



United Way
of East Central Iowa

WE FIGHT FOR: *Impact*

From the CEO



One of the biggest changes we see in philanthropy, and in particular, the workplace campaign, is the growth of donor engagement.

Today's donor wants to get involved directly with volunteering or advocating for the cause they support. Likewise, they like to see results or improvements made possible by their contributions

of time, talent, and treasure. In fact, the most successful campaigns we have are where company employees become actively involved with United Way in community causes important to them.

It is no surprise, then, to learn that our Young Leaders Society (YLS) is experiencing growth since they adopted the One Leader, One Reader literacy initiative. Or, that Women's Leadership Initiative (WLI) has seen membership increase, resulting in their cause to make access to health services for all women possible. Our Volunteer Engagement also helped 2,611 volunteers give back to worthy causes in our community.

For many people, their support of United Way is an investment in their community that impacts the education, financial stability, and health of everyone. The good news is we are seeing positive results in all of these areas. Read these in the sidebar of this newsletter.

The local agencies we collaborate with make this possible. Together, our goal going forward is to increase engagement of people, companies, and organizations as we continue to fight for East Central Iowans.

Thank you for your ongoing support,

Tim Stiles
President & CEO



450 COMPANIES

21
FUNDED PARTNERS

\$67k
PRESCRIPTION SAVINGS FOR IOWANS

\$3.35 million
IN REFUNDS THROUGH VOLUNTEER INCOME TAX ASSISTANCE (VITA)

10,426
BOOKS TO LOCAL KIDS

37,844
2-1-1 CALLS FOR HELP

66,730
VOLUNTEER HOURS



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



In April to honor National Volunteer Month, our event, Time for Art: A Celebration of Volunteers, will feature 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.

As part of our Volunteer Awards, we will recognize finalists in each of our six categories and announce the winners during the awards ceremony.

Friday, April 27, 5:15–8 p.m.

Cedar Rapids Marriott, 1200 Collins Rd NE, Cedar Rapids 52402

Buy your ticket now and save \$10, and even more when you purchase 5 or 10 tickets.

[Register for the event at uweci.org/timeforart.](http://uweci.org/timeforart)

UWECI Annual Report



Our Annual Report showcases the critical work we do with nonprofit agencies and donors like you. This document is a resource for everything happening at UWECI including:

- Event and activity highlights from July 2016–June 2017
- Progress on our community goals in education, financial stability, and health
- Findings from our Community Condition Reports on topics of Adverse Childhood Experiences (ACEs), housing, volunteering, and women’s health
- And more!

[To request a physical copy or view a digital copy, please click here.](#) If you have any questions, please contact Andi Moore at 319-398-5372 ext. 814.