2020-2021 CAMPAIGN CABINET

United Way of Johnson & Washington Counties
1150 5TH Street, Suite 290
Coralville, IA 52241
319-338-7823
UnitedWayJWC.org

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2020-2021 Campaign Co-Chairs

**Ryan Bell**  
Franchise Owner, Iowa City Area  
Locals Love Us  
Cell: (319)333-4534  
ryno@localsloveus.com

**Anna Moyers Stone**  
Vice President,  
MidWestOne Bank  
Office (319)356-5937 Cell: (319)621-4424  
AStone@midwestone.com

2020-2021 Campaign Cabinet

**David J. Bright**  
Attorney  
Pugh Hagan Prahm PLC  
Office: (319) 351-2028  
dbright@pughhagan.com

**Tim Carty***  
Director of Talent Attraction  
ICR Iowa  
Cell: (563) 542-2463  
timcarty22@gmail.com

**Dan Clay**  
Dean, College of Education  
University of Iowa  
Office: 319-335-5380  
dan-clay@uiowa.edu

**Mary Lou Close***  
Community Volunteer  
Cell: (319) 621-5025  
close.marylou@gmail.com

**Alison Ames Galstad***  
Library Director  
Coralville Public Library  
Office: (319) 248-1858 Cell: (319) 530-1215  
agalstad@coralville.org

**Laura Kivlighan**  
Marketing Manager  
University of Iowa College of Law  
Office: (319) 467-4785 Cell: (301) 509-9964  
laura-kivlighan@uiowa.edu

**Anthony Lehnertz**  
Associate Director of Development, Tippie College of Business  
The University of Iowa Center for Advancement  
Office: (319) 467-3359 Cell: (319) 400-4291  
Anthony.Lehnertz@foriowa.org

**Angela McConville***  
Special Projects Coordinator  
City of North Liberty  
Office: (319) 626-5722 Cell: (319) 331-1545  
amcconville@northlibertyiowa.org

**Rebecca Neades**  
Vice President/Governmental Affairs  
GreenState Credit Union  
Cell: (319) 321-9879** Office: (319) 248-7180  
rebecca.neades@greenstate.org

**Steve Quigley**  
Manager, Client Retention and Growth  
Shazam  
Cell: (319) 440-5299  
squigle@shazam.net

**Andrew Strauss***  
Business Banking Relationship Manager  
US Bank  
Office: (319) 356-9084  
andrew.strauss@usbank.com

**Aaron Schaefer***  
Vice President, Investment Officer Lead  
Hills Bank  
Office: (319) 665-5756 Cell: (319) 310-7394  
Aaron_Schaefer@hillsbank.com
Jeff Schebler*
Vice President, Commercial Banking
MidWestOne Bank
Office: (319) 356-5816 Cell: (319) 333-4231
jschebler@midwestone.com

Tiffani Shaw*
UI Center for Advancement
Executive Vice President & COO
Office: (319) 467-3835 Cell: (319) 530-3354
Tiffani.Shaw@foriowa.org

Joe Vens*
Risk Advisor
Relion Insurance Solutions
Office: (319) 887-3732 Cell: (563) 503-1959
jvens@ins.com

Tyler Warner
Chief Executive Officer
Iowa City Area Association of Realtors®
Office: (319) 338-6460 Cell: (937) 344-8538
Tyler@icaar.org

Eric Weiler*
Associate Director of Development
Kirkwood Community College
Cell: (319) 430-3668
Eric.Weiler@kirkwood.edu

Adjunct Cabinet Members
Bob Dvorsky*--Advisory Role for Unions & UI
Home: (319) 351-0988
Cell: (319) 430-4762
bobdvorsky@yahoo.com

Sue Dvorsky*—Advisory Role for ICCSD
Home: (319) 351-0988
Sue Cell: (319) 430-6699
sdvorsky1@gmail.com

*Previous Cabinet Members
**Preferred Number
MEET THE STAFF
UnitedWayJWC.org/Staff

