



United Way
of East Central Iowa

WE FIGHT FOR: *Change*

From the CEO



The question I hear often as CEO of UWECI: How do you fight for the education, financial stability, and health of everyone in the community? The answer I am confident to give: Millions of donated dollars, thousands of volunteers, dozens of organizations, and a team of dedicated professionals.

As we begin 2018, we face many challenges in these areas. The good news is 2017 saw progress we can build on in the future.

We saw an increase in endowed giving to help provide stable support for United Way today and in the future. In addition, companies like Rockwell Collins and Transamerica added United Way's ePledge platform to improve campaign efficiency and access to United Way information and volunteer opportunities. On the community impact front, we saw growth in collaborative efforts to address root causes behind some of our communities' most challenging problems.

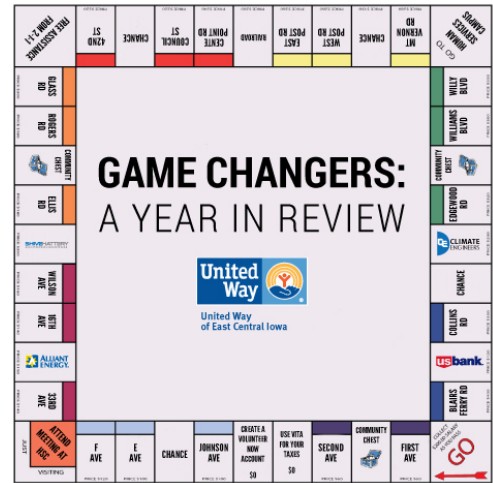
Looking ahead, we are excited about building upon these successes. United Way volunteers and organizations are already coming together to create new and innovative ways to improve healthcare accessibility, early childhood literacy, and financial services for low-income families.

On Thursday, March 8, we will highlight accomplishments made possible by your support. Please join us to hear how you help make a difference.

Thank you for your ongoing support,

Tim Stiles
President & CEO

Celebrate With Us



Game Changers: A Year in Review

Thursday, March 8

7:30–9 a.m.

(Doors open at 7 a.m.)

Cedar Rapids Marriott

Celebrate 104 years of fighting to change the game in East Central Iowa! Join us for a buffet breakfast as we recognize companies and individuals joining the fight for our community. We will also announce three awards to local volunteer and philanthropic leaders.

Register at uweci.org/change by March 2.

SPONSORS

Campaign



Presenting



Contributing





Recognize Volunteers

In honor of National Volunteer Month, our Young Leaders Society will host Time for Art: A Celebration of Volunteers, on Friday, April 27.

Join us at the Cedar Rapids Marriott for an evening featuring a unique silent art auction and award ceremony that celebrates volunteering in our community. Bid volunteer hours on locally donated artwork during the auction and help us recognize outstanding volunteers during the awards.

Last year's Time for Art attendees pledged a record 3,789 volunteer hours through the silent art auction. As winners complete their hours, they earn their artwork and contribute volunteer time worth more than \$91,000 combined!

Bid Time. Give Back. Get Art. Celebrate Volunteers.

Register for this event at uweci.org/timeforart.



Winning the Fight for Stable Housing

Our community financial stability goal is to increase the number of financially stable households by 15% (1,325 households) by 2020. This means that 15% more families will make more than 250% of the Federal Poverty Line (FPL). For a family of three, this means earnings of \$50,400 or more; for a family of four, this is \$60,750 or more.

More than 50 years ago, food was the biggest expense of a family's budget at about one third. Today, housing and transportation are the largest expenses in a family budget. For families with children, childcare is also a significant expense.

Given these differences, the Iowa Policy Project determined families require an annual income comparable to 250% FPL in order to meet basic needs on a frugal budget. We set the goal at 250% of the FPL in 2009 because achieving this level of income allows families to meet basic needs like food, housing, and transportation, as well as move past benefit gaps that make long-term progress difficult.

Since 2009, the number of financially stable families in our service area of Benton, Cedar, Iowa, Jones, and Linn Counties increased to 70.8% in 2016—a 10.3% increase since 2009. **This is equivalent to an estimated 1,268 households—meaning less than 100 left to achieve our goal!**

Additionally:

- 23.1% fewer family households lived below the federal poverty.
- 16.2% fewer family households lived at 100–250% of the federal poverty line.
- The number of single female-headed households with children younger than age 18 decreased by 17%.
 - This household type makes up one in five households in the five-county area and is the household type most likely to be below 250% FPL.

Read more at uweci.org/FSGoal.

