



FY17 ANNUAL REPORT

TO THE COMMUNITY



United Way
of East Central Iowa

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A Letter of Thanks

What Do You Fight For?



The answer to this question can define who you are. United Way of East Central Iowa (UWECI) fights for the education, financial stability, and health of every person in our community. How? By assessing needs, developing strategies with our local partners, and investing resources to create solutions that improve lives.

This fight defines who we are and requires us to be more than fundraisers. We must be hand raisers who are willing to take on this challenge and game changers who work to make conditions better for everyone. Our success in these roles is possible because of our partnership with local agencies and you.

With your support:

- More children improved their language and literacy skills through programs like RED Ahead (Read Every Day to get Ahead)
- More than \$3.35 million tax dollars came back to our community thanks to the Volunteer Income Tax Assistance (VITA) program
- Women in need received better access to basic health services through Women's Leadership Initiative (WLI)

These are only a few examples of the many ways we fight for every person in East Central Iowa. To have successes like these, it is important we focus on not only immediate needs, but also root causes that create needs.

Imagine if we could create a strategy that could do just that and put an end to the cycle of generational poverty. Imagine if we could work with families before their first child is born to ensure they receive the right service at the right time. Imagine we could provide all children a stable home environment and help them enter kindergarten with all the skills needed to succeed.

The exciting news is we have such a strategy! It is called spark*5, which stands for Strong Parents and Ready Kids by age five. You may have heard about this collaborative approach UWECI is launching with several agencies and partners in the 52404 area in southwest Cedar Rapids. We encourage you to learn more about this "game changing" collaboration—made possible with the help of community-minded supporters like you—by visiting spark5.org.

When we come together as a community, we have proven repeatedly there is nothing we cannot do. We have one life: to live better, we must live United.

Thank you for joining us in the fight.

A handwritten signature in black ink that reads "Tim Stiles".

Tim Stiles
President & CEO

A handwritten signature in black ink that reads "Jon Bancks".

Jon Bancks
FY17 Board Chair

FY17 Highlights

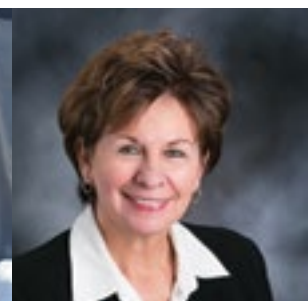
AUGUST

In August, **WE KICKED OFF OUR POWER OF YOU CAMPAIGN.**

We held a breakfast for CEOs and executives from local companies to share how they engage employees in United Way campaigns. Thank you to Bradley and Riley, PC and Lil' Drug Store for kicking off our 2016 campaign.

NOVEMBER

November marked the end of another campaign season with our loaned executives. Loaned executives are business professionals who assist companies running workplace campaigns and connect others to our mission. **THANKS TO OUR LOANED EXECUTIVES FOR ALL YOU DO!**



To celebrate its 10th anniversary, **WOMEN'S LEADERSHIP INITIATIVE (WLI) HOSTED PURSES AND PLATES** on July 21. Through a silent purse auction, raffle, and game of heads or tails, the event **RAISED NEARLY \$18,000 FOR WOMEN'S HEALTHCARE SERVICES.**

Sponsors: UnityPoint Health—St. Luke's Hospital, UFG, and Ready Wireless

JULY

In the fall, East Central Iowa experienced flooding in several communities. Volunteers through United Way's **VOLUNTEER CENTER COMPLETED MORE THAN 200 PROJECTS FOR HOMEOWNERS AND BUSINESSES** before and after the flood.

- LAP-AID teams, lead by UWECI, addressed critical needs in different phases of disaster such as information and referral and volunteers.
- 2-1-1 received more than 4,500 calls September 22–27. Residents called to report a need for volunteers, find out where to get sandbags, and learn about possible financial assistance.
- More than 6,400 individuals visited our Volunteer Now website, which lead to 60 groups signing up to help.

SEPTEMBER & OCTOBER

Lois Buntz retired from her position as UWECI's first female CEO in December. **WE ARE GRATEFUL FOR HER 12 YEARS OF EXEMPLARY SERVICE,** and wish her luck as she continues to be one of our community's strongest advocates.

