

A photograph of a family outdoors. A man with dark, slicked-back hair and a goatee is holding a baby. The baby is laughing and wearing a light blue patterned shirt. A woman with long blonde hair is partially visible in the foreground, looking towards the baby. The background is a soft-focus outdoor setting with trees.

# **A YEAR UNITED**

**FY18 ANNUAL REPORT**



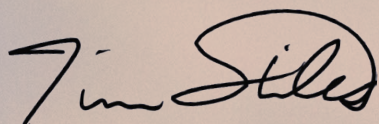
To better our five-county service area, we have to be more than fundraisers. We must also be hand raisers who are willing to take on challenges, and game changers who are willing to fight for our community. Our success in doing so is possible because of our partnership with local agencies and dedicated individuals like you.

Throughout this year's annual report, you'll not only find financial outcomes and statistics, but you'll hear firsthand from those who work day-in and day-out to better our community, and those who are directly impacted.

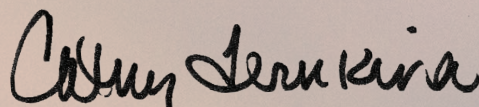
When we come together as a community, the opportunities are limitless—there is nothing we cannot achieve.

This was a year United, made possible by you. Thank you for joining us in the fight.

Tim Stiles

A handwritten signature in black ink that reads "Tim Stiles". The signature is fluid and cursive, with the first name "Tim" and last name "Stiles" clearly legible.

Cathy Terukina

A handwritten signature in black ink that reads "Cathy Terukina". The signature is cursive and stylized, with the first name "Cathy" and last name "Terukina" clearly legible.



# THANK YOU

FOR INVESTING IN OUR COMMUNITY

**Nearly 80,000**  
people served



**\$8.2 million**  
directly invested\*



**189 partners**  
in the community



\*Includes dollars invested and value of time invested

# STRATEGIC PLAN

## FIGHTING FOR PROGRESS



### The Creation of BOLD

In early 2018, Young Leaders Society (YLS) created the Board Orientation & Leadership Development (BOLD) series for emerging leaders in the community. BOLD provides training, networking, and first-hand insight into the responsibilities of being on a board and how to match your skills and passions to volunteer board opportunities.



### UWECI Internal Improvements

We hired, promoted, and realigned the responsibilities of staff to take advantage of opportunities and to address challenges in FY18. These changes allowed us to better embrace the strengths of our employees and take on learning opportunities such as Harvard ManageMentor (HMM) and Intrapreneur Academy, which guided conversations on how to better maximize community impact and improve communication.



### Condition of Mental Health Report

In June of 2018, we completed and shared the Condition of Mental Health Report which outlines the state of mental health in our community. Each year, 43.8 million adults in the US experience mental illness. Together, UWECI partners and community nonprofits create a continuum of care coalition—including screenings and early intervention—to help our neighbors obtain healthcare when and where they need it.



### 25th Annual Day of Caring

In May of 2018, 1,393 volunteers completed 140 projects at 48 area nonprofits. The value of the 7,754 hours given back was worth more than \$191,000!



# OUR MISSION

Break the Cycle  
of Poverty

## STRATEGIC GOALS



Drive Engagement  
that Grows  
Participation



Grow Diverse  
& Sustainable  
Resources



Develop &  
Scale High Impact  
Community Solutions

## STRATEGIC DRIVERS

Compelling Communication  
Digital | Personal | Year Round

Increase Capacity to Maximize Impact  
Collaboration | Technology | Competencies

“Not only are we supporting the agencies that support the people living in our community, but **WE’RE DRIVING A STRATEGIC APPROACH TO ADDRESSING POVERTY**. It takes time, it takes resources, and it takes everybody working together.”

Amy Geiger, Vice President of Resource Development  
United Way of East Central Iowa

# HOW WE LEAD

## THE FIGHT

For 100+ years, United Way of East Central Iowa (UWECI) has been a critical partner in breaking the cycle of poverty, but what does that mean?

It means we work alongside our partners to ensure every person in our community has the opportunity to reach their full potential, and we focus on helping as many people as possible achieve financial stability, have access to healthcare when and where they need it, and are ready for school and beyond.

