIHEAP (energy assistance) application completion, information and referral services and volunteer opportunities, weekend food back packs for children, park and recreation scholarships and other programming.

St. Luke's Child Protection Center: Family Advocate

Allocation: \$50,000

St. Luke's Child Protection Center (CPC) is a safe place for children to come when there are suspicions of abuse by assisting children who may have been physically abused, sexually abused or mentally and/or emotionally injured.

St. Luke's Dental Health Center: Prevention and Early Outreach Program

Allocation: \$104,000

St. Luke's DHC is a dental clinic with a community outreach program for populations who have no ongoing sources of dental care, providing the following types of dental treatments: Preventive, operative, endodontic (root canals), oral surgery, nutritional counseling and conscious sedation. The Prevention and Early Outreach Program conducts school-based dental screenings, prevention and education to address dental access problems for children.

The Arc of East Central Iowa: Family Stability Despite Disability

Allocation: \$200,000

The Arc of East Central Iowa provides lifelong support for people with intellectual, physical and mental health issues and their families. The Arc helps increase and sustain a family's ability to remain effective as the primary care giving unit.

Volunteer Services of Cedar County: Assisted Transportation and Respite

Allocation: \$17,734

VSCC provides transportation for frail adults in Cedar County who need rides. Travel is one-on-one, with volunteers available to take clients to medical appointments and to businesses so they can take care of their daily needs. VSCC owns two handicap accessible vans, which provide the same services to wheelchair-bound residents. This partner also has a respite care program that places trained volunteers as helpful companions in the homes of the elderly, ill or disabled in order to provide time outside the home for the primary caregiver.

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