

WE FIGHT FOR Our Community

United Way of East Central Iowa | August 2017

From the CEO



Have you ever fought for a cause? Perhaps it was to get a person elected to office, or convince others to join you in getting something important done. You know there will be adversity, struggles, and opposition, so you prepare to fight.

At United Way, our cause is to fight for the education, financial

stability, and health of every person in our community. As we begin to ramp up our 2017 campaign under the leadership of Anne Carter and Kate Minette, we are counting on you to join us in this fight. We are setting our sights on raising another \$10 million this year so we can continue to make progress in our cause. In addition, we are in the process of rolling out a pilot initiative designed to break the cycle of poverty. This initiative, spark*5 (Strong Parents and Ready Kids by 5), will ensure kids enter kindergarten with skills to learn and their parents have tools to become financially stable. We will include more details on spark*5 in our December newsletter.

As you can see from this newsletter, while we continue realizing incredible results, there is still more work we need to do to improve conditions for everyone. By working with partner agencies, community organizations, government agencies, and you, we are confident we can win this fight. If there is one thing our community has shown, it is when we come together, there is nothing we can't do.

So today, I am personally reaching out to ask for your consideration in growing your investment in our community with an increased gift to United Way. We need your help as we continue to fight for East Central Iowans.

Thank you,

Tim Stiles
President & CEO



United Way
of East Central Iowa

Connections: Impacting Our Community

Each year, our annual meeting gives us a chance to take a look at the past year and celebrate those who made it a success.

Current board chair, Jon Bancks, and incoming board chair, Cathy Terukina, announced winners of our recognition awards. These individuals demonstrate outstanding leadership, philanthropy, volunteer service, and civic responsibility in our community:

John B. Northcott Award	Jim Haddad
Community Philanthropist Award	Larry Helling
Young Leaders Award	Nate Klein
Lynn L. Nichols Award	Joe Lock

We also hosted guest speaker, Harry Sydney, former NFL player and coach and founder of My Brother's Keeper. He spoke about his motivations to start his nonprofit, which mentors boys and men in Green Bay, WI. Harry emphasized that it takes everyone working together to change our communities.

**“Each one of us makes a difference.
DON'T STOP MAKING A DIFFERENCE.**

**It's not about the money you make;
IT'S HOW YOU USE IT.”**

-Harry Sydney

As another campaign begins, we continue to evaluate needs in our community and develop solutions to fight these issues.

**56% OF IOWANS
REPORT ONE ACE*
& 14.5% REPORT
FOUR OR MORE ACES**

ACCORDING TO A 2012 SURVEY

*ACE: Adverse Childhood Experience

VOLUNTEER RATE

CEDAR RAPIDS	37.6%
IOWA	32.5%
NATIONALLY	24.9%



2017 Campaign Kickoff

Campaign co-chairs Anne Carter and Kate Minette are just getting started with this year's UWECl campaign! Read about their connection to United Way and their goals for our community on our blog at uweci.org/anne&kate.

What aspect of United Way's work is most important to you?



Anne: How can I possibly articulate what is most important? There are so many members of our community who benefit from United Way's work, yet there are so many needs. I do have a heart for the 2-1-1 referral helpline, which provides free and confidential information. I know from experience that sometimes a single phone

call can be a lifesaver. In fact, life has taught me how difficult it is to predict when we might need help — help that many of United Way's partners provide.

What is your hope and goal for this year's campaign?

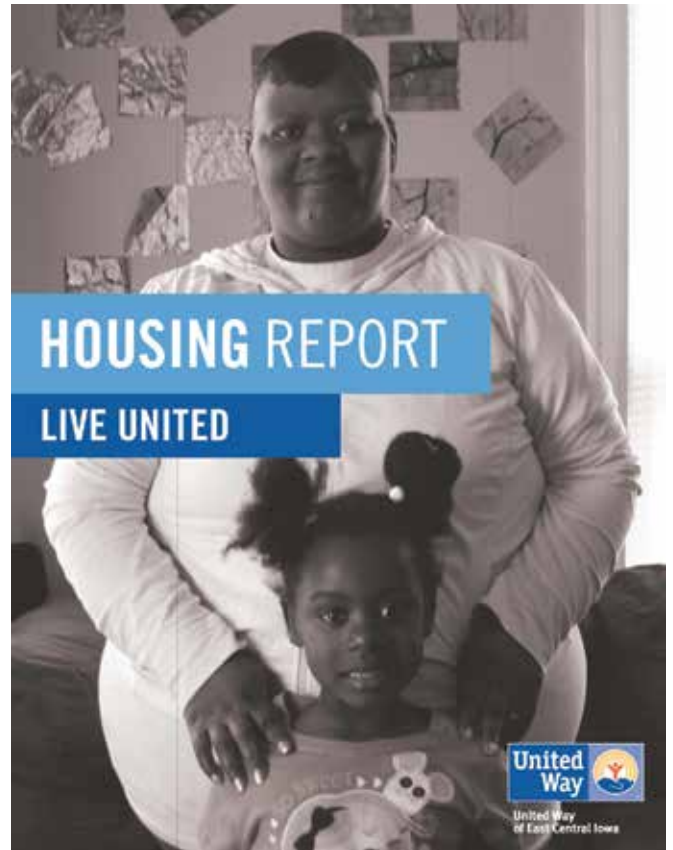


Kate: My aspirations are high, but I sincerely hope every donor can understand the work of their contributions, how their dollars are allocated, and the difference they make in our community — that they can see the hope brought to children and families who are lifted up by the agencies we support.

Our campaign chairs know that change doesn't happen alone, and they're asking for your help! Your dollars help address our community's most critical problems. Learn more about our work and how you can make a difference at uweci.org/liveunited.



Condition of Housing Report



**1 IN 3 RENTERS &
1 IN 5 HOMEOWNERS
ARE HOUSING COST BURDENED**

In UWECl's five-county service area, housing continues to be the number one need.

One in three renters and one in five homeowners are Housing Cost Burdened, which means they spend more than 30% of their monthly income on rent or

mortgage payments. On top of that, 8,757 renter households do not have access to affordable homes in Linn County.

When affordable shelter isn't available, families must decide if they want to spend more than they can afford or live in poor quality conditions. Poor quality neighborhoods have higher crime rates, affect children both at home and school, and put residents at increased risk of psychological stress and physical harm.

What are we doing to help solve this issue?

UWECl supports several housing entities that serve some of the most vulnerable people in our community. Read the full Condition of Housing Report at uweci.org/reports.