Katie Knight
President & CEO
Cell: (941) 356-9324
katie.knight@unitedwayjwc.org

Trisha Smith
Vice President of Development & Marketing
Cell: (319) 270-4827
trisha.smith@unitedwayjwc.org

Patti Fields
VP for Community Impact & Engagement
Cell: (319) 936-3355
patti.fields@unitedwayjwc.org

Terri Anderson
Director of Finance & Operations
Cell: (319) 331-6008
terri.anderson@unitedwayjwc.org

Wendy Nolan
Community Strategies Coordinator
Cell: (319) 321-2562
wendy.nolan@unitedwayjwc.org

Carol Rowland
Finance & Pledge Services Coordinator
Cell: (319) 331-2029
carol.rowland@unitedwayjwc.org

Erin Balvanz
55+ RSVP Program Director
Cell: (201) 247-8260
erin.balvanz@unitedwayjwc.org

Amy Schaefer
Administrative Assistant
Cell: (319) 217-0046
amy.schaefer@unitedwayjwc.org

MEET THE BOARD
UnitedWayJWC.org/Board-Directors
UWJWC
2020-21 CAMPAIGN CABINET HANDBOOK
MISSION & POSITION DESCRIPTION

UWJWC MISSION
To improve lives by uniting the caring power of community in Johnson & Washington Counties. See more HERE.

ABOUT UNITED WAY OF JOHNSON & WASHINGTON COUNTIES
Founded in 1919, United Way of Johnson & Washington Counties has been serving our community for over 100 years. United Way is the go-to-place for social impact. United Way’s relationship with business, government organizations, nonprofits, faith groups and caring individuals provides a unique perspective into the needs of our local communities and can take stock of the gaps in services. To help drive impact, innovative strategies with the right partners from the for-profit, nonprofit, and public sectors can deliver long-term solutions to Education, Income, Health and Basic Needs challenges:
- Education – Improve school readiness, student success and preparation for higher education and the workforce
- Income - Increase access to basic needs and financial stability
- Health and Well-being- Advance peoples’ health, development, and safety

HOW DO YOU CONNECT?
- Do you have a passion about reducing food insecurity?
- Have you had an elderly friend or relative who has needed special care or services to age with dignity?
- Are you concerned about children falling behind academically and never getting the real help they need to succeed?
- Do you want to help your neighbor make connections to financial help and resources?

CAMPAIGN CABINET POSTION DESCRIPTION
The Campaign Cabinet consists of approximately 20 members. Cabinet members work with organizational leadership from business, government, and nonprofits to customize fundraising tactics that ensure a successful and educational workplace campaign.

PURPOSE
To plan and implement the strategies essential to engage and fundraise with individuals and corporations who want to improve lives in our communities.

CABINET MEMBERS
- Will receive cabinet orientation and training.
- Participate in planning and assignments of accounts to team members.
- Analyze campaign data with staff.
- Prepare a customized approach to each account working in team with co-cabinet members, business leadership, Employee Campaign Coordinators and United Way staff.
- Assist in conducting virtual and live presentations, events, and other fundraising activities within the workplace.
- Prospect and contact new donor accounts and individuals.
- Communicate with Cabinet members and UWJWC Vice President of Development & Marketing to report on workplace accounts and seek assistance if needed.
- Attend Campaign Cabinet meetings to report progress, assess effectiveness of tactics and receive campaign updates.
- Serve as a champion and ambassador for United Way in the greater community.
THE CALENDAR
UWJWC manages 70 to 80 workplace campaigns between early August and mid-February. Time commitment includes Campaign Cabinet training, monthly Cabinet Meetings, and active involvement in assigned workplace campaigns plus additional “fun” events. United Way’s peak campaign season is September through November.

