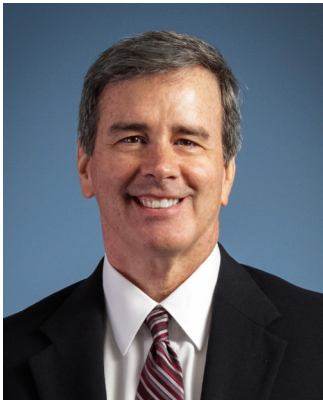


WE FIGHT FOR: *Volunteers*

From the Desk



My first 100 days as CEO of United Way of East Central Iowa have been busy. They have also reminded me why I love serving communities as a United Way professional and have done so for 30 years.

That reason is the people, from generous supporters, to dedicated volunteers, to a team of professionals that are second to none. The people who make United Way great are the same people that make this job rewarding.

It was my pleasure and privilege to work with Lois Buntz, and I learned a lot from her. With the change in leadership, our team is also changing. We know challenges lie ahead that we will need to meet with new and innovative approaches in order to succeed.

That is why during my first 100 days, I focused on building a strong, cohesive team, while at the same time, getting to know you and other members of our community who generously support United Way. Included in this newsletter is a graphic that not only summarizes the team building work during this time, but also our challenges and goals for the next 100 days.

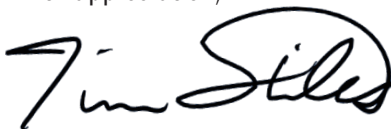
At this time, allow me to introduce United Way professionals who make up the United Way Leadership Team:

- Jason Fisher, Vice President of Finance & Administration/CFO
- Amy Geiger, Vice President of Resource Development
- Shannon Hanson, Vice President of Marketing & Communications
- Leslie Wright, Vice President of Community Building

In the coming months, I will continue to reach out to as many of you as possible for your input and the chance to know you better. Please feel free to contact me if I can be of service or you would like to get together for coffee.

As in the past, we will be successful thanks to what makes UWECL great: the people.

With appreciation,



Tim Stiles
President & CEO



United Way
of East Central Iowa

FIRST 100 DAYS

Solidify Team **DIRECTION**

Held Leadership Team retreat to establish leadership culture & set expectations

Maximize the **POSITIVE**

- Reorganize staff team—updated responsibilities to maximize strengths
- Promoted two staff to Vice President:
 - Finance & Administration
 - Marketing & Communications
- Hired Vice President of Resource Development

NEXT 100 DAYS

OUR **CHALLENGES**

- New generation of donors
- Changing workplace environment
- Technology and how we use it
- Diversify & expand funding sources

OUR **STRATEGIES**

- Implement new campaign approaches
- Grow diversity
- Incorporate new brand messaging
- Launch new initiatives

National Volunteer Month

In April, we celebrated National Volunteer Month with two events and weekly blogs about our volunteer programs.

OUTSTANDING VOLUNTEER AWARDS

At this year's Outstanding Volunteer Awards, we announced winners in five categories. Each winner received \$500 to donate to a nonprofit of their choosing.

- Youth: Mary Claire Henrickson
- Adult: Steve Serrot
- Senior: Roger Wilcox
- Business: Diamond V
- Group: Latino Employee Network of Rockwell Collins



TIME FOR ART

The third annual Time for Art raised 3,789 volunteer hours through its silent art auction. Once winners complete their hours, they'll earn their artwork and also contribute volunteer time worth more than \$91,000 combined!

VOLUNTEER BLOGS

Read our blogs from April at uweci.org/blog:

- 55+ Initiative
- Jones County Volunteer Center
- Service Enterprise
- Workplace Volunteer Council
- Volunteer Now

To find volunteer opportunities near you, visit uweci.org/volunteernow. Thank you to everyone who gives their time and talent to our community through volunteering!

Power of You Campaign

Change is only possible through the Power of You. You are the reason we make a difference to thousands of people.

