



**UNITED  
WE FIGHT**



United Way  
of Central Iowa



After earning his high school equivalency diploma through United Way's Bridges to Success, Maurice is working full time as a truck driver and taking college courses.

**UNITED  
WE WIN**

## **Problems.**

The ones people don't talk about. The ones that seem impossible to solve. We go looking for them.

We are more than fundraisers.

We are the **HAND-RAISERS**. The **GAME-CHANGERS**.  
The roll-up-our-sleeves and start-doing **IMPACT-MAKERS**.

## **TOGETHER WE FIGHT.**

So every child succeeds.  
So every worker gains skills for a good job.  
So every person can live healthy.  
So every family has a place to call home.

Because central Iowa is worth the fight.  
And you are, too.

Together, to live better, we **LIVE UNITED**.



United Way  
of Central Iowa

# WE LEAD THE FIGHT

Our community faces tough issues. United Way of Central Iowa mobilizes the resources, innovation, passion, and hard work needed to tackle these challenges at their roots. Together we fight for change on a scale no single organization can achieve on its own.



## UNITE

We bring together donors, volunteers, businesses, nonprofits, government, and those in need.



## STRATEGIZE

We gather the most relevant data and best ideas to find solutions for our community.



## TACKLE

We invest in programs, lead initiatives, and inspire others to join our efforts.



## EVALUATE

We measure results to ensure that we make progress toward our Goals for 2020.

All of our work drives central Iowa toward achieving community Goals for 2020 in Education, Income, and Health—the building blocks for a better life:



## EDUCATION

Increase the percentage of central Iowa students who graduate from high school to 95%




## INCOME

Increase the percentage of central Iowans who are financially self-sufficient to 75%



## HEALTH

Increase central Iowa's Gallup-Sharecare Well-Being Index score (a comprehensive measure of health) to 64.5



Bonito is studying technology on a full-tuition scholarship at Iowa State University. He is the first in his family to attend a four-year college. It started with a United Way-funded out-of-school program that taught coding and other STEM topics. "Pi 515 ignited that spark," he says.

**STUDENTS WHO PARTICIPATE  
IN OUT-OF-SCHOOL PROGRAMS  
ATTEND MORE SCHOOL AND  
PERFORM BETTER ON TESTS  
COMPARED WITH PEERS.**

Source: Durlak et. Al.

# EDUCATION

## 2020 GOAL:

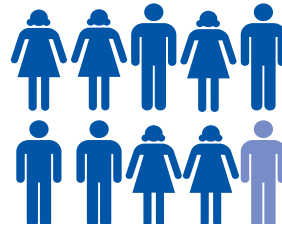
Increase the percentage of central Iowa students who graduate from high school to 95%

### CENTRAL IOWA HIGH SCHOOL GRADUATION RATE



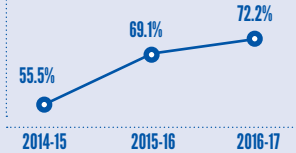
Source: Iowa Dept. of Education

## FOCUS GOAL:



**90%** of third-graders will read proficiently by 2020. Third-grade reading is the No. 1 predictor of high school graduation.

## LITERACY SKILLS



In 2016, more central Iowa kindergarteners were proficient in literacy skills.

(FAST test, 2017)

## AFTER THE BELL

**23,351** children participated in United Way-funded programs promoting academic growth during out-of-school hours. **94%** showed good attendance, and **89%** passed all classes.

## ACTIVE STUDENTS

Nearly **two-thirds** of middle school students and half of high school students in Des Moines Public Schools participated in at least one **out-of-school activity**. United Way of Central Iowa funds school coordinator positions and after-school programs to increase student engagement.

Our 3<sup>rd</sup> Graders Must  
**READ!**  
TO SUCCEED.

United Way's **READ to SUCCEED** initiative engages central Iowans in helping students read proficiently by the end of third grade.

**690** Power Read volunteers read weekly with elementary students—a key to raising reading scores.

Of students who read with a **Book Buddy** volunteer in the year before kindergarten, **10% more** are reading proficiently three years later, compared with peers not in the program.

**736** students at 19 central Iowa schools received glasses to help them read through **Vision to Learn** this school year. Most students at these schools qualify for free and reduced-price lunch.




ADVOCACY



VOLUNTEER





Tara arrived in the U.S. from a refugee camp in Nepal and struggled to earn enough to support her family. Then she received her high school equivalency diploma through Bridges to Success and is training to become a nurse through Central Iowa HealthWorks, both United Way programs. "I have so many opportunities now," Tara says.