The Campaign Cabinet will meet once a month from September through February. Meetings will be held at a UWJWC Partner Agency with a tour provided after the meeting:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Cabinet Orientation 2.0</td>
<td>Thursday, July 23rd</td>
<td>Virtual 4:30-5:30pm</td>
</tr>
<tr>
<td>Campaign Cabinet Orientation 3.0</td>
<td>Thursday, August 27th</td>
<td>Virtual 4:30-5:30pm</td>
</tr>
<tr>
<td>Campaign Kickoff</td>
<td>Tuesday, September 15th</td>
<td>TBD 8am</td>
</tr>
<tr>
<td>Campaign Cabinet Meeting</td>
<td>Wednesday, September 23rd</td>
<td>Virtual 8am-8:45am</td>
</tr>
<tr>
<td>Campaign Cabinet Meeting</td>
<td>Wednesday, October 21st</td>
<td>Virtual 8am-8:45am</td>
</tr>
<tr>
<td>Campaign Cabinet Meeting</td>
<td>Wednesday, November 18th</td>
<td>Virtual 8am-8:45am</td>
</tr>
<tr>
<td>Campaign Cabinet Meeting</td>
<td>Wednesday, December 16th</td>
<td>Virtual 8am-8:45am</td>
</tr>
<tr>
<td>Campaign Cabinet Meeting</td>
<td>Wednesday, January 20th</td>
<td>Virtual 8am-8:45am</td>
</tr>
</tbody>
</table>

Beginning Mid-January, the Cabinet Co-Chairs will reach out to the Cabinet every 2 weeks as we near the end of the campaign.

Calendar invites for the above meetings, as well as additional activities have been and will continue to be emailed.
DISASTER ASSISTANCE - In times of disaster, United Way provides volunteer coordination and resources to aid in relief and recovery efforts. Long-term recovery from disasters takes time, money, volunteers, and strong partnerships, and we stand ready to facilitate providing resources to those who need it most. COVID-19 was, and is, a new challenge for us; but we are up to it. United Way was built for this. 100% of the funds donated to United Way of Johnson & Washington Counties’ Community Disaster Relief Fund were distributed to our neighbors. United Way processed nearly $119,000 in requests from 154 Households, serving 227 adults and 206 children.

John works as a custodian for the University, his first steady job in over a year. His income affords him to live in a small apartment and covers his needs. When the University did not return from Spring Break, John found his job was on hold. Worried about losing his income and becoming homeless, he called the United Way of Johnson & Washington Counties Disaster Line for help. John received assistance with his April rent, information about a local funding source that could help with his electric bill and was connected to a United Way funded community pantry for food assistance. John, unable to wait to return to work, is looking for a new job but fearful that the economy will limit his opportunities.

The young woman’s deep rolling sobs came from her belly and caught in her throat so forcefully that even quick, shallow breaths were difficult. She had been laid off when coronavirus hit. She is a single mom of four children and lives in a small, rural town. She had tried applying for unemployment, but her application had been held up. What little savings she had were gone. She did not know how she was going to pay her rent, let alone electricity or water bills. She did not know how long she would be able to stretch what she had in her pantries. All her hard-earned stability had been toppled by an invisible virus a billionth of our size, but massive enough to wipe out the life she knew. She picked up her phone and reached out to the only lifeline that came to mind: 211. On the receiving end was 211 operator Amanda Arrasmith Kerr. She let the young mother cry and vent. Then, when the young woman was ready, Amanda told her where in her community she could go for help. On March 8, Iowa’s Department of Public Health designated United Way’s 211 as the public point of contact for Iowans with coronavirus questions. A federally designated phone number that is often used in times of emergency, United Way’s 211 and the people who answer the phones confidentially connect those in need with local resources. As COVID-19 became more and more prevalent, the lines “exploded,” marking a 300% increase in call volume, answering more than 35,000 queries since the pandemic began.

