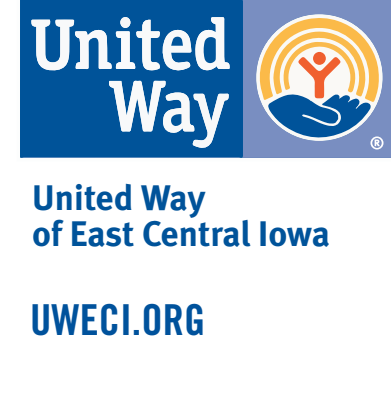


FY15 ANNUAL REPORT



Welcoming Another Century

As we reflect on the past year, we will always remember our 100th birthday as an end and a beginning. There are memories of record-breaking campaigns, centennial families, celebrations of our 100-year milestone with a birthday party, new partnerships, and unique opportunities. Volunteers, staff, and nonprofit agencies continued to help us find solutions to our community's most important social issues, while our donors provided the resources to make those solutions effective. Combined, these elements made our centennial the most eventful and successful year ever for United Way of East Central Iowa.

Our work in the three impact areas of education, financial stability, and health expands each year. This past spring, we launched a Reading into Success project with the Greater Cedar Rapids Community Foundation and other community partners. Companies are contributing time and staff to build

a Workplace Volunteer Council. We became a certified Service Enterprise Organization, demonstrating our commitment to do even more through recruiting, training, and engaging volunteers. All of these great projects work because of the strong connection with other nonprofits in the community and focused strategic planning.

We will treasure the legacy of the past as we create and plan for a bright future full of exciting opportunities. Please join us as we embark on our second centennial. Together, we will create real change, improve lives, and make the community a better place for all.

With gratitude,

Lois Buntz
President and CEO

Brad Hart
FY15 Board Chair

2014

JULY

RED Ahead Progress FY2015

- 6,770 books delivered.
- 2,867 children received books.
- 2,024 families provided education.
- 95% parents maintained or increased knowledge of their child's development.

2-1-1 Report Released



AUGUST

Campaign Kick-Off Birthday Party

MORE THAN 700 PEOPLE ATTENDED UNITED WAY'S CENTENNIAL BIRTHDAY PARTY at historic Brucemore on a picture perfect afternoon. In addition, eight pacesetter companies announced their campaign results of more than \$445,000.

New AmeriCorps Members Start

During the 2014-15 school year, **YOUTH ACHIEVEMENT AMERICORPS PROVIDED 5,474 HOURS OF IN-SCHOOL TUTORING AND ACADEMIC SUPPORT.** Local schools identified 125 students to receive consistent weekly tutoring assistance, with additional students receiving enrichment support though after- and in-school programs. Of these students, **92% GREW IN MATH OR READING.**

SEPTEMBER

Workplace Volunteer Council: Year Two

The council strives to **EDUCATE AND CONNECT BUSINESSES THAT SUPPORT EMPLOYEE VOLUNTEER PROGRAMS** as a business strategy. Members meet quarterly to network, share ideas, and learn about impactful volunteer opportunities. **Currently, 20 COMPANIES MAKE UP THE COUNCIL,** including six founding companies: Alliant Energy, Cedar Rapids Metro Economic Alliance, ImOn Communications, Rockwell Collins, Van Meter, and Wells Fargo.

OCTOBER

Minnesota Timberwolves Game
The U.S. Cellular Center hosted the Minnesota Timberwolves and Milwaukee Bucks for an exhibition game on October 17, which benefited United Way. **NEARLY 6,000 PEOPLE ATTENDED THIS EVENT.** Transamerica also hosted a youth basketball camp that day, giving kids a once-in-a-lifetime chance to interact with NBA players and coaches.

