



2021-22 Campaign Talking Points United Way of Johnson & Washington Counties (UWJWC)

#LIVEUNITED

United Way of Johnson & Washington Counties harnesses the collective impact of 30 local partners to focus on specific, measurable goals and improve the lives of everyone in:

- Birth Through Adult Education: Academic Success & Independence Skills
- Building Financial Stability: Sufficient Income & Essential Supports
- Access to Healthcare: Physical, Mental, & Emotional Well-being & Safety

These three strategic causes are proven to be vital pieces to a healthy, prosperous life. United Way also mobilizes people and resources to create solutions to critical issues through:

- Early Literacy & Grade-level Reading
- Summer Youth Camp Scholarships
- Holiday Adopt-A-Family
- Community Volunteering
- Disaster Relief & Recovery

Here's why it makes sense to continue to support United Way: The tough work that is needed to help communities continue to recover from the pandemic 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.

United Way of Johnson & Washington Counties' Mission

To improve lives by uniting the caring power of community in Johnson and Washington Counties.

The Need

Poverty

- The rate of poverty among black families has been 10 to 13 times the rate for white families in Johnson County.
- Over 3,000 children are living in poverty in our community.
- Over 400 seniors age 75 and older are living in poverty.

Mental Health

- 1 in 5 individuals will experience a mental health diagnosis in any given year and 1 in 17 adults will experience a serious mental illness that will have a profound impact on their life. (Abbe Center for Community Mental Health)
- Mental illness does not discriminate; it can affect persons of any age, race, gender identity or expression, sexual orientation, national origin, or disability. (NAMI-JC)

Reading Proficiency

- Reading Proficiency is declining to where 30% of our fourth-grade students are not reading at grade level (and 32% of our 11th graders)

Financial Stability with Home Ownership

- Nearly 17,000 (16,865) households in Johnson County are housing cost-burdened, including almost 5,000 homeowner households.
- The percent of households who own a home rather than rent is much higher for non-Hispanic white households than for black households, in Johnson County. (66% of non-Hispanic white households own their home while only 20% of black households own their home)

Domestic Violence

- There has been a steady increase in the number of people who are victims of domestic violence and served by DVIP, the number served has increased by 10% to over 1300 in the last fiscal year (1,343)

Hunger

- According to Feeding America, nearly 14% of Johnson County residents are considered food insecure, meaning they had limited or uncertain access to nutritious food (and that was pre-COVID).
- Coralville Community Food Pantry served 3,655 people in the last fiscal year.
- CommUnity Food Bank served 13,063 people in the last fiscal year.
- North Liberty Community Pantry served 2,266 in the last fiscal year.

Story of Impact

There are families in our community who despite working hard, live paycheck to paycheck and are unable to afford life’s most basic of necessities such as housing, food, childcare, transportation, and healthcare. This demographic is called **ALICE**, a United Way-coined acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed, and represents many families in our region struggling to make ends meet. **ALICE** lives in every neighborhood & city. **ALICE** can be anyone. Karen was **ALICE**. From the outside, Karen had it all – a career, a home, a marriage, three children, but as Karen describes “it was a very untenable situation,” and ultimately divorce was the catalyst for Karen and her children becoming an ALICE family. Karen was faced with starting over on one income. She found herself struggling to make ends meet, making difficult choices between essentials like health care, childcare, and food. Karen called United Way 2-1-1, which provides information and referral to health and human services. The 2-1-1 call specialist connected Karen with services that allowed her to stabilize her family’s situation and get on a path to financial security.

“United Way services gave my family a second chance, which transformed our lives,” says Karen. Karen and her family are now financially secure and paying it forward.

Your Support:

Your donations stay local.	United Way invests in programs and initiatives in Johnson & Washington counties.
Your donations are efficient.	Donor dollars are leveraged with others to meet the most pressing needs in our community.
Your donations are effective.	United Way invests in programs that create deep-rooted change resulting in measurable and sustainable change.
Your donations positively impact your Corporate Social Responsibility Goals.	United Way can help your company execute corporate social responsibility and community investment programs.



COVID Response

We know that for many children, adults, and families, recovery from the economic, health, and learning loss impacts of COVID-19 will not be immediate. **The pandemic has demonstrated to us once again the value of and importance of taking care of one another.** The goal is not to get back to where we were, it is to build back better, to a future with more equitable outcomes for all. That is what it means to **LIVE UNITED**.

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:

- Assistance for Food, Household Cleaning Supplies, Medications & Rent for:
- 154 Households
 - 207 Adults
- 226 Children
- Provided nearly 5,000 face masks for our community members & partner agencies in need.
- Hosted informative panel discussions answering our communities questions on COVID-19, vaccines, the Delta variant and more featuring health care providers and county health professionals.
- United Way 211 provided resources to over 70,000 COVID related inquires. 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.

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 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 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.

Maintaining the community's trust in our efficiency is a top propriety for us. 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 fifth consecutive 4 Star Charity Navigator rating, the highest possible and only achieved by 17% 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. 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 creating opportunities and inspiring hope!

As we LIVE UNITED we drive deep-rooted change TOGETHER!

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