DECEMBER

JANUARY

We began 2017 by welcoming our **NEW PRESIDENT AND CEO, TIM STILES**. During his first 100 days, he focused on building a strong, cohesive team.

MARCH

The Campaign for Grade Level Reading honored the Cedar Rapids Metro Area as a 2016 pacesetter. The local program **READING INTO SUCCESS RECEIVED NATIONAL RECOGNITION FOR THEIR WORK** in eliminating barriers faced by children from low-income families on the path to becoming proficient readers.

MAY

On May 11, we held our 24th **DAY OF CARING, ONE OF THE LARGEST VOLUNTEER EVENTS IN CEDAR RAPIDS**. 1,268 employees from 51 local companies gave their time through projects with local nonprofits. In addition to volunteer projects, YLS hosted a book drive and collected more than 3,000 children's books.

At the WLI Luncheon, attendees heard from WLI member, Julianne McNally, about how **WLI FUNDS HELPED HER DAUGHTER**. The event also included a panel of women's health partners Area Substance Abuse Council, Community Health Free Clinic, and Eastern Iowa Health Center.

Sponsors: UnityPoint Health–St. Luke's Hospital and UFG Insurance



At our Campaign Celebration, we thanked those who helped **RAISE \$9.7 MILLION FOR THOUSANDS OF PEOPLE IN OUR SERVICE AREA**. Our thanks to Brad Hart and Kevin Knutson for serving as campaign co-chairs.

Sponsors: Alliant Energy, University of Iowa Community Credit Union, Bankers Trust, Nordstrom, and Schimberg Co.

FEBRUARY

Our annual Outstanding Volunteer Awards celebrated National Volunteer Month and volunteers in our community. **WINNERS MARY CLAIRE HENRICKSON, STEVE SERROT, ROGER WILCOX, DIAMOND V, AND ROCKWELL COLLINS LATINO EMPLOYEE NETWORK** received \$500 to donate to a nonprofit of their choice. Sponsor: Rockwell Collins

Our Young Leaders Society (YLS) and Quarton Society hosted the third annual Time for Art silent auction. The event featured more than 50 pieces from local artists, live music, door prizes, caricatures, and several local nonprofits. Together, attendees pledged a **RECORD 3,789 VOLUNTEER HOURS WORTH MORE THAN \$91,000**.

Sponsors: Cedar Rapids Bank & Trust, Holmes Murphy, Mercy Cedar Rapids, Schimberg Co., and SPS.

APRIL

Connections: Impacting Our Community **KICKED OFF THE 2018 CAMPAIGN** with co-chairs Anne Carter and Kate Minette leading the way. Jim Haddad, Larry Helling, Dr. Nate Klein, and Joe Lock received recognition for their outstanding leadership, philanthropy, volunteer service, and civic responsibility. We also **HOSTED KEYNOTE HARRY SYDNEY**, former NFL player and coach and founder of My Brother's Keeper.

Sponsors: University of Iowa Community Credit Union, Bankers Trust, Nordstrom, and Schimberg Co.

JUNE

Breaking the Cycle of Poverty

Our Focus Areas

Our goal is to break the cycle of poverty across Benton, Cedar, Iowa, Jones, and Linn Counties. Together with our partners, we provided services to more than 78,000 individuals (number may include individuals counted more than once because they received services through more than one agency).



Our Education Goal

By 2020, increase the number of low-income children in our five-county area who are on track academically and developmentally by fourth grade by 30%.



Our Financial Stability Goal

By 2020, increase the number of financially stable households by 15%.



Our Health Goal

By 2020, improve social connectedness and mental health functioning of low-income adults by 10%.