NOVEMBER

Legacy Endowment Dinner

United Way celebrated gifts from new families to help build our endowment and exceed our \$5 million goal. **WE ADDED MORE THAN \$2 MILLION TO THE ENDOWMENT FOR A GRAND TOTAL OF \$5.8 MILLION.** SPECIAL THANKS TO **CAMPAIN CHAIRS JACK AND MATT EVANS AND THE 22 CENTENNIAL FAMILIES WHO MADE 2014 A VERY SPECIAL AND SUCCESSFUL YEAR.**

DECEMBER

Centennial Campaign Celebration
United Way wrapped up the centennial campaign year at the DoubleTree with more than 600 people in attendance. We announced that we exceeded our goal by raising \$11,022,534 for children and families in our five-county area. This is the **LARGEST AMOUNT RAISED IN OUR 100-YEAR HISTORY** and will serve more than **124,000 PEOPLE THROUGH NEARLY 30 FUNDED PARTNERS.**

Centennial Multi-Generational Families

To help pave the way for our next 100 years, **22 LOCAL FAMILIES JOINED TOGETHER TO PLEDGE \$500,000 FOR A CHALLENGE GRANT TO MATCH NEW DOLLARS RAISED DURING OUR CENTENNIAL CAMPAIGN.** Each family included members from at least two generations. A special thank you to the centennial families for investing in our future!

2015

FEBRUARY

Week of Thanks: Positive Picketing

United Way of East Central Iowa participated in United Way's National Week of Thanks. As a new way to thank donors, our staff held the **FIRST POSITIVE PICKETING EVENT AROUND DOWNTOWN CEDAR RAPIDS** on Feb. 12. In addition to the public thanks, staff and volunteers made calls and mailed thank you cards all week long.

Women's Leadership Initiative (WLI)

WLI is funding additional emerging issues that impact women's health and well-being. Providers and clients expressed a need for assistance, and the WLI Steering committee designated \$100,000 to address the new issues.

- \$50,000: EASTERN IOWA HEALTH CENTER (EIHC)
 - Medical Social Worker
 - Mind, Body, Spirit class
- \$50,000: AREA SUBSTANCE ABUSE COUNCIL (ASAC)
 - Heart of Iowa program: Care Coordinator

MAY

55+ Initiative Volunteer Appreciation Breakfast

Hills Bank hosted and sponsored the annual breakfast. The theme was **"VOLUNTEERS SPICE THINGS UP,"** which allowed us to focus on the health benefits of volunteering. Blue Zones Project sponsored the centerpieces and provided the speaker, Lynn Stansbery. We had 136 people attend, including United Way and Blue Zones Project staff, as well as Advisory Council Members.

Days of Caring

This year marked United Way's 22nd Day of Caring event, and more volunteers signed up than ever before. **A RECORD 1,373 EMPLOYEES AND VOLUNTEERS FROM 59 BUSINESSES PARTICIPATED** in 130 volunteer projects at 45 local nonprofits in the community. Thank you for volunteering and making our community a better place to live, work, and play.

MARCH

Reading into Success Kickoff

Since third grade reading is a critical predictor of a student's future success, our community responded to this need through kicking off Reading into Success. The program is a **LOCAL COLLABORATION OF MORE THAN 25 ORGANIZATIONS** that serves students in four local districts. These organizations **SUPPORT CHILDREN THROUGH FIVE FOCUS AREAS: SCHOOL READINESS, ATTENDANCE, SUMMER LEARNING, HOPE & WELL-BEING, AND EVERY DAY READING.**



APRIL

Record Year for VITA

Fifty volunteers with United Way's Volunteer Income Tax Assistance (VITA) program helped bring money back to our community. During the 2014 tax season, **VOLUNTEERS COMPLETED 4,277 RETURNS** for low- and moderate-income families, which is up from 3,508 in 2014.

Volunteer Recognition Awards

The annual Volunteer Recognition Awards event served as an opportunity to appreciate and recognize volunteers in the community. As part of their award, **EACH WINNER RECEIVED A \$500 CHECK FROM UNITED WAY TO DONATE TO A NONPROFIT OF THEIR CHOOSING.** Winners include Carson Whitford with Camp Courageous, Joe Kell with Fairfax Sports Complex, John Wauer with WRAP, SHIP with UnityPoint Health, and Van Meter, Inc.

