2020-21 Campaign Talking Points
United Way of Johnson & Washington Counties

#UNITED
United Way focuses on 1) enhancing childhood literacy 2) providing physical, mental & emotional health services; and 3) building individual and family stability; and how they fit together. These three strategic causes are proven to be vital pieces to a healthy, prosperous life. And 2020 is no different. While we are doing all we can to mitigate the immediate impact of the coronavirus, as well as the effects of the Derecho storm, no one knows the scope of what will be required to rebuild communities over the near and long term. Our aim is to “Respond, Recover, Reimagine & Rebuild.” It will be a new challenge for all of us to recover and rebuild while additional waves of the coronavirus may be experienced this fall and winter.

Here’s why it makes sense to continue to support United Way: The tough work that will be needed to help communities recover is the very work United Way does every day.

- We help feed those facing food insecurity.
- We prepare children for success in school, work, and life.
- We connect those in financial distress with resources to pay bills and stay in their homes.

It is critical that we prepare for, respond to, and ultimately help our communities emerge stronger from the current crises.

United Way of Johnson & Washington Counties’ Mission:
To improve lives by uniting the caring power of community in Johnson and Washington Counties.

LOCALLY...

Iowa Unemployment
May 2020

Highest Unemployment Rate in the last 10 Years: January 2010 7.3%

DIGITAL DIVIDE
Not all students have access to high-speed internet, a device or a quiet place to learn at home — otherwise known as the "digital divide." Students who qualify for free and reduced meals are particularly vulnerable to the opportunity gap and digital divide.

Those who don’t have insurance or are underinsured are more likely to become severely ill if they get coronavirus.

57,813 Calls
3.8.2020-8.1.2020

2,016 Johnson & Washington Counties Calls
630 Mental Health Calls in April–July
Response
Over the last 7 months, United Way of Johnson & Washington Counties (UWJWC) has worked tirelessly to do all they can to mitigate the immediate impact of the coronavirus as well as support individuals affected by the devastating derecho storm. Thanks to the generosity of our community’s financial contributions, the UWJWC Community Disaster Relief to date:

- **COVID-19 Relief has provided:**
  Assistance for Food, Household Cleaning Supplies, Medications & Rent for:
  - 154 Households
  - 227 Adults
  - 206 Children
  Face Masks for our community members & partner agencies in need

  **Story of Impact:** 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.

- **Derecho Storm Relief has provided:**
  Assistance for Food, Household Cleaning Supplies & Medications for:
  - 86 Adults
  - 101 Children

  **Story of Impact:** Julie and her husband are older adults with serious health problems that make them vulnerable for COVID-19. They have not left their home since late February 2020. Due to the Derecho storm they were without power for 5 ½ days. They lost all of their food and were without water during that time as well. Their washing machine stopped working with the power surges from the storm. Julie and her husband are on social security and have not been able to save enough to replace their washing machine and since they are not able to leave their home, they are not able to get their clothes clean. United Way assisted them with replacing their food from a grocery store that could deliver and replaced their washing machine.
Beyond Response and Recovery

We already know the need will be greater, and more sustained, than ever before.

- This crisis has not happened in a vacuum. We understand that many are still facing everyday disasters — like food insecurity, lack of access to medicine and financial instability — and these needs have only gotten worse.

- United Way takes the long view, and is in it for the long haul, bringing people together to help communities recover and rebuild.

We also believe, now more than ever, we must drive opportunity at the community level in order to lean into our mission. Every person must do their part to make our communities the places that we need them to be – equitable, respectful, and providing opportunity for all. We can and must do better to guarantee that the basic human rights and freedoms of every person are protected and ensured.

Join Us

Now, more than ever, United Way needs your support to do what we do best in the aftermath of disasters --help communities respond, recover, rebuild, and reimagine for the long term.

Last year, UWJWC invested more than $2.1 million in 30 local nonprofit partner agencies while maintaining its own community inspired initiatives to drive lasting change for our neighbors.

With United Way, you do not have to choose one need over another because campaign donations support multiple, big-picture needs. This helps children, individuals and families get the comprehensive support they need to stabilize home life and move forward to lead positive, productive lives.

United Way is local giving with local impact. The money raised stays local, unless a donor specifically designates his/her donation go to another 501(c)(3) charity outside of our region.

Every dollar counts. UWJWC partner agencies rely on their United Way funding to budget and plan their services for the year. They can stretch each dollar to its maximum potential, in part because they don’t have to do as much fundraising as would be necessary without UWJWC funds. This enables them to focus more of their time on providing services to our community neighbors and keeping their overhead costs low.

There are many valuable nonprofit organizations in our area that you may care about and want to support. United Way provides an opportunity for your gift to be multi-dimensional, supporting a network of care. On average, an individual or family who finds themselves in crisis needs the services of 3 agencies to become stable. A gift to United Way assures services are available when needed. In addition, United Way affiliation enables agencies to leverage more public and private dollars in addition to their United Way funding. This multiplies the effect of your contribution.

United Way’s Iowa 211 service is the most comprehensive source of local human and social services information in the state. Your gift to United Way ensures that when your neighbors reach out through 211 they will be provided with information & resources for local, critical services that can improve - and save lives.
Maintaining the community’s trust in our efficiency is a top propriety for us. For the fiscal year 2019, $0.82 of every dollar was invested into community programs by United Way of Johnson & Washington Counties (UWJWC). While there is no standard percentage requirement, it is recommended that nonprofits spend at least 65% of total expenses on program activities and no more than 35% of related contributions on fundraising. Based on UWJWC’s 2019 IRS 990, United Way currently invests 83.9% in Partner Agencies and UWJWC Initiatives and 6.8% on fundraising.

For four consecutive years, UWJWC has earned Charity Navigator’s highest 4 Star rating. Charity Navigator shows donors how efficiently a charity will use their support today, how well it has sustained its programs and services over time and their level of commitment to good governance, best practices, and openness with information. UWJWC has also been awarded the GuideStar Platinum Seal of Transparency.

The work is not over. Help us as we continue to reimagine and rebuild our communities.

Thank you for stepping up to help when your friends, families and neighbors are in need. Your help puts food on the table and a roof over their heads.