

Slide 1: Unite to Inspire

Hello everyone! My name is <<Name>> and I am a <<Position Title>> at United Way of East Central Iowa.

(If agency speaker) Also joining me today is <<Agency Partner Name>> with <<Agency>>. I want to start off today by sharing our Unite to Inspire video.

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I would like to start off by saying thank you. Thank you to everyone at <<Insert Company Name>> for your continued support of our workplace campaigns. I would like to especially thank <<Insert Company Coordinator>> and <<Insert committee, if one>>, <<he/she/they>> have put together a fun campaign. Do you know that <<Insert Company Name>> has a rich history of support in our community? Their lifetime giving is <<Insert Giving or other stat here>>

<Insert Volunteer Activities>

Slide 3:

Our mission at United Way of East Central Iowa is to unite the caring powers of communities to invest in solutions that improve people's lives.

We cover a five-county area including: Linn, Cedar, Benton, Jones, and Iowa.

We invest in our focus areas of building economic mobility, fostering childhood success, improving access to healthcare, and supporting safety net services. We partner with 31 agency partners and fund 49 programs through those partnerships. With the Unite to Inspire strategies and racial and ethnic equity driving our funding priorities, we engaged in conversations with partners to dismantle an old RFP process and build a new RFP system of our own. We incorporated our communities' top needs and our solutions to those needs into our investment decision-making process for the next funding cycle. The Unite to Inspire focus areas address our greatest needs to build a stronger community. UWECI's new funding cycle allows us to be on the cutting edge of solutions to our community's biggest obstacles and we need community support through volunteering, investing, and advocating in these areas to achieve effective change.

We partner with community stakeholders, local nonprofits <<Insert -like Agency Partner if included>>, donors and volunteers to identify gaps in the counties we serve and pull resources together to assist community members with their greatest needs. It is because of you that we can continue to be activators, collaborators, and connectors for change within our community.

Slide 4: Unite to Inspire Video

As the video said, we unite our community to overcome challenges together. Using information from our community impact assessment and other research sources, we have developed new focus areas and updated our funding process to create sustainable solutions for a better Eastern Iowa. Later, we'll discuss what has inspired UWECI this past year and ways we hope to inspire you to be a part of the change for your community.

Slide 5: Unite to Inspire

In 2021, we reevaluated our community's needs and conducted a collaborative Community Impact Assessment with both donors and non-profit partner agency recipients to listen, identify, and gather feedback. The CIA determined these top areas to be housing, childcare, and safety net services. We are not moving away from our United Way pillars of financial stability, education, and healthcare, we are simply diving further into these areas. Developed from the voices of our community, Unite to Inspire ensures that our community's needs are met for everyone to have their own home of stability.

From here our community-driven strategy Unite to Inspire was developed with our focus areas. Unite to Inspire ensures that our community's needs are met for everyone to have their own home of stability. At UWECI, we recognize that when we address an individual or family holistically, we are creating a pathway for success.

Slide 6: Economic Mobility

- A strategic focus on building economic mobility creates a pathway from crisis to stability with housing and workforce concerns being the key to this. When individuals or families have safe and affordable housing, it improves their physical, mental, and emotional well-being. Housing is the foundation for all our other focus areas to build upon to create a thriving community.

Quality and affordable housing

- **What we're up against:** Did you know that Iowa ranks #9 in the country for oldest homes? Homes built before 1970 are likely to have lead, asbestos, and lack energy efficiency. In addition to older homes, housing can also be very expensive. 40% of renters spend more than 30% of their income on housing.
- **Housing goals:** Our long-term goal at UWECI (United Way of East Central Iowa) is to work collaboratively within our community to address the need for more affordable housing units, improve housing quality, and address access to housing, all through an equity lens.
- **How we're getting there together:** With your support, we are part of a community group called the Alliance for Equitable Housing, where we are working through solutions for affordable and quality housing.
- **Your impact:** Your investment in UWECI will impact the quality of 26 homes and over 2,500 individuals this year.

Current Workforce

- **What we're up against:** 22% of households in Iowa are ALICE (Asset Limited, Income Constrained, Employed). ALICE individuals are employed but do not earn enough to meet the costs of a basic household budget.
- **Workforce goals:** Our long-term goal at UWECI is to work collaboratively within our community to create access to employment opportunities.
- **How we're getting there together:** With your support, we are creating community collaborative strategies to support individuals in entering the workforce and maintaining a livable wage. Another way you are helping us to create this pathway is through our VITA (Volunteer Income Tax Assistance) and utilizing community volunteers to do taxes for our community members.

- **Your Impact:** Your investment in UWECI will support 3,000 individuals with employment opportunities. Through VITA, you are able to help us bring \$2.4 million back into our community alone through federal and state returns.

Slide 7: Childhood Success

- Fostering childhood success is crucial in the early ages of childhood, and it doesn't end there. Our children are the future, and we are continuing to invest in them. Our focus is on shaping early childhood as well as future workforce.

Early Childhood Success

- **What we are up against:** For a single working mother almost half of their paycheck goes to childcare. All of this is going to ensure that your children have a safe environment to stay in while you are working to provide for your children, and this is before school-age years even begin.
- **Early childhood goal:** Our long-term goal at UWECI (United Way of East Central Iowa) is to gather a group to continue to find solutions for quality and affordable childcare.
- **How we are getting there together:** With your support, we are part of a community group called Envision East Central Iowa. In this group we are working regionally towards finding solutions for quality and affordable childcare.
- **Your impact:** Your investment in UWECI will support over 2,000 children in accessing early childhood resources.