VITA worked with individuals to save on average \$216 by doing their taxes for free, and ensured **FAMILIES IN THE LINN AND JONES COUNTIES RECEIVED \$3.8 MILLION IN BOTH FEDERAL AND STATE RETURNS.**

JUNE

Annual Meeting

The United Way Annual Meeting at the Cedar Rapids DoubleTree had more than 250 attendees. The meeting included a summary of last year's centennial campaign, information about the upcoming AIM project, and an introduction to the 2015 campaign co-chairs. We also unveiled the Community Condition Report, the first since 2009.

Service Enterprise

United Way, along with several local organizations, received certification at a national level as a Service Enterprise organization. A Service Enterprise is an organization that fundamentally leverages volunteers and their skills to deliver its social mission successfully. Five organizations completed an extensive organization assessment, more than 20 hours of training and consulting, internal planning and culture change to better integrate volunteers into day-to-day operations.

Time for Art

Local artists donated their artwork for a silent auction for the first annual Time for Art event. ImpactCR and United Way's Young Leaders and William B. Querton Societies hosted the event at Mount Mercy Graduate Center to raise awareness on the impact of volunteering. Attendees bid volunteer hours they will complete before receiving the donated art pieces. Time for Art raised 4,074 volunteer hours, which creates an economic impact on the Creative Corridor worth nearly \$90,000.



OUR GOALS BY 2020...

30%

Increase the number of children in our five-county area who are developmentally and academically on track by fourth grade by 30%.

15%

Increase the number of financially stable households by 15%.

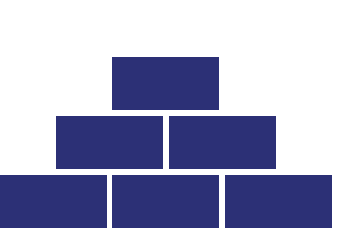
10%

Improve social connectedness and mental health of low-income adults by 10%.

For more details about our key strategies and outcomes, visit uweci.org/reportcards.

EDUCATION

Key Strategies & Results



Building Hope

Youth have the relationship support and positive social-emotional skills to know they can set and achieve their future goals.

Number of children who have a positive sense of self
INCREASED 14% SINCE 2013



RED Ahead Parents Growth

RED Ahead provides parents information and activities to help their children develop the language skills needed to be ready for kindergarten.

Number of parents who maintained or increased knowledge of their child's development
INCREASED 100% SINCE 2013



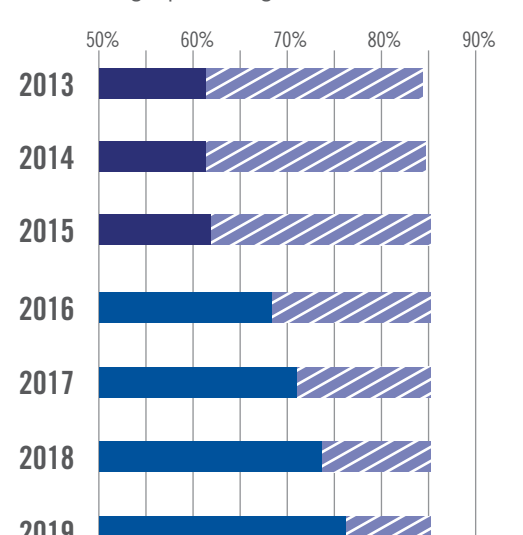
Building Reading Skills

Youth Achievement AmeriCorps program works to increase the number of low-income students who are proficient in reading by serving schools in Cedar Rapids.