People in our community are struggling daily with economic challenges as a direct result of the Coronavirus Pandemic. One of the ways United Way of Johnson & Washington Counties responded to this crisis was by organizing CONNECT pop up sites. Information, applications, and resources range from Employment & Public Benefits, Rent, Utility, & Mortgage Housing Assistance, Iowa City Community School District Services, Head Start/Early Head Start, and more – all under one roof. All CONNECT pop up support are free to local individuals and families.

In addition, during COVID-19 United Way of Johnson & Washington Counties:

- Partnered with Laundromania to provide a free laundry day for those impacted by COVID-19.
- Coordinated with Iowa City Noon Rotary for a meal distribution to front line workers and community members most vulnerable to coronavirus.
- Supported KWWL and Cadenza of West High School for fundraising events.
- Joined with the Community Foundation of Johnson County for “Mask-Up” - a volunteer effort that provided over 2,000 masks to community organizations.
- Participated with local officials & nonprofits on the Emergency Operating and Planning group and Long-Term Recovery Committee.
- Served as a trusted source, informing the community by email daily, then weekly, on COVID related news.
EDUCATION INITIATIVES - Reading proficiency by third grade is one of the most powerful predictors of future academic and career success. In fourth grade children switch from "learning to read" to "reading to learn."

My Very Own Book Drive: A community-wide book drive from which over 8,000 books were donated in 2019 and are currently being distributed.

Reading Buddies: This program partners community volunteers with young student readers to help develop language and literacy skills.

Pen Pal Program: Volunteers are paired with elementary students to become a Pen Pal to foster positive connections. The program helps students practice the art of writing, increase literacy skills and build positive relationships.

Literacy Kits: A "Literacy Kit" is comprised of a book and a game or activity designed to make reading interactive.

Summerships: Provides 84 Summership scholarships for children who otherwise could not afford to go to a summer camp.

HEALTH INITIATIVES – Helping children and adults in our community thrive through an integrated approach to health and wellness creating good habits for life.

Healthy Kids Initiative: Healthy Kids is an initiative that provides health services to school-aged children and their younger siblings with unmet health needs to improve access to health care and reduce barriers to learning.

FINANCIAL STABILITY INITIATIVES - Financial education and literacy aim to increase the ability to make decisions regarding the management of money.

CONNECT Pop Ups: CONNECT pop up support is free to local individuals and families. During pre-registration, individuals self-identify their most pressing needs. At the CONNECT pop up sites volunteers and staff share relevant information, applications as well as make referrals to local non-profits for attendees.

Community Assessment: United Way of Johnson & Washington Counties convenes the process for researching and assessing community conditions every five years and leads multi-sector goal setting every ten years. By developing strategies, recruiting resources, and requiring accountability to drive change, United Way focuses on delivering results by monitoring progress and change in community conditions.
UWJWC
2020-21 CAMPAIGN CABINET HANDBOOK
UNITED WAY PARTNER AGENCIES...CAUSES WE FUND
UnitedWayJWC.org/Partner-Agencies

Education
4Cs Community Coordinated Child Care
The ARC of Southeast Iowa
Big Brothers Big Sisters of Johnson Co.
Girl Scouts of Eastern Iowa and Western Illinois
Hawkeye Area Community Action Program (HACAP)
Joan Buxton School Children’s Aid
Neighborhood Centers of Johnson County
United Action for Youth (UAY)

Financial Stability
CommUnity Crisis Services & Food Bank
Coralville Community Food Pantry
Free Lunch Program
Goodwill of the Heartland
The Housing Fellowship
Iowa Legal Aid
Iowa Valley Habitat for Humanity
North Liberty Community Pantry
Shelter House
Table to Table

Health
Abbe Mental Health Center
Domestic Violence Intervention Program (DVIP)
Elder Services, A Program of Horizons
Geriatric & Special Needs Dental Program
Healthy Kids School-Based Clinics
Hillcrest Supported Living
Iowa City Free Medical & Dental Clinic
National Alliance on Mental Illness—Johnson Co.
Aging Services/Pathways Adult Day Health Center
Prelude Behavioral Services
Rape Victim Advocacy Program (RVAP)
Visiting Nurse Association (VNA)
## Activity

