

# WE FIGHT FOR LASTING CHANGE



United Way  
of East Central Iowa

NEWSLETTER | NOVEMBER 2023

## A NOTE FROM OUR CEO

We've been inspired this past year by community champions like you who have helped us foster an environment where everyone can thrive. The growth we've accomplished has shown us the potential of cultivating deeper solutions to address our communities' top needs of housing, childcare, and safety net services.

You have likely heard of our updated funding process that was reconstructed in conjunction with our *Unite to Inspire* focus areas, with vulnerable populations and racial equity at the forefront. Everything that contributed to the new funding process is part of UWECI's building blocks to support healthy and secure lives for individuals and families.

We continue to integrate our *Unite to Inspire* strategies into our work and act creatively to find more opportunities for people to make a greater impact. UWECI volunteers brought \$2.4 million back into the community through our Volunteer Income Tax Assistance (VITA) program, which provides financial stability to local individuals and families, further building economic mobility. Women United's annual Power of the Purse event raised a new record of more than \$32,000 for its mission to further improve access to healthcare for un- and under-insured women.

This work are examples of what can be accomplished through collaborations and partnerships among our United Way supporters. This year, we are asking the question, "What inspires you?" Take a moment to reflect about what inspires you to give back to the community you live in. Your support for the causes you are most passionate about helps us discover new ideas and find sustainable solutions for a more equitable Eastern Iowa.

Thank you for joining us in these efforts.



*Kristin Roberts*

**Kristin Roberts**  
President & CEO

## ANNUAL REPORT



The FY23 annual report is here! It's amazing to look back and see what United Way of East Central Iowa

(UWECI) accomplished this year in collaboration with our supporters. We worked toward a strong foundation for all Eastern Iowa by updating our funding cycle to better align with our *Unite to Inspire* strategies to include vulnerable populations and racial equity.

Discover how we created new solutions to assist in building a better community this past year, and see how we are inspiring others in Eastern Iowa to get involved with United Way at [uweci.org/FY23](https://uweci.org/FY23).

## END OF YEAR GIVING



The end-of-year giving season is a time that brings our community together to inspire people to help others and shape the communities

in which they live. Donating to help local families can also reduce your taxable income. Consider giving to UWECI and help support a thriving Eastern Iowa. 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.



## HOLIDAY GIVING GUIDE



There are several opportunities to support Eastern Iowa during this holiday season. Whether it's through actions or donations, our Holiday Giving Guide has all the details to connect you to organizations with the greatest needs this holiday season. Find those opportunities here: [go.uweci.org/holiday-2023](https://go.uweci.org/holiday-2023).

## STAY CONNECTED, SHARE OUR IMPACT



This year, we have refined our approach to identify where we can make the greatest impact in Eastern Iowa. By staying connected with us, you can learn about different volunteer opportunities, find areas of interest to invest, and discover ways to use your voice to advocate. Stay connected by subscribing to a newsletter that fits your interest by visiting [go.uweci.org/email-subscription](https://go.uweci.org/email-subscription).



## WORKPLACE CAMPAIGN: WHAT INSPIRES YOU?

Our workplace campaign season is in full swing, uniting companies and organizations to foster an equitable community for all. This year, we are asking the question, "What inspires you?" Think about what inspires you to give back to your community. We are continuously inspired by the creative thinking of area companies and their campaign coordinators in support of our mission.