Number of children who received tutoring and grew in their proficiency
INCREASED 205% SINCE 2013

Low-Income Reading Proficiency for Five-County Area

(using exponential growth trend)



FINANCIAL STABILITY

Key Strategies & Results



Employment Assistance

United Way works to increase capacity of programs that help low-income residents get and maintain stable employment.

Number of individuals who received assistance in obtaining employment
INCREASED 120% SINCE 2013



Housing Assistance

United Way works with the Continuum of Care Coalition to help find shelter beds or permanent housing in our community.

Number of individuals who obtained permanent housing at the end of the program
INCREASED 29% SINCE 2013



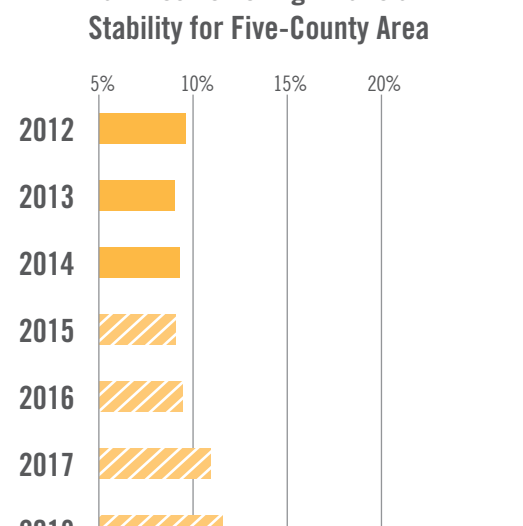
VITA in Linn and Jones Counties

VITA is an IRS program designed to help low- and moderate-income families complete annual tax returns at no cost.

VITA Tax Returns
4,277 COMPLETED RETURNS
INCREASED 22% SINCE 2014

Families Achieving Financial Stability for Five-County Area

(using exponential growth trend)



HEALTH

Key Strategies & Results



Reducing Anxiety and Stress

United Way is working to utilize early intervention to help reduce levels of crisis or stress in the lives of families, older adults, and caregivers.

Number of individuals who reduced levels of crisis, depression, anxiety, and stress
INCREASED 10% SINCE 2014



Women Helping Women

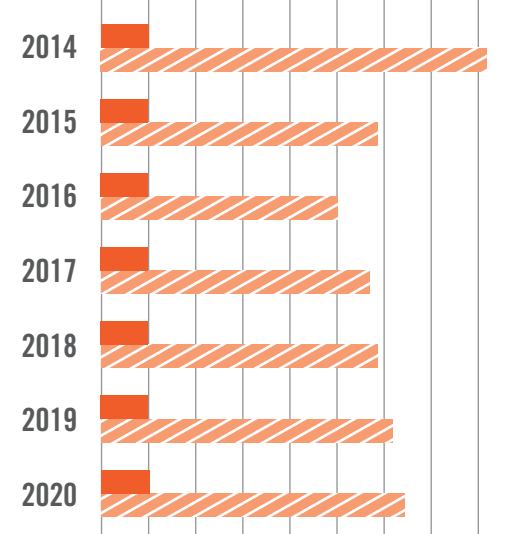
Sometimes serving fewer people is something to celebrate. WLI exists to fill gaps in coverage or financial barriers to accessing care. Also, WLI will address new and emerging needs with two pilots launched in the fall of 2015.

