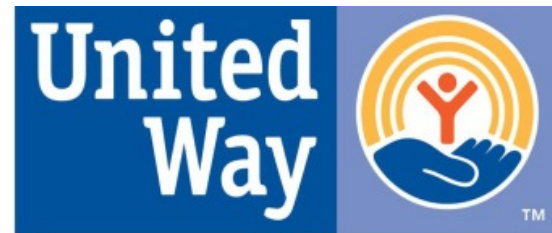


THE UNIQUE WAY WE WORK IS
HOW WE MAKE A DIFFERENCE
WE UNITE
THE WHOLE
COMMUNITY
TO WORK TOGETHER

2022 COMMUNITY IMPACT REPORT



United Way
of North Central Iowa

WE HARNESS THE
THE POWER
OF A COMMUNITY
WORKING
TOGETHER
TO ACCOMPLISH
SHARED
GOALS



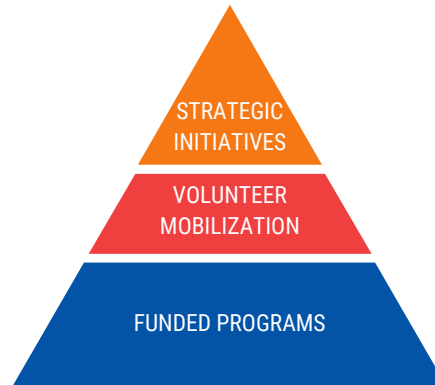
United Way
of North Central Iowa

Live United is more than a tagline – it’s how we work. True social innovation comes from collaboration. To create truly lasting change, we must work together.

We won’t let our community struggle. We have a bold vision for a stronger north central Iowa: to build the community in which all have a the opportunity to thrive, to live, work and play in the place we call home. United Way acts as a catalyst to strengthen our community by mobilizing people to invest in one another.

We believe that education, financial stability, and health are interdependent, and together form the foundation of a strong, vibrant region.

OUR APPROACH



North Central Iowa is challenged by issues that no single organization can solve. United Way unites the community to address the root causes of problems, rather than simply treating the effects. We convene people from all sectors to collaborate, deconstruct complex issues and build a road map for action.

It takes collective community actions sustained over time to achieve the outcomes we want. **We invest in a foundation of strong, viable programs and mobilize volunteers to address our communities needs, and we implement strategic initiatives to create systems-level change.**

Answering the Call for Help

United Way
2-1-1

7,078 CALLS FOR
HELP ANSWERED IN
NORTH IOWA

Meeting real needs. In real time. **Support 211.**

Serving North Iowa since 1923



Since 1923 United Way's mission has been to connect & strengthen community resources to inspire change in the lives of all north lowans. Connecting People. Impacting Lives. Strengthening Communities.

United Way of North Central Iowa works to meet the needs of our community as defined by the community we serve.

Our Community

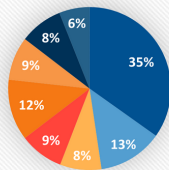
Since 1923 United Way's mission has been to connect & strengthen community resources to inspire change in the lives of all north lowans. Connecting People. Impacting Lives. Strengthening Communities.

United Way of North Central Iowa (UWNCI) works to meet the needs of our community as defined by the community we serve.

The UWNCI Region is comprised of eight counties: Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth. Over 122,533 people call this region home.

North Central Iowa, which includes: Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth. According to the 2020 Census, 122,533 people call this region home.

United Way of North Central Iowa
Population Percentages by County



■ Cerro Gordo County ■ Floyd County ■ Franklin County ■ Hancock County

Data Source: US Census Bureau, American Community Survey. 2016-20.

-3.28% population change, 2010-2020

Median age: 43.6 years old

Median Household Income: \$58,208

Data Source: US Census Bureau, American Community Survey. 2016-20.