**55% OF ALL JOBS IN CENTRAL IOWA REQUIRE SOME POSTSECONDARY EDUCATION UP TO AN ASSOCIATE DEGREE, BUT ONLY 32% OF THE WORKFORCE HAS THE RIGHT SKILLS FOR THESE JOBS.**

*Source: Iowa Workforce Development*

# INCOME

## 2020 GOAL:

Increase the percentage of central Iowans who are financially self-sufficient to 75%

# 11,003

more central Iowans were financially self-sufficient in 2016 than the year before.

(U.S. Census Bureau, American Community Survey)

United Way's **Bridges to Success** initiative uses innovative strategies to help central Iowans obtain a high school equivalency diploma (HSED).



In 2017, the Iowa Legislature unanimously passed legislation to expand the number of pathways to earn a HSED. United Way advocated for this change.



**1,640** individuals enrolled to earn a HSED and received supportive coaching. Of those who graduated, **40%** increased their income.

## PERCENT OF CENTRAL IOWANS WHO ARE SELF-SUFFICIENT

*250% of the federal poverty level; minimal public assistance or family support needed*



Source: U.S. Census Bureau, American Community Survey, most recent 5-year estimates for Polk, Dallas, and Warren Counties (2012-2016)

## FOCUS GOALS:

**10K** high school equivalency diplomas will be awarded to central Iowans by 2020.

**20%** of central Iowa adults with no postsecondary education or training will make progress toward an associate degree by 2020, an increase of **15,000** individuals from 2008.

# \$9.2 MILLION

in tax refunds went to central Iowans with the help of **190 Volunteer Income Tax Assistance (VITA)** volunteers and through MyFreeTaxes, both United Way programs.



VOLUNTEER

# 13,103

more central Iowans (ages 18-64) have progressed toward or obtained an associate degree since 2009.

(U.S. Census, American Community Survey, 2012-2016)

**\$7.6 million** was added to the state budget to support Child Care Assistance for working families who faced the loss of benefits. In 2017, United Way's **OpportUNITY** initiative advocated for this change to promote financial stability.



ADVOCACY

# 182

individuals gained high-demand skills through United Way's **Central Iowa Works**.

# 245

participants have enrolled in health care education and training through **Central Iowa HealthWorks**. **66%** of participants are minorities.



At a vulnerable time in her life, Jessenia connects with other high school girls at Empowerment groups, funded by United Way. There they learn self-esteem and stress-management, among other skills. "We can voice our opinions, and we all listen to each other and are respected," says Jessenia.

**LONELINESS IS AS DAMAGING  
TO ONE'S HEALTH AS SMOKING  
15 CIGARETTES A DAY.**



# HEALTH

## 2020 GOAL:

Increase central Iowa's  
Gallup-Sharecare Well-Being  
Index score to 64.5

### CENTRAL IOWA WELL-BEING INDEX SCORES

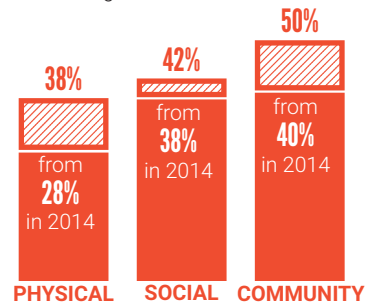
*A comprehensive measure of health*



Source: Gallup-Sharecare Well-Being Index, West Des Moines-Des Moines  
Metropolitan Statistical Area (MSA)

### FOCUS GOALS:

Increase the percentage of  
central Iowans who are thriving in  
**physical**, **social**, and **community**  
well-being to:



United Way's **5-2-1-0** initiative  
promotes healthy habits where  
children live, learn, and play.



**51,000+**

central Iowa children and  
families learned healthy  
habits through 27 schools,  
child care centers, and health care clinics.

**2,150**

residents in the 50314 ZIP code  
engaged with United Way  
partners to increase social  
connections, neighborhood safety, access to  
affordable housing, and youth engagement.

258 volunteers donated

**10,911 lbs.**

of fruits and  
vegetables  
to food  
pantries from corporate giving gardens,  
feeding 4,364 central Iowans.



VOLUNTEER

**2,290**

central Iowans  
accessed United  
Way-funded  
mental health  
programs.



are maintaining  
or improving  
their well-being  
as a result of  
receiving these  
services.



**1,133**

providers received  
United Way-funded  
training on how to  
help central Iowans who have  
experienced trauma build resiliency.