<table>
<thead>
<tr>
<th>#Literacy Kits Distributed</th>
<th>1,641</th>
</tr>
</thead>
<tbody>
<tr>
<td>#Childrens Books Donated</td>
<td>5,180</td>
</tr>
<tr>
<td>#Desks Built</td>
<td>80</td>
</tr>
<tr>
<td>#Summerships Awarded in summer 2018</td>
<td>84 (69 Johnson County, 15 Washington County)</td>
</tr>
<tr>
<td>Adopt A Family Data</td>
<td>46 families adopted</td>
</tr>
<tr>
<td>Leadership Directory Data</td>
<td>543-unique visitors, 963-page views</td>
</tr>
<tr>
<td>#Individuals Received Job Training</td>
<td>259</td>
</tr>
<tr>
<td>#Individuals Received Crisis Services</td>
<td>19,908</td>
</tr>
<tr>
<td>Literacy Kit Volunteers (Apr. '18-Mar. '19)</td>
<td>725 vols, 1195.25 hrs. = $30,395*</td>
</tr>
<tr>
<td>UI Student Athletes Day of Caring (Apr. 29 '19)</td>
<td>244 vols x 2.5 hrs. = $15,512*</td>
</tr>
<tr>
<td>Get Moving for Healthy Kids Walk (Sept 15)</td>
<td>21 vols x 2.5 hrs. = $1,335*</td>
</tr>
<tr>
<td>P&amp;G Deployment Day (June 21)</td>
<td>415 vols x 1.5 hrs. = $15,830*</td>
</tr>
<tr>
<td>FRY Fest (Aug. 30)</td>
<td>182 vols x 2 hrs. = $9,257*</td>
</tr>
<tr>
<td>Build Me A Learning Space (Oct 24 &amp;25)</td>
<td>63 vols x 1.5 hrs.. = $2,403*</td>
</tr>
<tr>
<td>Iowa City Book Festival (Oct. 5)</td>
<td>41 vols x 1 hr. = $1,042*</td>
</tr>
<tr>
<td>Levitt United (Nov. 12 &amp;13)</td>
<td>108 vols x 2 hrs. = $5,493*</td>
</tr>
<tr>
<td>The Graduate Gingerbread (Dec 8)</td>
<td>5 vols x 3.5 hrs. = $445*</td>
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<tr>
<td>MLK Day of Service (Jan. 20)</td>
<td>182 vols x 2.5 hrs. = $11,571*</td>
</tr>
<tr>
<td>One Book Two Book Festival (Feb. 21 &amp; 22)</td>
<td>32 vols 1.5 hrs.. = $1,226*</td>
</tr>
<tr>
<td>#Volunteer Hours Donated</td>
<td>86,131 hrs.</td>
</tr>
<tr>
<td>#Workplaces Engaged in Service</td>
<td>43</td>
</tr>
<tr>
<td>#People Volunteers</td>
<td>5,422</td>
</tr>
<tr>
<td>#Reading Buddies</td>
<td>88</td>
</tr>
<tr>
<td>#Pen Pals</td>
<td>275</td>
</tr>
<tr>
<td>#UI Student Volunteers</td>
<td>757</td>
</tr>
<tr>
<td>RSVP volunteers</td>
<td>361</td>
</tr>
<tr>
<td>RSVP volunteer hours</td>
<td>11,788</td>
</tr>
<tr>
<td>Individuals Received Transportations for Medical Appointments</td>
<td>123</td>
</tr>
<tr>
<td>RSVP Volunteers Trained as Medical Transport Drivers</td>
<td>37</td>
</tr>
<tr>
<td>RSVP Medical Transport Rides Provided</td>
<td>901</td>
</tr>
</tbody>
</table>

## Total Campaign Contributions 2019

$2,164,555

## Total Value of Community Volunteer Activities

$94,509

## Total Partner Agency investment

$2,304,286

* # People X # Hours x $25.43 =
2020-21 Employee Campaign Coordinators (ECC)
Each company’s ECC leads the workplace campaigns for their respective companies and serves as the primary contact.