Regional Age Distribution

UWNCI Region	Age 0-4	Age 5-17	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
UWNCI Region	6,843	19,688	9,710	13,279	13,106	14,183	18,967	26,757
Percentage of Population	6%	16%	8%	11%	11%	12%	16%	22%

Total Population by Race Alone, Total

Report Area	White	Black	Asian	Native American or Alaska Native	Native Hawaiian or Pacific Islander	Some Other Race	Multiple Race
UWNCI Region	94.76%	1.52%	0.87%	0.29%	0.16%	0.55%	1.84%

Data Source: US Census Bureau, American Community Survey. 2016-20.

Total Population by Ethnicity Alone, Total

Report Area	Total Population	Hispanic or Latino Population	Hispanic or Latino Population, Percent	Non-Hispanic Population	Non-Hispanic Population, Percent
UWNCI Region	122,533	5,899	4.81%	116,634	95.19%

Data Source: US Census Bureau, American Community Survey. 2016-20.

Advancing Education

United Way leads strategic partnerships, invests in local programs, and mobilizes volunteers focused on:



Improving School Readiness



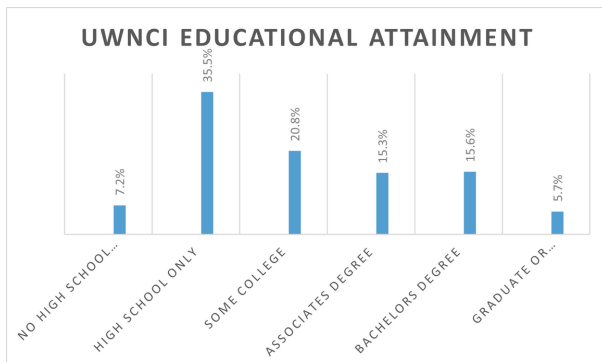
Academic Success



Advancing Life Skills and personal Development

United Way invests in programs and services that help students enter school ready to learn, succeed in school, and develop assets during out-of school time. Our strategic initiatives and partnerships use innovative and promising approaches to help all children succeed.

Education Snapshot in North Iowa



Data Source: US Census Bureau, American Community Survey. 2016-20.

Our Impact

- 1,117 Kids registered in the Dolly Parton Imagination Library.
- 1,051 Kids impacted by United Way funded education programming.
- 81% of children who participated in early childhood programming entered school ready to learn.
- 81.4% of reading program participants improved their attitude towards reading.
- 89.57% of youth in education programs improved their grades/reading skills, and saw improved academic outcomes.



What was made possible: iJAG

United Way funding enabled our students to compete in statewide career readiness competition and conference. In addition, our kids attended the Build My Future event that featured companies from manufacturing, skilled trades, and health care. United Way is helping build academic success in students while also helping build the workforce in our region by exposing the opportunities in north Iowa.

48% of children are enrolled in preschool

42.16% of K-12 students are eligible for free and reduced lunch

27.3% of UWNCI 3rd Graders are not reading at proficiency.



**RSVP Reading Buddies
A UWNCI Partner**

"Thank you for helping me read. You were very nice and patient. I fell better about reading now. You really helped me through this year"

-4th grade Reading Buddy to his volunteer



Promoting Health

United Way leads strategic partnerships, invests in local programs, and mobilizes volunteers focused on:



Providing Access to healthcare



Ensuring Safety



Supporting strong Families

United Way supports programs that provide access to essential health care services and other supports for optimal health and well-being. We invest in strategic partnerships that address emerging community issues and systemic problems that create barriers to health.