### How do we do it?

By assessing the needs of our neighborhoods, partnering with agencies that are bringing change to our community, and investing in innovative programs that are improving the lives of those around us.

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“Being a diabetic, I couldn’t pay for other things because of having to pay for insulin and medical needs.  
**BUT I CAN NOW PAY FOR FOOD, MY UTILITIES, AND ALL OF THE OTHER NECESSITIES I NEED TO LIVE.”**

Eastern Iowa Health Center client

# GIVING



13,925 donors



450 workplace campaigns



\$372 average gift



\$9.1 million raised

MAKE A CHANGE



# COLLABORATING

## & Evolving to Better Serve Our Community



### 2015: Integrated Solutions

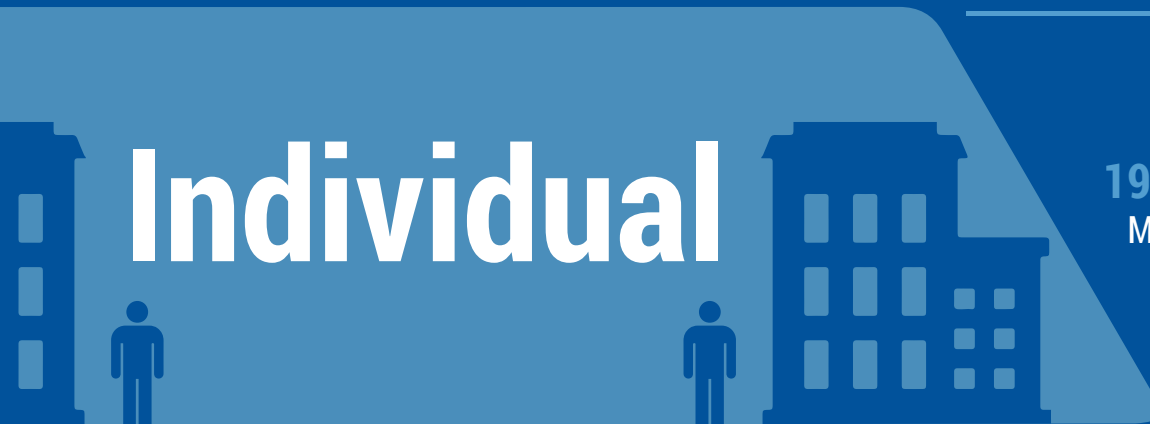
Transformative, multi-generation collaborations that change the future for kids & families.



### Population-Level

### 2008: Population-Level Solutions

Breakthrough strategies focusing on a single issue or population.



### Individual

### 1914: Individual Solutions

Meeting people's basic needs



**“SEEING HOW [NONPROFITS] CAN WORK TOGETHER,**  
and how it makes a difference for the families and kids  
in our community, **HAS TO BE THE MOST FULFILLING.”**

—Staff member at YPN

### Community Collaborations

Spark\*5, Opportunity Center, and TAVConnect are deeply researched approaches to breaking the cycle of poverty.

Spark\*5 harnesses and ties together the expertise of local nonprofits to more effectively and efficiently serve families.

Opportunity Center strives to connect people’s work and career goals with employment and training opportunities that offer livable wages and a career path.

TAVConnect is a tool area nonprofits are using to help families find the help they need and monitor progress toward stability.

### Women United

Supports un- and under-insured women through prescription assistance, dental care, vision care, medical co-pays, cancer screenings, and diabetic testing supplies.

Partners: Area Substance Abuse Council, Eastern Iowa Health Center, Community Health Free Clinic

### Reading into Success

Helps students read proficiently by the end of third grade. In FY18, 6,000+ books were distributed to kids. Cedar Rapids Community School District and nonprofits track student progress through a shared data system.

Partners: 20+ organizations

### VITA

National IRS sponsored program that helps individuals and families receive maximum federal and state tax returns. In FY18, 2,225 federal returns were prepared by VITA.

