



United Way
of East Central Iowa

WE FIGHT FOR

accessible assistance

A Note From Our CEO



There's no shortage of challenges we have faced over the past 18 months, whether personal, professional or as a community. Calls to mental health crisis lines have increased dramatically. The number of homeless individuals and families has tripled from last year. At its peak, 600 calls were placed

daily for rent and utility assistance in the fall. It's a lot to grasp and comprehend.

The one thing we know is that United Way of East Central Iowa is committed to being at the forefront of collective solutions to make where we live a better place for all. And it's because of you and your support.

This past year your generosity allowed us to be instrumental in pulling together a more effective and efficient rent and utility assistance system. Together, we streamlined ten applications and phone numbers down to one and started collecting data to make better informed decisions

as a community. We also led the way in our 21-Day Equity Challenge, helping educate thousands of people through daily emails in the month of September. And we'll continue to be here for our community, focusing on the most pressing of emerging issues such as affordable housing and accessible childcare.

This work can only be accomplished with great partnerships and collaborations: United Way, you, other supporters, partner agencies and organizations, and others. This year we're asking, "What if everyone did something?" What would our community look like if we all came together?" Your support is helping us rebuild and fulfill wishes to create a more equitable and sustainable Eastern Iowa.

As we set our eyes on 2022, we are reminded that we can accomplish greater things when we come together. Thank you for supporting our community not just during disaster, but also in all the challenges our community faces year-round. We are indebted to your commitment to helping our neighbors in East Central Iowa, no matter what the reason may be.

Kristin Roberts
President, CEO

Annual Report

Our FY21 Annual Report is here! The numerous ways United Way of East Central Iowa (UWECI) supported Eastern Iowans over the last 12 months can take your breath away. Between the dual disasters we faced, we've stretched and showcased the incredible value we bring to the table not just during hard times, but year-round.

Read more about our response to last year's challenges and the ways we're reimagining and rebuilding our communities at [UWECI.ORG/FY21](https://uweci.org/fy21).

Armstrong Community Support Continues

This year, UWECI was made a beneficiary of the Esther and Robert Armstrong Charitable Trust Fund, a designated fund established at the Greater Cedar Rapids Community Foundation. The Trust was originally established in 2002 with a board of volunteer trustees to benefit religious, charitable, scientific, literary and educational institutions.

Learn more about the Armstrong's impact in Eastern Iowa at [UWECI.ORG/TOUCHTOMORROW](https://uweci.org/TOUCHTOMORROW).



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 by subscribing to a newsletter that fits your interests and passions.

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

End-of-Year Giving

The end of the year is a very busy time for nonprofits, and UWECI is no exception. Making donations during the holiday season helps local families, and can reduce your taxable income. A gift that keeps giving, is the gift that gives back. Learn more about giving at [UWECI.ORG/GIVE](https://uweci.org/give).

P.S. Did you know that if you're 70 ½ or older, you can give UWECI a gift directly from your IRA and receive tax benefits? For more information call Kristin at 319-398-5372, ext. 826.

Campaign Progress

Workplace campaign season is in full swing in Eastern Iowa! Our partner companies have stepped up to increase participation and show their support as our community continues to recover and rebuild. We're so impressed with the companies and their campaign coordinators getting creative with the ways they are supporting UWECI this year. From participating in bike rides and local popcorn sales, to hosting donation drives, we are excited and grateful for all the ways area companies are raising dollars for our mission.

We look forward to sharing our progress and results for the extraordinary 2021 campaign in the coming months. Learn more about this year's campaign by visiting [UWECI.ORG/DOSOMETHING](https://uweci.org/dosomething).

