

# FY16 Annual Report



United Way of East Central Iowa

## Back to Basics: United Way 101

The impact United Way of East Central Iowa has on our five-county service area is only possible through the community members within it. Through Eastern Iowa's concerted and focused efforts, we make a difference in people's lives.

Professor Robert D. Putnam, keynote speaker at this year's annual meeting, reminded us all of the importance of United Way's work to improve well-being. He illustrated the stark gaps in experiences and opportunities for children who are the "haves" and "have nots." Our impact goals in the areas of education, financial stability, and mental health address these gaps at all age levels and work to change conditions and outcomes for those in need.

United Way's partner agencies, community engagement events, visionary leaders, and volunteers collaborate to create enduring solutions that transform lives. RED Ahead, a successful reading program for parents and young children in Cedar Rapids, will now serve families in Marion. We completed initial work on spark\*5, a special initiative to prepare children for kindergarten, and vetted potential partner agencies and community leaders regarding its future implementation. As always, volunteers make a noticeable difference through continuous participation in service projects and events that further United Way's mission.

Driving the impact of volunteers, programming, and response to community issues are contributions our community makes to the annual campaign in time, support, and dollars. Without you supporting all facets of United Way, we would not have the ability to empower those who need our help and close the gaps they face every day.

Thank you for all you do!

*Lois Buntz*  
Lois Buntz  
President and CEO

*Katie Mullholland*  
Katie Mullholland  
FY16 Board Chair

### A Final Word from Lois

As I end my term as CEO, I am amazed at the volume and quality of work accomplished by staff and volunteers. It has been a privilege to help lead the nonprofit sector and observe how resilient we all can be. Our ability to work together for the common good makes me so proud to be a part of this community. I will miss all of you and will continue to work from the sidelines to support United Way's mission.

## OUR GOALS BY 2020

United Way researches our community's condition to identify root causes of critical challenges. In order to best serve our community, we learn more about our region's demographics, economic condition, and quality of life. Find reports on early childhood education, food security, and equity and well-being that provide in-depth glimpses into the work we do at [uweci.org/reports](http://uweci.org/reports).

### EDUCATION

30%

Increase children developmentally & academically on track by fourth grade by 30%

### FINANCIAL STABILITY

15%

Increase financially stable households by 15%

### HEALTH

10%

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

### Building Hope

United Way works to help youth have the relationship support and positive social-emotional skills to set and achieve their future goals.

Children with a positive sense of self

INCREASED 14% SINCE 2013

### Employment Assistance

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

Individuals who obtained employment assistance

INCREASED 168% SINCE 2013

### Improving Functioning

United Way works to improve functioning where families live, learn, and work.

Individuals who improved/maintained functioning at school, work, and/or home

INCREASED 16% SINCE 2013

### RED Ahead Parents Growth

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

Parents who maintained or increased knowledge of their child's development

INCREASED 118% SINCE 2013

### Housing Assistance

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

Individuals who obtained permanent housing at the end of the program

INCREASED 22% SINCE 2013

### Reducing Anxiety and Stress

United Way works to engage and address needs early and often to help reduce levels of crisis or stress in the lives of families.

Individuals with reduced levels of crisis, depression, anxiety, and stress

INCREASED 50% SINCE 2013

### Building Reading Skills

Youth Achievement AmeriCorps members increase the number of low-income students who are proficient in reading.

Children tutored & who grew in proficiency

INCREASED 423% SINCE 2013

### VITA

VOLUNTEER INCOME TAX ASSISTANCE

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.

Tax returns completed by VITA

INCREASED 131% SINCE 2013

### Reducing Caregiver Stress

United Way supports services that improve well-being for older adults and individuals living with disabilities by supporting their caregivers.