School Age/Future Workforce

- **What we're up against:** Once your children progress through early childhood into school-age, they are presented with many new challenges, especially as they enter high school. The graduation rate for high school students in Linn County is 87% with even lower graduation rates for Hispanic, Latino, and black students. Of the kids who do graduate, almost 1/3 do not have any plans beyond graduation for education or career paths.
- **School Aged/ Future Workforce Goal:** Our long-term goal at UWECI is to work as a community to ensure every student has a path for their future. We also aim to create a strategy utilizing youth providers to develop solutions to support at-risk or crisis youth.
- **How we're getting there together:** With your support, we are creating collaborative community strategies, utilizing youth providers to create solutions to support overlooked youth in high need communities.
- **Your impact:** Your investment in UWECI will provide over 13,000 children with the support and access they need to be successful through after school and summer programs. These programs focus on fostering leadership development, success in schools and planning for future careers with access to resources children need to be successful in their journeys into adulthood.

Slide 8: Access to Healthcare

- Improving access to healthcare ensures that physical and mental healthcare is available and affordable for those who need it. Current barriers to access healthcare in Eastern Iowa include cost, transportation, language, and lack of providers. These disparities impact the overall health of Eastern Iowa, which causes a chain reaction of other challenges and needs.

- **What we're up against:** In the fall of 2021, Iowa households below the ALICE threshold were far more likely to report that they missed, delayed, or skipped their child's preventative check-up in the last 12 months. Mental health is just as important as physical health. In Iowa, adults reported their mental health was not good on 4.4 of the previous 30 days.
- **Goals:** Our long-term goal at UWECEI (United Way of East Central Iowa) is to invest in programs that support individuals with disparities in health outcomes to have equitable access to care and resources.
- **How we're getting there:** One of the many barriers individuals face in accessing healthcare is having transportation to it. With your support, we plan to enhance our 55+ volunteer driven transportation programs in our rural areas while also engaging with Managed Care Organization to improve care coordination and navigation services. UWECEI's leadership society Women United will also continue to advocate to reduce barriers to ensure healthcare is addressed for all women in our community.
- **Your Impact:** Your investment in UWECEI will impact over 9,800 individuals with 87% reporting improved access to healthcare. Through Women United's nonprofit partners, we will reach 2,835 women with 92% reporting improved access to healthcare.

Slide 9: Safety Net Services

- Supporting safety net services means "catching" individuals and helping them bounce back up if they fall onto hard times. UWECEI does not want a family or individual to have one crisis that sets them back for years.
- **What we're up against:** On July 27, 2022, a total of 276 individuals were served by local emergency shelters, transitional housing facilities, or were found living on the streets in Linn County alone. This is a high number which has continued to increase over the past two years. In addition, 7% of UWECEI's five-county area is food insecure or to put that in another perspective, that is over 21,000 individuals.
- **Goals:** Our long-term goal at UWECEI (United Way of East Central Iowa) is to understand barriers and implement strategies for individuals to access resources and help them navigate during times of crisis through services such as 211.
- **How we're getting there together:** With your support, UWECEI in collaboration with local community and nonprofit partners plans to move forward with the National Alliance to End Homelessness recent recommendations for Linn County. We are also working to ensure a strong, stable, accessible, safety net to support individuals by educating and promoting 211.
- **Your impact:** Your investment in UWECEI will serve 482 individuals in shelter. This also means 813,000 meals and over 9,000,000 pounds of food distributed.

Slide 10:

United Way makes it easier to help you give back to the community, we make sure that the dollars that we bring in go to the greatest good and help as many people as possible.

UWECEI works to foster a community where everyone can thrive: one that is sustainable, safe, and equitable.

Although we are the leader in connecting the community together to identify and address Eastern Iowa's greatest needs of housing, childhood success and access to healthcare, we could not do it without our partner agencies, and we couldn't do it without you.

Our campaign theme this year following is **What Inspires You?** What inspires us at UWECI is seeing firsthand the issues and then together, creating solutions to better Eastern Iowa. It's our hope that our vision will inspire you to support Eastern Iowans VIA United Way and be the change we need to foster an inclusive and prosperous community.

To inspire people to give back through **Volunteering**. Volunteer your time and talent at area nonprofits, from reading with kids to delivering meals to homebound.

Invest your dollars with United Way, and we'll partner with area nonprofits to ensure your investment goes towards our community's greatest needs. You can do this through workplace giving, individual donations, or estate planning.

Advocate for a cause that matters to you. UWECI provides advocacy groups and programs to help build stronger communities. We do not need a few people to give a lot, we need a lot of people to give what they can, and everyone can do something.

What we do:

- 31 partner agencies with over 49 programs supported with the new funding cycle
- Day of Caring this year had over 1,300 volunteers from 56 companies that helped 49 non-profits
- Women United continues to support women in our community through four agencies they help fund; quick little plug their Power of the Purse event is coming up in a few weeks
- Emerging Leaders United focuses on connecting engaged individuals who are driven to make a difference and desire to address the most critical needs of the community, by energizing emerging leaders to create lasting change in Eastern Iowa by providing opportunities in leadership development, volunteering, and educational and networking events.
- Our Volunteer Income Tax Assistance program helps assist low-income households by providing tax preparation services
- 211 is an information and referral service, available 24/7, by phone, text, website, or app

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Are there any questions?

Slide 12:

Thank you!