United Way of Central  
Iowa successfully  
advocated to protect  
dental and vision



ADVOCACY

screening requirements for  
Iowa's K-12 students, ensuring  
access to preventive services  
that promote healthy childhood  
development.

# ESSENTIAL NEEDS

United Way of Central Iowa aims to ensure that all central Iowans have access to food, shelter, and other basic needs. When these needs are not met, children cannot learn in school, families cannot be financially stable, and individuals cannot enjoy health and well-being.

**104,475** meals and food items were served or distributed to individuals/families through United Way-supported pantries and shelter services.

**THREE NEW MOBILE PANTRIES** were launched in Polk and Dallas Counties to increase access to food through the actions of **OpportUNITY's** Food Insecurity work group.



**2,842** people accessed United Way-funded services for homelessness.

**300** families moved from shelter to permanent housing.

*(Institute for Community Alliance, Point in Time Study, 2016-2017)*



**24,736** calls were received by United Way's 2-1-1 helpline in 2017. 2-1-1 serves a 15-county area and helps central Iowans address essential needs. Among the calls received:

 **5,558** were to find housing.

 **1,264** were to find food.

 **1,187** were for legal assistance.

**2,720** people received United

Way-funded legal assistance to help increase financial stability. Successes include:

- **670** families/individuals stayed in their homes.
- **970** people received legal assistance with housing issues.
- **833** families/individuals were protected from losing assets such as income, a vehicle, or a home.

United Way of Central Iowa supports these services that might help you or someone you know:



Get your taxes prepared for free.



Help kids practice healthy habits.



Connect to local support 24/7.

# MAKE AN IMPACT

Central Iowa is one of the top communities nationwide that gives to United Way, thanks in large part to many generous leaders who donate \$1,000 or more annually. As a Leadership donor, you may direct your donation to an affinity group to fund specific initiatives, attend members-only networking events, and earn special recognition.

## Women United

Formerly Women's Leadership Connection, Women United improves the quality of early care and learning to ensure that children are ready for school and reading by third grade. Women United membership begins at \$1,000, with Lead Member contributions beginning at 2,500. [WomenUnitedDSM.org](http://WomenUnitedDSM.org)



## Education Leadership Initiative

Ensure that middle school youth successfully make the transition to high school and succeed through graduation. ELI membership begins at \$1,000, with Lead Member contributions beginning at \$2,500. [unitedwaydm.org/eli](http://unitedwaydm.org/eli)

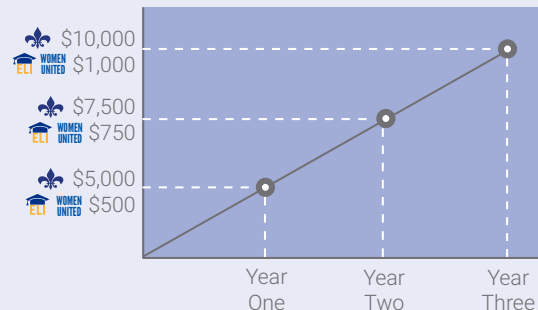


## Tocqueville Society

Our community's premier giving society, Tocqueville contributions are strategically invested in programs that improve our community. Membership begins at a contribution of \$10,000 or more per year. [unitedwaydm.org/tocqueville](http://unitedwaydm.org/tocqueville)



Enjoy the benefits of ELI, Women United, or Tocqueville Society membership by joining a three-year step-up program.



## LINC

United Way LINC unites individuals ages 30 and under who invest in essential needs. Join with a donation of \$250 or more and receive opportunities to volunteer and network. [unitedwaydm.org/linc](http://unitedwaydm.org/linc)



# JOIN THE FIGHT

Behind our work are people like you who raise their hands, roll up their sleeves, and get involved. Your actions can create a better future for families in central Iowa.

## GIVE

Direct your donation to United Way of Central Iowa. Every dollar is amplified through a unified effort to solve our community's toughest challenges.

## ADVOCATE

Speak up for a cause you care about and for those in our community whose voices aren't heard. Follow us on social media and share your thoughts.

## VOLUNTEER

Read to a child. Share your time and your talents. Get your hands dirty, and make a connection.

Support United Way in your workplace campaign or online at:

**[LiveUnitedDSM.org](https://LiveUnitedDSM.org)**



# WHAT DO YOU FIGHT FOR?

United Way fights for the health, education,  
and financial stability of all central Iowans.

TELL YOUR STORY: [#LiveUnitedDSM](#) [@UnitedWayCI](#)   

Learn more at [LiveUnitedDSM.org](https://LiveUnitedDSM.org)