SUPPORTING PARENTS:

2,938 parents improved or maintained their parenting knowledge and skills through RED Ahead



STUDENT ENGAGEMENT:

631 students increased their math or science proficiency (STEM focus)



PROGRAMS HELPING IMPROVE CHILDREN'S LITERACY:

Reading into Success, RED Ahead, Volunteers in Proficiency, and Youth Achievement AmeriCorps



FREE TAX PREPARATION:

VITA helped low-income residents receive more than \$4.6 million in refunds and credits and save more than \$300,000 in tax preparation fees



STABLE HOUSING:

887 households diverted from shelter or prevented from experiencing homelessness



PROGRAMS HELPING FAMILIES MEET BASIC NEEDS AND MOVE TOWARD FINANCIAL STABILITY:

VITA and Kirkwood KPACE



CARE COORDINATION:

1,901 women received navigation/care coordination support to improve their health outcomes through Women's Leadership Initiative funded programs



RESOURCE CONNECTION:

United Way 2-1-1 received 34,903 calls and 34,403 web searches



PROGRAMS PROVIDING HEALTH SERVICES FOR THOSE IN NEED:

Women's Leadership Initiative and 2-1-1

Volunteer Engagement

We Fight for Our Community through Volunteering

In FY17, UWECI's Volunteer Engagement helped volunteers give back to worthy causes in our community.



2,611 VOLUNTEERS



VALUE OF
\$1,610,862



**66,730
HOURS**

**LAUNCHED
NEW PROGRAM:
VOLUNTEERS IN
PROFICIENCY (VIP)**



Community Condition Reports

UWECI Is an Expert on the Condition of Our Community.

We commit significant time and resources to help identify funding priorities, emerging needs, and growing trends. Read more about our findings and areas affecting our community by visiting uweci.org/reports.

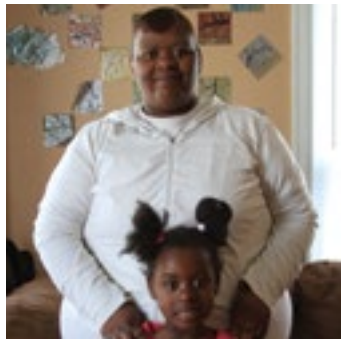


Condition of ACEs

Adverse Childhood Experiences (ACEs) are traumatic or disruptive events that occur before age 19 and can have a tremendous impact on lifelong mental, behavioral, and physical health.

The Central Iowa ACEs360 Coalition commissioned an ACEs study, published in 2016, that shows 56% of adults report at least one ACE; 14.5% experienced four or more ACEs, signifying a significantly stressful childhood. Reducing ACEs has the potential to improve the well-being of thousands of people.

Partner in Building Resiliency: Community Resilience Coalition of East Central Iowa

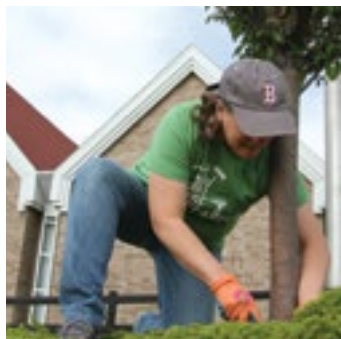


Condition of Housing

Housing continues to be our community's number one need. One in three renters and one in five homeowners are Housing Cost Burdened, meaning they spend more than 30% of monthly income on rent or mortgage. In Linn County, 8,757 renters do not have access to affordable homes.

When affordable shelter is not available, families must decide whether to spend more than they can afford or live in poor quality conditions.

Partners in Finding Stable Housing: Catherine McAuley Center, HACAP, Iowa Legal Aid, Linn County Continuum of Care, Waypoint Services, and Willis Dady



Condition of Volunteering

UWECI surveyed organizations to understand challenges in engaging and managing volunteers:

- 75% consider volunteers a large part of their main workforce
- 72% have capacity for more volunteers
- 37.6% of Cedar Rapids residents volunteer; the average Iowan volunteers 30.9 hours

Our Volunteer Engagement strategic plan focuses on increasing volunteers' impact through a lifespan of volunteer options, year-round corporate engagement, integrating volunteerism into company culture, building nonprofits' volunteer capacity, and creating positive experiences.



Condition of Women

Women account for 50% of East Central Iowa's population. Many of these women face disparities in health and socioeconomic status based on gender, ethnicity, race, and other factors that create vulnerability in our communities.

Income inequity and disparity in well-being for women directly correlate with issues of poverty, lower education, and poor health for children and families.