Caregivers with reduced levels of stress

INCREASED 29% SINCE 2013

## 2015 JULY-DECEMBER

**Youth Achievement AmeriCorps**

- 9,000 hours of tutoring and academic support to 125 local students in and out of school.
- 97.6% of tutored students showed improvement in their math or reading scores

**Women's Leadership Initiative's Power of the Purse**

- Raised a record \$15,500 at the silent auction hosted at the home of Laurie Hamen, Mount Mercy University President
- 114 women purchased all 74 purses and 96 raffle items
- Proceeds benefited local women's health initiatives

**2-1-1 & University of Iowa project**

University of Iowa's Tippie School of Management selected our 2-1-1 call center to work with a team of seven MBA candidates. This team of talented graduate students studied the 2-1-1 operation and made several critical recommendations. 2-1-1 addressed these challenges through the launch of texting services, capacity analysis, and outreach strategies to strengthen engagement across all communities we serve.

**Reading into Success**

Reading into Success submitted a Community Solution Action Plan (CSAP) to the national Campaign for Grade Level Reading. This document allowed our community to join the national campaign.

The CSAP reported the current state of grade level reading, the goal to achieve of 95% of third graders reading proficiently by 2020, and outlined strategies and partners needed to obtain this goal.

**Call United Way 2-1-1**  
Get Connected. Get Answers.

- 29,337 answered calls
- 29,503 client web searches
- Income support, housing, and utilities remain the most requested services

**RED Ahead**

- 2,190 families served
- 96% of respondents increased or maintained knowledge of their child's growth and development

**Campaign Kickoffs**

Pacesetters Cedar Rapids Bank and Trust and ASAC started United Way 101 off on the right foot. Campaign chairs Larry Helling and Cindy Dietz held kick off events at our funded partners HACAP, Horizons, ASAC, and Waypoint. Each partner shared more information about their connection to United Way.

**Workplace Volunteer Council (WVC) Year Three**

24 businesses joined WVC and meet quarterly to share ideas and receive support to build employee volunteer programs that impact the community and learn to recruit and engage employees.

**New United Way Website**

The new site included several features and upgrades:

- Events calendar:** We offer funded nonprofits the opportunity to post their events on our website's events calendar.
- Donate page:** We updated the feature and made it easier to donate online.
- Blog:** Our blog features guest posts from United Way staff, community leaders, and volunteers.
- Social media feeds:** Live feed from our social media accounts appears right on our homepage.
- Volunteer Now site:** We integrated our Volunteer Now site, allowing you to easily search for volunteer opportunities and track your volunteer hours.

**Campaign Celebration**

We raised more than \$10.3 million which improved more lives. Here are examples of what we can accomplish together with time:

- 3,000 seniors have a year's worth of nutritious food
- 18,000 books for low-income babies and toddlers
- 300,000 callers find assistance with 2-1-1
- \$10 million in federal tax refunds for local families

**Service Enterprise**

The third graduating class for Service Enterprise Initiative includes:

- College Community School District
- Elder Services, Inc.
- Horizons, A Family Service Alliance
- United Way of Muscatine
- Willis Dady Emergency Shelter

These organizations are on their way to fully leveraging volunteers to deliver their social mission. A local agency and funded partner, Young Parents Network, achieved Service Enterprise Certification this year.

**Day of Caring: May 12**

1,275+ employees volunteered 7,076 hours, valued at \$166,421

57 companies did everything from plant gardens to build wheelchair ramps

6,338 diapers and 116 packages of baby wipes collected at our Diaper Drive (That's nearly two years worth of diapers for a newborn!)

**Planned Giving Seminar: May 18**

United Way hosted Value-Based Planning: A Seminar for Professionals with keynote speaker Pamela Davidson. Attendees heard about charitable planning, what motivates philanthropists, and how to help clients prepare for the future. The following day, Ms. Davidson also spoke to some of our legacy donors.

**United Way 55+ Initiative**

To encourage a lifetime of volunteerism, United Way's 55+ Initiative acts as a volunteer headhunter for community members 55 and better.

- Engaged and supported 416 volunteers
- Volunteers served 46,730 hours, equal to 22.5 FTE for local nonprofits

## 2016 JANUARY-JUNE

**Week of Thanks**

Scott Schulte of z102.9 helped thank all of our United Way donors and volunteers by writing thank you notes (Jimmy Fallon style) during Week of Thanks. Each year in February, we take a moment to thank our partners and supporters. We truly appreciate your dedication to creating positive change right here in East Central Iowa.

**Time for Art**

Local artists donated artwork for this silent auction, and attendees bid a total of 3,165 volunteer hours instead money.