PRE-CAMPAIGN
As a 2020-21 Campaign Cabinet member, we ask you to complete a Company/Prospects List. The information you provide will allow United Way to align local companies and prospect companies with each cabinet member. Cabinet members will be placed in teams made of up of experienced Cabinet members and those who are joining the team for the first time this year. Each team's assignments will be placed in a Google document and shared with Cabinet members enabling them to update their campaign information. Cabinet teams will also be provided with the campaign history, contact information for the company's Employee Campaign Coordinator, etc. for each assigned company. Each Cabinet team is encouraged to set up a 1:1 meeting with Trisha Smith to review their accounts.

CAMPAIGN
Cabinet teams are to reach out to their assigned companies/prospects to discuss how they can support or initiate a United Way Campaign/Gift. On all campaign communication, please cc: Trisha Smith, Vice President of Development & Marketing @ Trisha.Smith@UnitedWayJWC.org. Cabinet members will attend, when appropriate or virtually, Company Campaign Kick-Offs and be encouraged to share why you support United Way and market the opportunity to invest in our community through United Way.

POST CAMPAIGN
Cabinet members thank everyone for their support and provide updates on campaign results.

REMEMBER: The staff of United Way of Johnson & Washington Counties are here to assist you every step of the way!

UnitedWayJWC.org/Campaign-Leadership
THANK YOU FOR JOINING OUR TEAM
As a United Way Cabinet member, the job you are committing to is vital to the success of our campaign.

GETTING STARTED
Many people have difficulty getting started with solicitation because they are uncomfortable asking for donations. This is natural. **Remember, you are not asking for donations for yourself, but for an investment in the causes which benefit others every day.** United Way and the 30 partner agencies work year-round providing needed solutions to problems of homelessness, substance abuse, safety, hunger, education, and health issues.

BEFORE YOU ASK
Learn all you can about United Way and the impact of its partner agencies. **Review all materials and become familiar with our website** so that you can make a powerful statement and be prepared to answer questions.
- Develop a case for supporting the community through United Way. Personal stories are best. United Way staff can assist and provide success stories.
- Make sure you have made your personal giving decision so when you talk to others, you can ask them to join you in supporting United Way.

ASKING FOR AN INVESTMENT
**People give to people.** Set up a face-to-face virtual or in person meeting to ask for a donation with those leaders you already know. Prior to the meeting, identify the individual’s or business’s interests in the community. Find out if they volunteer for any organizations in the area or have in the past. You then can use this information during the meeting to connect the company/donor’s interests with United Way impact. Remember that you are asking for those in need in the community, which may include friends, family, and neighbors.
- Discuss your own observations or first-hand knowledge of the impact of United Way dollars at work. Explain it in terms of actual people and how their stories have changed.
- Emphasize the convenience and affordability of payroll deductions.
- Ask previous donors to consider increasing their gifts to respond to emerging needs.
- Remember that giving is a personal decision. Thank the person for their time regardless of whether they give.

YOU CAN DO IT!
People on your list may express their concerns or questions about United Way. They may have hesitations about making a charitable pledge. Usually they only need a better understanding of where their money will go and how it will help. Be positive and confident, never pressuring or coercing. The best way to get pledges is to inform others about United Way Initiatives and the local programs United Way supports. Always keep in mind, whether a person gives to United Way or not may depend on factors other than the worthiness of the charity. The ultimate decision is up to them. Please respect their decision and **thank everyone** for his or her time.
TOCQUEVILLE SOCIETY

The Tocqueville Society is a powerful group of business, civic and individual philanthropists who embody the spirit of the group’s namesake, Alexis de Tocqueville. Their annual gifts of $10,000 or more and their passion for investing in the community empower us to fight for the health, education, financial stability, and safety of every person in every neighborhood across the region.

