



United Way
of East Central Iowa

WE FIGHT FOR *our community*

A Note From Our CEO



Not many President & CEOs have “global pandemic” in their first 90-day plan. At least, I know I didn’t when I started at United Way of East Central Iowa (UWECI) in February.

When I joined the team, I thought I understood the importance United Way has in our community. But it’s during these COVID-19 disaster

planning and response days, that UWECI’s value has become overwhelmingly clear.

It’s in our name: we unite our community.

Above all, we are the connector and convener of East Central Iowa. This has emerged often the past six weeks, with LAP-AID, or Linn Area Partners Active in Disaster, as the clearest example. This collaboration was borne of the 2008 Flood. It has been poised and ready, working diligently since just before COVID-19 became active in our community.

United Way is the hub and fiscal agent of LAP-AID. Daily calls include over 50 agencies discussing the community’s needs, uniting, and solving the challenges. United Way

leads this effort with multiple staff members using expertise, connections, and time to unite innovative solutions.

UWECI plays a strong role in uniting the Iowa Public Health Department’s response with our citizens’ questions via the 2-1-1 hotline for COVID-19. The line answered 300% more calls in the past six weeks than last year at this time.

We’re also uniting businesses and organizations. For example, Kirkwood’s trade students were attending virtual classes, but missing key pieces for their certifications. We connected them with our union contacts, and the union and the college now have a unified plan.

It’s a small snapshot, but indicative of our work in the community.

I know with the uniting power of our organization that we will move through this. I’ve seen it in action. I’ve seen the united work of the agencies. I’ve seen the united work of our supporters. I’ve seen the united efforts of our community. United Way is at the center of this work and our value couldn’t be any more visible.

Kristin Roberts
President, CEO

Campaign 2019: Making a Difference Recap

51 NEW COMPANY
CAMPAIGNS

74 CAMPAIGNS
INCREASED
BY 10%

\$3.6 million
IN VITA TAX REFUNDS

3,269 INDIVIDUALS DONATED OVER

\$1.4 million OF
VOLUNTEER TIME

READING SCORES
INCREASED BY

52 points

34,800+

UNITED WAY 2-1-1
HELPLINE CALLS

Supporting the Community in Times of Disaster

During the COVID-19 pandemic, United Way of East Central Iowa has been working diligently to help our community.

- **The Community Action and Response Effort (CARE) Fund** will support emerging needs of vulnerable individuals in our community through funding area health and human service nonprofits. Donate to the fund at [UWECI.ORG/COVID-19-CARE-FUND/](https://www.uweci.org/COVID-19-CARE-FUND/).
- **Women United is hosting a diaper drive** to benefit the Eastern Iowa Diaper Bank. Read more about the drive and donate at [UWECI.ORG/DIAPERDRIVE](https://www.uweci.org/DIAPERDRIVE).
- If you are able to volunteer, local nonprofits need all the help they can get. **Sign up for opportunities at Volunteer Now** [UWECI.ORG/VOLUNTEERNOW](https://www.uweci.org/VOLUNTEERNOW) under the red “COVID-19 Volunteer Opportunities” banner. You can also find volunteer information with LAP-AID at [UWECI.ORG/WHAT-WE-DO/OUR-PROGRAMS/LAP-AID/](https://www.uweci.org/WHAT-WE-DO/OUR-PROGRAMS/LAP-AID/).



Game Changers: A Year in Review Recap

We honored and celebrated amazing individuals and organizations at Game Changers: A Year in Review on Thursday, March 5. The event highlighted successes from the 2019 campaign, recognized four champions in our community as annual award winners, and honored 12 area companies for their outstanding workplace campaigns and initiatives. Relive the event (and watch our opening ceremony video!) at [BLOG.UWECI.ORG/GAME-CHANGERS-2020](https://blog.uweci.org/game-changers-2020).



Monitoring Mental Health

“How are you?” is a question that’s important to ask friends and family, but also yourself, especially during these unprecedented times. We sat down with Foundation 2—one of our funded partners— and compiled some ways to take care of your mental health in a recent blog. Give it a read at [BLOG.UWECI.ORG](https://blog.uweci.org).



Condition of Children Report

Assessing the needs of children in our community, and more specifically children in vulnerable situations, is key to ending the cycle of poverty. Our new Condition of Children report discusses the strengths our community possesses, the challenges it faces, as well as strategies to create change.

Read this report at [UWECI.ORG/REPORTS](https://uweci.org/reports).



UWECI Event Updates

Due to the COVID-19 concerns in our community, several changes have been made regarding upcoming events.

- **Day of Caring**, scheduled for Thursday, May 14, has been shifted to a virtual-only format. An in-person Day of Caring has been set for Thursday, August 27. Be watching our website and social media for information on how you can participate.
- **The Women United Luncheon**, originally scheduled for Wednesday, May 20, has been postponed.
- **Over the Edge** has been postponed until August 2021.

All updates regarding these events, as well as future events will be posted to our social handles and our website at [UWECI.ORG/EVENTS](https://uweci.org/events).