

UWECI (United Way of East Central Iowa) Talking Points & Elevator Speech

If You Have Less Than a Minute...

- United Way of East Central Iowa believes in a strong, thriving community where everyone belongs.
- United Way of East Central Iowa serves five counties in Eastern Iowa: Benton, Cedar, Iowa, Jones, and Linn.
- 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 32 agency partners, and fund 50 programs through those partnerships.

If You Have a Couple More Minutes...

- UWECI believes in a strong, thriving community where everyone belongs. Together with its partners, volunteers, advocates, and donors, UWECI creates solutions to fill various gaps of need.
- Housing, childcare, and safety net services are Eastern Iowa's three greatest needs. From these priorities, UWECI developed a community-driven strategy, **Unite to Inspire: A Home of Stability Creates a Stronger Community**.
- **Unite to Inspire** consists of four focus areas: building economic mobility, fostering childhood success, improving access to healthcare and supporting safety net services.



- **Building economic mobility** means focusing on how we answer housing and workforces needs within our community. When individuals and families have the foundation of safe and affordable housing, their path to stability in our other focus areas (fostering childhood success, improving access to healthcare, and supporting safety net services) is clear.
 - Creating a path from crisis to stable for families
- **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 opportunities, setting up school-aged children for success as well as our future workforce.
 - The first years of a child's life set the tone for future success in education, well-being and stability.
- **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.
 - UWECI is focusing on investing in programs that support individuals with disparities in health outcomes to have equitable access to care and resources.
- **Supporting safety net services** means "catching" individuals and helping them bounce back if they fall onto hard times. UWECI does not want a family or individual to have one crisis that sets them back for years.
- Our work creates opportunity, promotes equity and inclusion, and improves lives and communities.
- UWECI creates lasting impact through three key ways:
 - through...
 - **Volunteering**,
 - **Advocating** for change and
 - **Investing** in solutions.

Words to Use:

- | | |
|--------------------------|-----------------|
| - Sustainable change | - Collaborative |
| - Creating opportunities | - Engaged |
| - Filling gaps of need | - Purpose led |
| - Inclusion | |

Words to avoid: fundraiser, greater good, charity, handout, needy