Partners in Filling Gaps in Care: Area Substance Abuse Council–Heart of Iowa, Community Health Free Clinic, and Eastern Iowa Health Center

RFP Funding Cycle

We Invest in a Safety Net of Services That Meet People's Needs Now

Three solutions teams, made up of diverse community volunteers, help guide UWECL's funding priorities every three years. The teams receive training and an overview of research and best practices, agency performance, and ongoing initiatives and collaborations.

This past year, volunteers met monthly September–May and allocated more than \$5.1 million. The process included reviewing and scoring 51 applications and participating in 51 presentations.

We Invest in Innovative Solutions for Whole Populations



RED (Read Every Day to get) Ahead

Early literacy initiative available to every WIC eligible family in three of our five counties.



Women's Health

Provides healthcare resources like co-pays, diabetic supplies, and care coordination to women in need.



Volunteer Income Tax Assistance

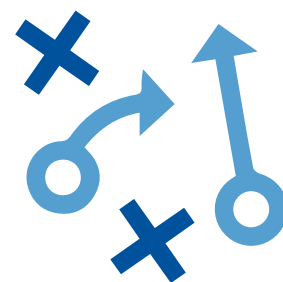
Free tax preparation for low-income households in our service area meeting income guidelines.



\$8,142,424
REQUESTED IN
— 2016 —



32.7% INCREASE
FROM PREVIOUS
— ALLOCATIONS —



34 STRATEGIES
FROM 23 AGENCIES
— FUNDED —

UWECI Strategic Plan

Our Approach for a Better Community

Our strategic plan helps prioritize our work in the community, engage key stakeholders, and make positive changes in East Central Iowa to achieve our mission of breaking the cycle of poverty.