LEADERSHIP CIRCLES

Leadership Circles include special recognition for donors who give annually between $1,000 and $9,999. Leadership givers demonstrate their commitment to our community and allow United Way to leverage their gift to multiply local impact.

- Platinum: $7,500-$9,999
- Gold: $5,000-$7,499
- Silver: $2,500-$4,999
- Bronze: $1,000-$2,499

ENDOWMENT

We invite you to invest in the causes you care about now and forever by:

- Designating $1,000 or more to United Way’s Innovation & Sustainability Fund to support community disasters, agency emergencies and the future growth of United Way.
- Donating $1,000 or more to the United Way of Johnson & Washington Counties’ Endowment Fund sustaining United Way’s work for the next generation.*
- Establishing a $10,000 Named Family Fund or giving a minimum gift of $2,000 over a five-year period, providing permanent support each year toward your annual campaign gift.*

*Held at The Community Foundation of Johnson County
LEND A HAND.
TOUCH A LIFE.
VOLUNTEER TO CREATE LASTING CHANGE IN OUR COMMUNITY.

Volunteering is at the heart of United Way’s mission. Mobilizing volunteers is a core service of United Way through the United Way Volunteer Center. We are here to help individuals and/or businesses help others. Whether you are interested in mentoring a young person, offering your skills as a financial advisor, spending an afternoon with a senior or setting up a corporate volunteering event, you have come to the right place. If you have a few hours a month or one day a year, we can help you find a volunteer opportunity that matches your skills and interests.

55+ RSVP PROGRAM
If you are 55 years of age or better and wishing to make an impact on the community then United Way 55+ RSVP is your resource to finding that fulfilling and interesting volunteer opportunity. The Program serves Johnson, Des Moines, and Muscatine Counties. Learn more HERE.

A LEADER IS ONE WHO KNOWS THE WAY,
GOES THE WAY &
SHOWS THE WAY

The Leadership Directory is a collaborative effort between United Way, Iowa City Area Business Partnership, and community partners to create a region-wide hub of task force, committee, commission and board opportunities for community leaders who want to get involved. Find opportunities to come together to fill important positions in the community at LeadershipDirectory.org
WHAT DOES UNITED WAY DO?
At United Way we fight for the education, financial stability, and health of every person in our communities. Working directly with the best and most effective partners in the community, United Way finds solutions to today's biggest problems. United Way connects the donor and volunteer to causes that make the most direct impact and provides transparency, fiscal responsibility, and accountability.

WHAT HAPPENS TO MY DONATION?
Your donation will be amplified with other contributions and the total will be distributed across vetted agencies and collaborative initiatives to address critical community needs. Community volunteers provide oversight of the investment of campaign funds, focused on meeting community needs. The United Way Community Impact Council reviews each funding request and makes recommendations for funding to United Way of Johnson and Washington Counties’ Board of Directors. All United Way contributions are tax deductible.

IS IT POSSIBLE TO DESIGNATE MY GIFT?
Yes. The pledge form gives you the option to designate your gift to a specific cause which you are passionate about. Designations can be made to a local partner agency, a United Way serving another community, or to any other 501(c)(3) non-profit organization. Each designation must be a minimum of $50.

WHY WOULD I GIVE TO UNITED WAY INSTEAD OF GIVING DIRECTLY TO AN AGENCY?
United Way's comprehensive approach to addressing community problems allows your gift to have the maximum impact, tackle community challenges and improve lives. United Way is the only non-profit in our area that exists to assess community needs, target resources and monitor results.