Partners: Corporate sponsors

### Providing a Safety Net

**6.87 million pounds**  
of food distributed

**36,617 rides to**  
health appointments & work

Shelter for  
**595 families**

Counseling sessions for  
**31,833 individuals & families**

**1,257 parents**  
improved family functioning

### Funded Partners

Aging Services, Inc.  
Area Substance Abuse Council  
Benton County Volunteer Program  
Big Brothers Big Sisters of Cedar Rapids  
and East Central Iowa  
Boys & Girls Clubs of Cedar Rapids  
Catherine McAuley Center  
Community Health Free Clinic  
Eastern Iowa Health Center  
Foundation 2  
Goodwill Industries of the Heartland  
HACAP  
Horizons: A Family Service Alliance

Iowa Legal Aid  
Jane Boyd Community House  
Kids First Law Center  
Kids on Course  
Rural Employment Alternatives, Inc.  
The Arc of East Central Iowa  
UnityPoint Health—St. Luke’s Dental  
Health Center  
Waypoint Services for Women,  
Children, & Families  
Willis Dady Emergency Shelter  
YPN  
Youthport



# MOBILIZING

## Volunteers & Resources



3,247  
volunteers



63,886  
hours



\$1.57  
million  
value





## Volunteers in Proficiency (VIP) Launch

VIP is a literacy program that pairs volunteers with elementary school students to read together for 40 minutes once a week.

- Students improved their reading growth 6 points more than their peers
- 25% of students closed the gap from not-proficient to proficient in reading compared to 2% of their peers
- 88 volunteers spent 650+ hours with students

## Jones County Volunteer Center (JCVC)

JCVC works with all ages through volunteering to meet the critical needs of both individuals and families in Jones County. In FY18, JCVC volunteers:

- Drove 67,042 miles for the Elder Outreach Assisted Transportation Program
- Saved 127 clients \$90,101 through the Senior Health Insurance Information Program (SHIIP)
- Increased Day of Caring participation by 675% with 243 volunteers assisting 15 agencies
- Compiled 140 Hygiene Kits for local veteran affairs and food banks

## Time for Art: A Celebration of Volunteers

This unique, annual event recognizes some of the community's most dedicated volunteers while attendees bid volunteer time on pieces of art. In April of 2018, a record number of 5,220 volunteer hours were raised worth a total of \$128,881.80!

## Power of the Purse

Led and facilitated primarily by volunteers, Power of the Purse includes a silent purse auction and grand prize raffles. With nearly 80 purses, a five-night stay in Galena, and diamond jewelry, the event raised more than \$22,000 for women's health.

## Food & Hygiene Kit Packing

In October of 2017, Collins Aerospace (formerly Rockwell Collins) participated in a team building activity centered around volunteering. Their goal as an organization was to help as many people in need as possible, and they did just that—packaging 22,258 meals and 1,600 hygiene kits in two days!

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**“GIVING BACK ISN’T ABOUT ME,** it’s about those that have a need in the community. And being a mom who is able to help other moms is heartfelt—it’s a way to give back something I’ve experienced in my life. **I HOPE TO LEARN MORE AND TO BE ABLE TO SUPPORT MORE [LOCAL NONPROFITS].”** —UWECI Volunteer

# FINANCIALS

## 2017-2018

### REVENUE

#### Public support and revenue

Undesignated campaign revenue	\$7,276,115
Amounts designated to other organizations	\$1,116,009
Allowance for unpaid pledges	\$213,700
<b>Gross campaign revenue</b>	<b>\$8,605,824</b>

#### Other revenue

Grants and other contributions, income, and support	\$768,782
Program service revenue	\$365,791
<b>Total other revenue</b>	<b>\$1,134,573</b>

<b>TOTAL REVENUE</b>	<b>\$9,740,397</b>
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### EXPENSE

#### Program services

Program grants to funded partners	\$5,396,069
Amounts designated to other organizations	\$1,116,009
Program investments	\$1,775,746
<b>Total program services</b>	<b>\$8,287,824</b>

#### Supporting services

Fundraising	\$781,820
Management and general	\$820,002
Human Services Campus (including depreciation)	\$768,025
<b>Total supporting services</b>	<b>\$2,369,847</b>

<b>TOTAL EXPENSE</b>	<b>\$10,657,671</b>
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Net assets, end of year (property and equipment)	\$11,717,094
Other net assets, end of year	\$3,462,803
<b>Total net assets, end of year</b>	<b>\$15,179,897</b>



86 cents of every dollar you donate goes **directly** to community programs.

[Read more about our administrative rate at uweci.org/rate](http://uweci.org/rate)

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**United Way**  
of East Central Iowa