Board of Directors 2017–18

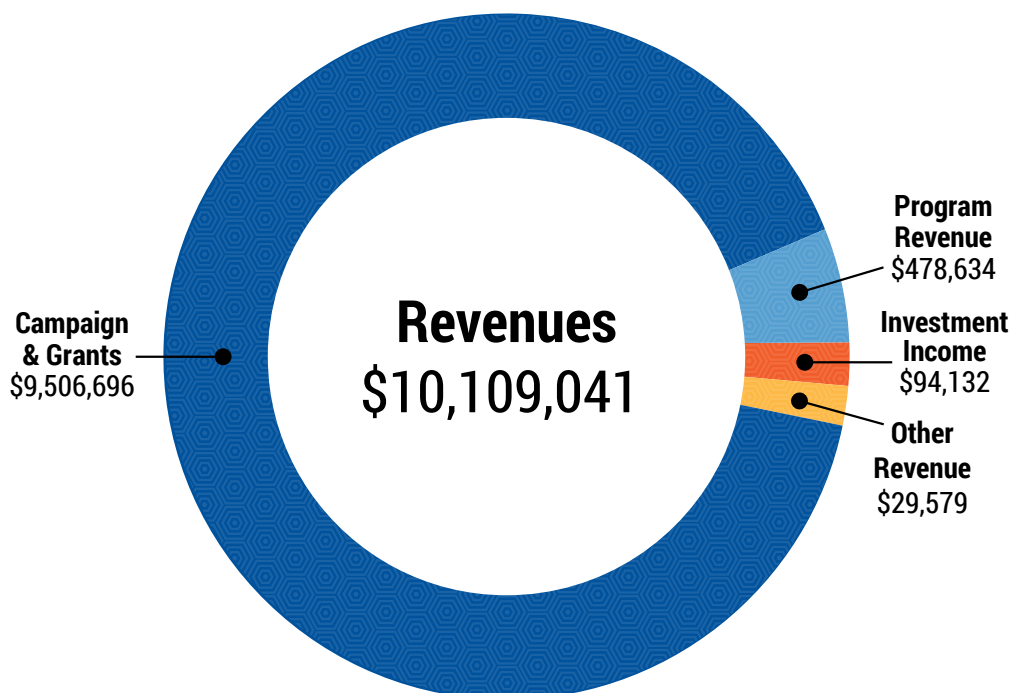
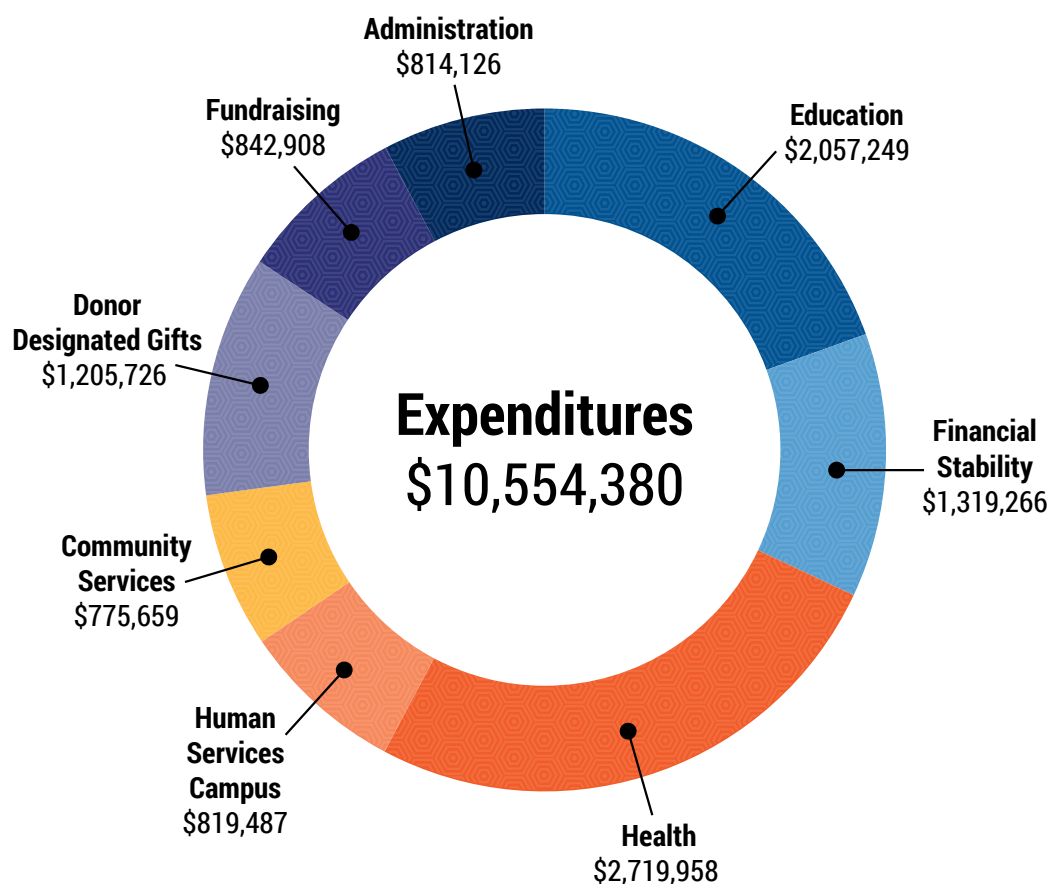
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Jon Bancks, Morgan Stanley
Jim Beardsworth, Transamerica
Kim Becicka, Kirkwood
Community College
Ray Brown, ESCO Group
Mike Butterfield, HDR, Inc.
Anne Carter, Alliant Energy
Kari Cooling, Holmes Murphy
Patrick Deignan, Bankers Trust Company
Matt Evans, TrueNorth Companies
Barb Gay, ASAC
Ben Golding, Advancement Resources

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Kate Minette, Community Volunteer
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Moyer Bergman, PLC
Rick Moyle, Hawkeye Labor Council

Katie Mulholland, Community Volunteer
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School District
Charles Schimberg, Schimberg Company
James Shell, General Mills
Tim Stiles, United Way of East
Central Iowa
Nathan Van Genderen, Mercy
Medical Center
Mike Wilkins, United Fire Group
LaSheila Yates, Cedar Rapids
Civil Rights Commission

UWECI FY17 Financials

Have questions about the financials below? Visit uweci.org/990 for more information.



Our Mission

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

Our Credo

We fight for the education, financial stability, and health of every person in our community.

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United Way
of East Central Iowa