WHAT IS THE ADMINISTRATIVE FEE FOR UNITED WAY?
Based on the most recent IRS 990, United Way's operating expenses are 16% of total revenue, meaning 84 cents of every dollar goes directly to the community or designation. This is competitive with the top 100 nonprofits in the U.S. and well below the industry standard & recommendations from the Better Business Bureau Wise Giving Alliance and Charity Navigator. United Way of Johnson & Washington Counties has earned its third consecutive 4 Star Charity Navigator rating, the highest possible and only achieved by 24% of all charities evaluated. United Way keeps a close eye on expenses, while making sure we have the talent, expertise, and systems to raise and invest resources for maximum impact.

DOES UNITED WAY HAVE AN ENDOWMENT FUND?
Yes, United Way Endowment Funds are held at the Community Foundation of Johnson County.

OTHER QUESTIONS...
Please view our website at UnitedWayJWC.org, or contact us at 319-338-7823.
Hi Joe,

In addition to my work at <<Insert Company Name>>, I serve on the United Way of Johnson & Washington Counties’ 2020-21 Campaign Cabinet. No one can possibly overstate the impact of the COVID-19 pandemic. COVID-19 is a new challenge for all of us; but United Way is up it. United Way takes the long view, and is in it for the long haul, bringing people together to help communities recover, rebuild, and thrive. **Together, we will overcome this health and economic crisis.**

We invite you to join our **“UNITED”** campaign and invest in United Way as together, we build individual & family stability, provide physical, mental and emotional health services, and fight for enhancing early childhood education for every person in our community. Your support goes to 30 local non-profit partner agencies and United Way Initiatives that strengthen our neighbors. AW Welt Ambrisco has been a great United Way supporter, both through your corporate gift and employee campaign, and below were your results from last year.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Gift</td>
<td>$1,500</td>
</tr>
<tr>
<td>Employee Gift</td>
<td>$1,948</td>
</tr>
<tr>
<td>Total Contribution</td>
<td>$3,448</td>
</tr>
<tr>
<td># of Employees</td>
<td>41</td>
</tr>
<tr>
<td># of Donors</td>
<td>9</td>
</tr>
<tr>
<td>% Participation</td>
<td>22%</td>
</tr>
<tr>
<td>Average Employee Gift</td>
<td>$216</td>
</tr>
</tbody>
</table>

Looking ahead, the United Way team and myself are available to attend your campaign events, virtually or in person, to provide support, information, motivational talks and answer any questions that may arise. We have digital brochures, pledge cards and other helpful marketing materials available to fully engage your employees. Trisha Smith, United Way’s Vice President of Development and Marketing is also available to provide guidance.

We look forward to working with you on a successful and engaging employee campaign. Please contact me at your earliest convenience with any known dates and details of your campaign and to let me know how we can help. Thank you in advance for your support!

Eric

**Eric Weiler, CFRE**
Annual Giving Officer, Kirkwood Foundation
6301 Kirkwood Blvd. SW, Cedar Rapids, IA 52404
(319) 398-1281
Good morning/afternoon <<PERSONAL NAME>>, 

In addition to my work at <<Insert Company Name>>, I serve on the United Way of Johnson & Washington Counties’ 2020-21 Campaign Cabinet. No one can possibly overstate the impact of the COVID-19 pandemic. COVID-19 is a new challenge for all of us; but United Way is up it. United Way takes the long view, and is in it for the long haul, bringing people together to help communities recover, rebuild, and thrive. Together, we will overcome this health and economic crisis.

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With United Way, you can be certain your gift is supporting programs that make an impact. Please take a moment to view our video at <<VIDEO LINK EMBEDDED>> and learn how we can unite to make a difference by reviewing our website. I would be interested in having a conversation with you to discuss how <<NAME OF PROSPECT>> and your team can support United Way of Johnson & Washington Counties during this year’s special campaign.

Thanks in advance for your support!

Best,

<<CABINET MEMBER NAME>>
Company Branded Website Pledge Form (Coming Soon!)
Thank You
TOGETHER
WE CAN
MAKE A
DIFFERENCE

United Way
United Way of Johnson & Washington Counties