Health Snapshot in North Iowa

- Obesity is a growing concern for north Iowa residents. The state of Iowa is one of the most obese states in the nation, with adult obesity rates of 32%.
- Substance use, including excessive drinking has a number of poor health outcomes. According to the Iowa Youth Survey, 14% of respondents stated they were 12 or younger when they first drank alcohol and 9% of 11th grade responders had 5 or more drinks of alcohol in a row (Binge drinking) on one or more days in the last 30 days.
- According to the Iowa Youth Survey, the percent of students who have a plan to kill themselves almost doubled across all grade categories, and more than doubled specifically in 11th grade respondents. Data Source: Cerro Gordo Community Health Needs Assessment

Our Impact

- 17,102 people were impacted by a UW Health program.
- 92.9% of people were successfully linked with services.
- 93.07% of people developed healthy relationships and gained knowledge about safe and healthy relationships.
- 100% of those in need of food gained access to food and nutrition services.
- 98% of participants found safety after suffering a crisis or homelessness.



What was made possible:



Over 65% of the meals served were at a reduced cost on our sliding fee program. Without United Way funding, Meals on Wheels would not be able to provide these meals and these people who need the program could not afford it. Funding ensures we are able to provide this valuable service to all those who need it, not to only those who can afford it.

47% of abused or neglected children in north central were age five or younger.

Data Source: Iowa Department of Human Services, accessed Oct. 2022

1 in 4 women and 1 in 9 men have experienced contact sexual violence*, physical violence, or stalking by an intimate partner with a negative impact (e.g., injury, fear, concern for safety, or needing services).

Data Source: Iowa Department of Health, accessed Oct. 2022

7.9% of north Iowans are food insecure, the state of being without reliable access to a sufficient quantity of affordable, nutritious food.

Data Source: Feeding America, accessed Oct. 2022

CHANGE A CHILD'S STORY:



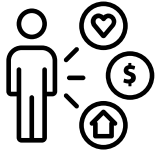
North Iowa CASA (Court Appointed Special Advocate) A United Way Partner

Gene was Trace's CASA for 3 years. During that time, Trace's siblings were adopted, but he struggled to find his home. A teen who had been through a lot, he had behavior issues. Just when things were going well, he'd act out. Gene stuck with him. He remembered his birthday & other special days & stayed in touch with him even in the pandemic. He was always there. He helped the others in his life understand him. They gave him time, & after 3 years he was adopted into his forever home.



Advancing Financial Stability

United Way leads strategic partnerships, invests in local programs, and mobilizes volunteers focused on:



Meeting basic needs



Safety and Housing needs

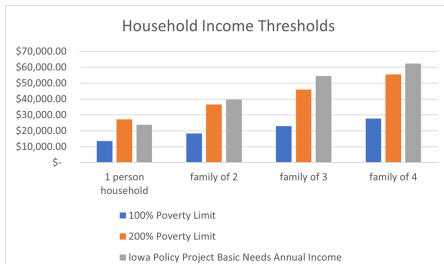


Promoting Stable Employment

United Way supports programs and services that help struggling north lowans meet their basic needs, find safety and housing, and maintain employment. We address the causes of poverty, rather than simply treating the effects.

Financial Stability Snapshot in North Iowa

10% of our region meets the poverty threshold in north Iowa. The poverty threshold is not an accurate measure of what it takes to pay for a self sufficient life. In the next chart, the thresholds for 100% and 200% of the poverty rate are compared with the Iowa Policy Projects basic needs budget that takes into account: Rent and utilities, food, health care, child care, household expenses, and transportation to determine the actual cost of living for a family in Iowa.



Data Source: US Census Bureau, American Community Survey, 2016-20.

Our Impact

- 653 North lowans participated in United Way Financial Stability Programs
- 204 participants gained knowledge about personal finance
- 461 people were able to remain in or transition into stable housing
- 94.89% of UW financial stability programming were able to have their basic needs met
- 99.3% of UW financial stability programming were able to maintain or find employment



What was made possible: **FRIENDS of the FAMILY**
Take Back Tomorrow. Today.

The assistance provided through funding from the UWNCI not only helps clients remove barriers and puts them in a position to succeed, but it also helps them to feel a sense of community and support. It is this sense of support that allows them to feel that, for once, not everyone or everything in the world wants them to fail. all it takes is feeling supported and for one thing to go right to really change a client's perspective and give them hope that a better future is possible.