Number of women who received prescription assistance
DECREASED 31% SINCE 2013

Number of prescriptions filled
INCREASED 89% SINCE 2013

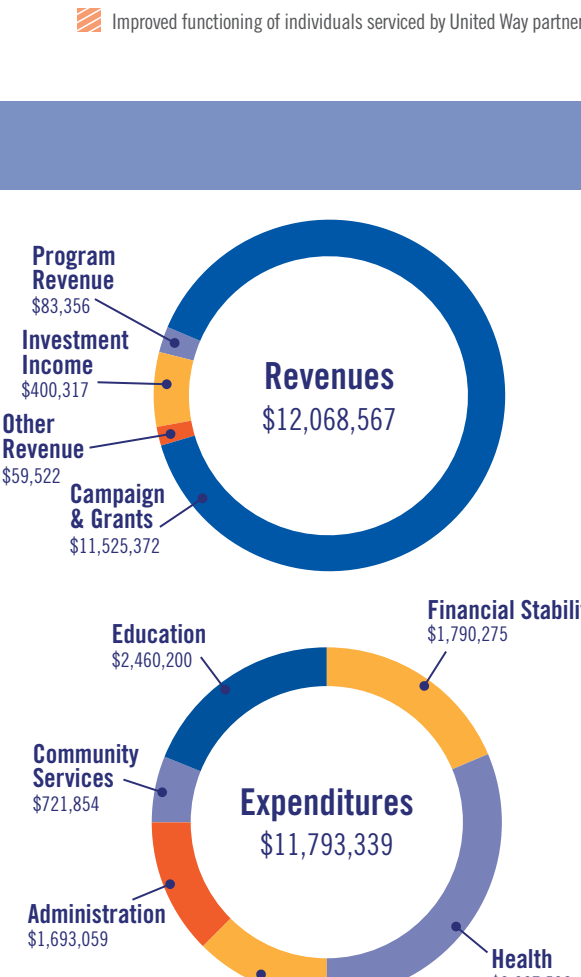
Low-Income Individuals Reporting Improved Functioning from Services

(using exponential growth trend)



United Way Staff & Financials

- | | | | |
|---|---|--|---|
| Lois Buntz President & CEO | Jason Fisher Finance Controller | Amy Keltner Volunteer Engagement Jones County Volunteer Center Coordinator | Nancy Roth Project Specialist/ Executive Assistant |
| Laura Columbus Community Building Education Initiatives Coordinator | Douglas Griesenauer Community Building Education Senior Manager | Jay Larson Donor Relations Annual Campaign Coordinator/ AFL-CIO Labor Liaison | Stefanie Schriener Donor Relations Project Specialist |
| Ana Clymer Community Building Health Manager | Shannon Hanson Marketing and Communications Senior Manager | Hilery Livengood Donor Relations Vice President | Jennifer Schulte Donor Relations Manager |
| Abbie Covenah Information Systems Manager | Meredith Hershner Community Building Project Specialist | Sue Mueller Finance Bookkeeper/Admin. Specialist | Tim Stiles Chief Operating Officer |
| Sue Driscoll Volunteer Engagement Manager | Brittany Hoover Marketing and Communications Content Specialist | Receptionist/Admin. Assistant | Caitlin Wiedenheft Marketing and Communications Content Management Specialist |
| Lauren DuBay Marketing and Communications Multimedia Specialist | Chris Juett Community Building 2-1-1 Program Manager | Wendy Lynn Finance Accountant | Leslie Wright Community Building Vice President |
| Carole Dzingile Donor Relations Annual Campaign Coordinator | Sarah Keedy Information Systems Data Integrity & Analysis Coordinator | Kayla Paulson Volunteer Engagement 55+ Initiative Coordinator | Ashley Zitzner Community Building Financial Stability Manager |



Thank you FY15 Sponsors \$2,500 and over

- | | | | |
|---------------------------|---|-----------------------------------|---|
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| Bankers Trust | Holmes Murphy & Associates, Inc. | RSM US LLP | Transamerica Foundation |
| Bradley & Riley, PC | Mercy Medical Center | Schimberg Co. | UFG |
| Climate Engineers, Inc. | Morgan Stanley | Shive-Hattery, Inc. | UnityPoint Health - St. Luke's Hospital |
| Cedar Rapids Bank & Trust | Paulson Electric Co./PEC Communications | Shuttleworth & Ingersoll PLC | US Bank Cedar Rapids |
| CRST International, Inc. | Physicians' Clinic of Iowa | Simmons Perrine Meyer Bergman PLC | |
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