



United Way
of East Central Iowa

WE FIGHT FOR *our community*

A Note From Our CEO



The morning of Monday, August 10, our communities were still focused on COVID-19 and the long-term effects it was having on our residents and neighbors. Little did we know that another disaster would hit and change the landscape of our communities forever.

After the high-speed winds of the derecho died down, United Way of East Central Iowa jumped into action immediately. We set up the Emergency Volunteer Center within 48 hours and were taking phone calls from Eastern Iowans like yourself and those across the country wanting to help with clean-up efforts. We also connected them with local residents and organizations in need of assistance.

We jumped into action alongside Linn Area Partners Active in Disaster (LAP-AID) whole-heartedly with our non-profit counterparts, municipalities, faith-based organizations, and other partners identifying the challenges and creating collaborative solutions for our community's most vulnerable.

The derecho intensified the challenges many in our community face daily and put even more of our neighbors in a place of hardship, as many were searching for services for the first time. An intense spotlight shone on those who face insurmountable barriers, and this re-ignited the passion we have for our community.

It's this burning desire to help create an environment of success for our fellow residents and neighbors that we can't lose once the derecho spotlight moves on. After our electricity has been restored, our trees have been removed and the repairs to our roofs have been completed, those challenges that stirred our passion to help still exist for many. We cannot forget about these individuals and families year-round—they always need the support of their community.

This is our reality right now, and it's our responsibility fight for the education, financial stability and health of each of our neighbor. Whether it is in recovery from both COVID or the derecho that will be complex and long-lasting, you can be sure United Way will be here in the future for your neighbors and our communities. And you help us be there. For that, we thank you.

Kristin Roberts
President, CEO

Local Dollars Do Good Work

During these unprecedented times, support for our community is needed more than ever. Over the past few months, United Way of East Central Iowa (UWECI) has done just that by distributing

OVER \$4 million

into the community to nonprofit programs with more to come. Since May, UWECI has distributed more than \$100,000 from the COVID-19 CARE Fund to area nonprofits. In addition to this funding, UWECI distributed nearly \$4 million in community allocations. These allocations include funds from the general fund, Women United, and the Young Leader's Society (YLS). It also includes support for United Way's 211 human services referral service. This support is so important to our nonprofit partners, and we are grateful to everyone who supports United Way and our work to make our community a better place.

To read more about who we invest with, visit [BLOG.UWECI.ORG/LOCAL-DOLLARS-DO-GOOD-WORK](https://blog.uweci.org/local-dollars-do-good-work)

Putting "Unity" in "Community"

After mid-August's derecho storm, UWECI launched the Disaster Recovery Fund, which will support emerging disaster aid and relief efforts in Eastern Iowa. Contributions to the Disaster Recovery Fund will be distributed to area nonprofits who have increased services due to the derecho. To date, the fund has raised over \$1.1 million.

By contributing to this fund, donors will...

- **Help families repair their homes**
- **Provide food and meals to those who are not able to find any**
- **Help families and individuals who were displaced by the storm find emergency housing**
- **Provide financial assistance to those who lost work as a result of the storms**

Learn about and donate to the fund at [UWECI.ORG/DISASTERFUND](https://uweci.org/disasterfund)

DISASTER RECOVERY FUND

Our COVID-19 Response

Donors, volunteers, and partners from across Eastern Iowa make it possible for UWECI to navigate and respond to the COVID-19 pandemic in many ways. This pandemic taught us that we are nimble and ready to address challenges facing our community at any time. No matter the obstacles or odds, we fight for our neighbors. Here are a couple of ways we've helped our community in response to the pandemic:

- Delivered 360 boxes of food to homebound residents through the Pantry Pickup project.
- Raised over \$200,000 for the COVID-19 CARE Fund from individuals and companies.
- Created a resource sheet containing information on how to find unemployment assistance, pay bills, and much more.
- Donated 57,000+ diapers to the Eastern Iowa Diaper Bank with the help of Women United.

To read more about our COVID-19 response, visit [UWECI.ORG/DISASTERFUND](https://www.uweci.org/disasterfund)

Thank You, Campaign Cabinet!

The dedication of UWECI's campaign cabinet allows United Way to be one of the most influential organizations in our community. The campaign cabinet works closely with our staff and area companies to host successful workplace campaigns, as well as spread UWECI's mission to new companies. The following individuals are part of the FY21 cabinet:

- Jim Beardsworth, Transamerica
- Lydia Brown, Skogman Realty
- Noreen Bush, Cedar Rapids Community School District
- Kari Cooling, Holmes Murphy – Vice Chair
- Ron Corbett, Cedar Rapids Metro Economic Alliance
- Chris DeWolf, Lil' Drug Store
- Hugh Ekberg, CRST International, Inc.
- Matt Evans, TrueNorth Companies



Staying In Touch Through Virtual Events

The coronavirus pandemic hasn't stopped us from celebrating amazing people and companies in our community— our events have gone virtual! In April, we spotlighted 18 amazing individuals and groups as our Volunteer Award finalists and announced the winners one week later via social media and on our website. In July, we were able to present each winner with their award in-person, while following appropriate social distancing guidelines.

In May, Day of Caring went virtual as we encouraged companies and individuals to volunteer remotely, support local businesses, and participate in a game of virtual Bingo!

Read more about our virtual events (and see our Volunteer Award winner videos!) at [BLOG.UWECI.ORG](https://www.uweci.org/blog).

- Lynn Hartman, Simmons Perrine
- Curt Heideman, US Bank
- Dennis Jordan, Mortenson – Past Chair
- James Klein, Cedar Rapids Bank & Trust - Chair
- Kelly Lind-Daufeldt, US Bank
- Joe Lock, Eastern Iowa Health Center
- Shawn Lueth, Rathje
- Kelley Marchbanks, Advancement Resources
- Rick Moyle, Hawkeye Labor Council AFL-CIO.
- Ann Oleson, Ruffalo Noel Levitz
- Duane Smith, TrueNorth Companies
- Gary Streit, Shuttleworth & Ingersoll PLC
- Dan Theis, OPN Architects, Inc.

Learn more about this year's campaign at [UWECI.ORG/CONNECTING](https://www.uweci.org/connecting)