13% of kids under the age of 18 live in poverty, rates are higher for black children (51.9%) and Hispanic children (30.12%).

42.16% of K-12 students are eligible for free and reduced lunch

18% of households in the UWNCI region are considered cost burdened, meaning housing costs exceed 30% of their income.

Data Source: US Census Bureau, American Community Survey, 2016-20.



**NICAO-United Way Housing Program
A UWNCI Partner Program**

Jim enrolled in the outreach program 2021. Jim was new to the area and had bought a house on contract but was struggling. He was receiving only SSDI. they focused on his budget and bills. His bills were reduced by stopping services he did not use and found help in paying his medical bills. He found part-time work and was promoted to assistant manager. He reduced his credit card debt, and was approved for a home loan which helped his budget. The extra money has allowed him to work on his house. He met his financial goals.



Highlights of an amazing year



First annual Rise and Shine Relay held with 6 awesome teams.



781 pairs of children shoes given away



10 Day of Caring Projects Completed by 60 Volunteers



243 Kids coats given away



\$1210 worth of supplies donated to the victims of the December 2021 Rudd Tornado



Small Grants

- Crisis Intervention Service-Girls Circle and Boys Council
- NIACOG Housing Trust Fund- Regional Home Repair Program
- One Vision-Employment Solutions-Job Development
- Food Bank of Iowa

\$300,000 invested into nonprofit programs

2021-2022 Community Impact Partners

- IJAG-iJAG: Driving Youth Success in Education and Careers in North Central Iowa
- RSVP-Reading Buddies
- RSVP-Reading Coaches
- Dolly Parton Imagination Library
- 43 North Iowa-Community Connections
- 43 North Iowa-Transitional Living Support
- Catholic Charities-Jail and Prison Re-entry services
- Cedar Valley Friends of the Family-Rapid Housing Initiative
- Charlie Brown Community Day Care-Child Care Assistance for Low-Income Families
- NIACOG Housing Trust Fund-Housing Trust Fund
- NICA0-Outreach Program
- Northern Lights Alliance for the Homeless-Homelessness to Permanent Housing
- Community Kitchen-Nutritional Meals for those in need
- Crisis Intervention Services (NIAD Center for Human Development)-Domestic Violence and Sexual Assault Prevention
- Crisis Intervention Services (NIAD Center for Human Development)-Domestic Violence, Sexual Assault, and Other Violent Crimes Intervention Program
- Food Bank of Iowa-Fighting Childhood Hunger in North Iowa
- Francis Lauer Youth Services-Emergency Services Shelter
- Friends of Iowa CASA and ICFCRB-North Iowa CASA
- Lutheran Services of Iowa-Families Together
- Lutheran Services of Iowa- Early Childhood Programming
- Meals on Wheels-Meals for the Homebound
- North Iowa Child Abuse Prevention Council-Satellite Protection Center

RSVP

NORTH IOWA CASA GIVE

FRANCIS LAUER YOUTH SERVICE

DOLLY PARTON IMAGINATION LIBRARY

MEALS ON WHEELS COMMUNITY SOLUTIONS

IMPACT CHARLIE BROWN COMMUNITY DAYCARE

NORTH IOWA SATELLITE CHILD PROTECTION CENTER

CATHOLIC CHARITIES NIACOG HOUSING TRUST FUND

43 NORTH IOWA KIDS SHOE DRIVE HEALTHY FAMILIES

UNITED WAY

IOWA LEGAL AID LUTHERAN SERVICES IN IOWA GIVING

VOLUNTEER CEDAR VALLEY FRIENDS OF THE FAMILY

NORTH IOWA AREA COMMUNITY ACTION DONATE

NORTHERN LIGHTS ALLIANCE FOR THE HOMELESS

COMMUNITY KITCHEN DAY OF CARING

CRISIS INTERVENTIONS SERVICE

FOOD BANK OF IOWA

IJAG