



United Way
of East Central Iowa

WE FIGHT FOR *community growth*

A Note From Our CEO



Just over a year ago, the murder of George Floyd caused United Way of East Central Iowa to pause, take a step back and truly look at the role we can play in racial equity efforts in our community. It was an opportunity for us, as an organization and individual employees, to become better.

Since then, we've been on a journey that is making us stronger in our own knowledge and application, as well as a community non-profit leader.

Over the past year, UWECI has reevaluated its public statement around diversity, equity and inclusion. We took time to analyze and determine where we could clearly show our position of being an ally in equity work needed in our community. Specifically, we wanted to expressly oppose racial and ethnic discrimination, clearly identify the desired rights and outcomes for all people in our community and point to systems, policies and institutional patterns of

discrimination. Finally, we wanted to identify the specific actions UWECI will be taking in the future.

We knew, though, a statement wasn't enough. Additionally, we've set aside time at each Board of Directors and All Staff meetings to discuss diversity, equity and inclusion, including items for discussion, sharing and learning.

Lastly, we're in the process of working with a professional to assess our organization in the realm of diversity, equity and inclusion to then create a customized training program for our Board of Directors, staff and entire organization as we move through the rest of this year. We're extremely grateful this assessment and training is being funded by a business partner who understands the impact this can have on our organization, and, in turn, our community.

This past year has caused deep conversations, and we are anxious to move forward as individual employees and as an organization. As we continue to learn and grow, we'll be overlaying our learning and knowledge with our work. We're grateful to you for joining us in these efforts.

Kristin Roberts
President, CEO

Game Changers Recap

Earlier this month, our community joined UWECI at Veteran's Memorial Stadium for Game Changers: A Year in Review! This annual event recapped the last year, highlighted UWECI's role as a connector and collaborator, and recognized individuals, companies, and nonprofits for stepping up to the plate and supporting Eastern Iowa during a crazy year. Read more about the champions and game changers honored at the event at [BLOG.UWECI.ORG](https://blog.uweci.org).

UWECI, Cedar Rapids, Linn County Launch Community Impact Assessment

After a tough year for many due to the pandemic and derecho, United Way of East Central Iowa (UWECI), Linn County, and the City of Cedar Rapids are collaborating to assess community needs and better support Eastern Iowans. This assessment serves as a voice for our community and gives individuals the opportunity to let us know what issues we should tackle next.

Learn more about and take this assessment at [UWECI.ORG/CIA](https://uweci.org/cia)

Workplace Campaign Update

Workplace campaign season is winding down in Eastern Iowa! Due to the pandemic and derecho, many companies had a late start, with some pushing into early 2021. Despite these challenges, our partner companies have stepped up to increase participation and show their support during a difficult year. We're so thankful for the extra effort and impressed with the companies and their campaign coordinators getting creative with virtual campaigns, such as using Zoom breakout rooms, and encouraging contests between coworkers that raise dollars for our mission.

Here's a glimpse at this year's campaign:

- 232 companies met or exceeded the goals they set for workplace giving.
- Corporate giving increased across the board.
- A three-part video series was developed and shared to highlight United Way's connecting power in Eastern Iowa.
- And a total of \$5.95 million raised from workplace campaigns!



Have You Heard? We're Expanding!

Thanks to federal and state funding, UWECI is expanding community resource and volunteer engagement efforts to Benton and Cedar Counties! Earlier this year, UWECI received two grants to create county volunteer centers that will primarily leverage the AmeriCorps Retired and Senior Volunteer Program to provide volunteer matching services, capacity building for nonprofits, and disaster assistance.

Learn more about this expansion at [UWECI.ORG/CAREERS](https://www.uweci.org/careers).

Disaster Update

United Way was built to lead communities through challenging times and is connecting those in need to life-changing resources as a result of the COVID-19 pandemic and August's derecho. With the support of numerous donors, volunteers, and partners from across Eastern Iowa, the Midwest, and the nation, UWECI has helped our neighbors in need by:

- Delivering over 500 boxes of food to homebound residents and the refugee and immigrant communities.
- Contributing over \$500,000 to the Providing Assistance to Community Homeowners (PATCH) Program, which helps homeowners make post-derecho repairs on their homes.
- Connecting with rural counties to support farmers through storm and recovery education and support.

Read more about our work during disaster by visiting [UWECI.ORG/COVIDRESPONSE](https://www.uweci.org/COVIDRESPONSE) and [UWECI.ORG/DERECHORESPONSE](https://www.uweci.org/DERECHORESPONSE).



Stay Connected, Share Our Impact

As we continue fighting for education, financial stability, and health, we would love to share the stories of Eastern Iowans with you. Whether you are interested in local volunteer opportunities or supporting women's healthcare, you can stay connected to all things United Way by subscribing to a newsletter that fits your interests and passions.

Stay in touch with us by visiting [GO.UWECI.ORG/NEWSLETTERS](https://www.uweci.org/newsletters).