**Women's Leadership Initiative (WLI) 10th Anniversary Event**

Tern Christoffersen welcomed members into her home to discuss WLI's history, achievements, and plans to address challenges facing women's health.

**Volunteer Income Tax Assistance (VITA) Sponsored by Transamerica**

- 1,735 state and federal income tax returns completed by VITA volunteers
- 2.3% increase in completed tax returns from 2014 tax year
- \$3.02 million total refunds for taxpayers who used VITA in Linn and Jones Counties

**Annual Volunteer Recognition Breakfast**

At our recognition breakfast, we announced our Outstanding Volunteer Awards:

- Youth Winner: Jacqueline Luna, YPN
- Adult Winner: Andy Hepker, HACAP and various nonprofits
- Senior Winner: Gloria Ford, Camp Courageous
- Finance Winner: Lynch Ford Chevrolet, YPN
- Group Winner: Leslee Sandberg and Kate Rose, Jane Boyd

**Volunteer Hours**

2,629 volunteers | 70,628 hours | \$1,663,998 value

**Annual Meeting: June 14**

At United Way's Annual Meeting, keynote speaker Professor Robert D. Putnam told compelling stories from his bestselling book, *Our Kids: The American Dream*. His comments set the context and confirmed priorities for United Way's work to improve well-being in our community. To cap off the event, campaign chairs Brad Hart and Kevin Knutson kicked off the 2016 campaign and announced pacesetter results from Bradley & Riley, PC and Lil' Drug Store.



## UNITED WAY OF EAST CENTRAL IOWA STAFF

<b>Amy Anderson</b> Information Systems Pledge & Reporting Services Coordinator	<b>Lauren DuBay</b> Marketing & Communications Multimedia Specialist	<b>Destiny Hastings</b> Donor Relations Annual Campaign Manager	<b>Jay Larson</b> Donor Relations Annual Campaign Coordinator/ AFL-CIO Labor Liaison	<b>Nancy Roth</b> Project Specialist/ Executive Assistant
<b>Lois Buntz</b> President & CEO	<b>Carole Dzingle</b> Donor Relations Annual Campaign Coordinator	<b>Meredith Hershner</b> Community Building Project Specialist	<b>Karen Lewis</b> Community Building Education Senior Manager	<b>John Spancezak</b> Youth Achievement AmeriCorps Program Manager
<b>Ana Clymer</b> Community Building Health Manager	<b>Cliff Ehlinger</b> Community Building 2-1-1 Program Senior Manager	<b>Brittany Hoover</b> Marketing & Communications Content Specialist	<b>Hilery Livengood</b> Donor Relations Vice President	<b>Tim Stiles</b> Chief Operating Officer
<b>Laura Columbus</b> Community Building Education Initiatives Coordinator	<b>Jason Fisher</b> Finance Controller	<b>Melinda Karminski</b> Accountant	<b>Andi Moore</b> Donor Relations Administrative Assistant	<b>Janelle White</b> Finance Bookkeeper/Admin. Specialist
<b>Abbie Covenah</b> Information Systems Manager	<b>Emily Grace</b> Marketing & Communications Digital Media Specialist	<b>Amy Keltner</b> Volunteer Engagement Jones County Volunteer Center Coordinator	<b>Sandy Nickol</b> Receptionist/Admin. Assistant	<b>Leslie Wright</b> Community Building Vice President
<b>Sue Driscoll</b> Volunteer Engagement Manager	<b>Shannon Hanson</b> Marketing & Communications Senior Manager	<b>Arthur Kim</b> Donor Relations Annual Campaign Coordinator	<b>Kayla Paulson</b> Volunteer Engagement 55+ Initiative Coordinator	<b>Ashley Zitzner</b> Community Building Financial Stability Manager

## UNITED WAY OF EAST CENTRAL IOWA

**Our Vision**  
United Way of East Central Iowa is the trusted leader and catalyst for envisioning and creating positive community change.

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

**Our Values**  
Relationships  
Excellence  
Learning  
Service  
Leadership  
Collaboration  
Innovation  
Integrity

**Our FY16 Financials**

