



United Way of North Central Iowa

Community Impact Report 2019-20





Our Mission
Connect and strengthen community resources to inspire change in the lives of all north Iowans.



Our Vision
Connecting People. Impacting Lives.
Strengthening Communities.



Our Community Goal
A connected caring community where we are engaged and aware, working for and with others to help build a sustainable life for all.

A LETTER FROM THE CEO



Jen Arends, CEO

Dear friends,

North Central Iowa is a place where community and caring are core values—values that guide all that we do at the United way of North Central Iowa. To say that the 2019-2020 Community Impact year ended much differently than it began would perhaps be an understatement. Our lives looked a lot different a few months ago. Working from home, job loss, home-schooling, cancelled plans, and so much more has left almost everyone feeling uncertain. While staying at home was safer for our community, it brings unexpected hardship for many families and individuals. For some,

- This year has meant no escape from an abusive parent or partner.
- This year has meant visiting a food pantry for the very first time.
- This year has meant not being able to pay rent.

One thing is for certain—the impact of COVID-19 will be with us for months, if not years to come.

Throughout this crisis, United Way of North Central Iowa has continued to do what it does best— work with partners, businesses, volunteers and donors to care for those in need. While no one can be sure what the future will bring, one thing that is for sure, is that our community will continue to come together to help each other.

None of the work that we do would be possible without the support of our generous community members and business community. The progress presented in this report, represents progress powered by you, our supporters.

Thank you for being a member of this wonderful community. We need each other and I hope that we can continue to be a source of hope to our community for many years to come.

Jen Arends

2020 Board of Directors

Kara Ruge-President
Clear Lake Bank and Trust

Cheryl Kurtzleben-Past
President, Clear Lake Bank
and Trust

Michael Green-Vice President,
Arkema

Jerome Bormann-Treasurer,
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Construction

Connie Morrison-MercyOne

Dan Krull- Principal Financial

Jeannette Adamski-MercyOne

Robert Foell, Community
Volunteer

Emily Dunbar, CG Health

Jenna Sherrif-Jane Fischer
and Associates

Lisa Packer-Community
Volunteer

Roger Flieth-Century 21
Preferred

RESPONSE TO COVID-19

Thanks to the contributions from donors, volunteers, and incredible partnerships we have across the community, United Way of North Central Iowa has been able to nimbly and decisively respond to the COVID-19 Pandemic. Living UNITED means responding to to our region's needs as they arise and helping the most vulnerable as we navigate this pandemic together.

DISASTER RELIEF FUND

\$98,875.00

United Way of North Central Iowa partnered with the Community Foundation of Northeast Iowa to establish the COVID-19 Disaster Relief Fund. The fund provides north Iowans the reassurance their donations will be responsibly distributed to area nonprofits to address the COVID-19 Pandemic.

INDIVIDUAL ASSISTANCE

\$40,000.00

United Way of North Central Iowa partnered with North Iowa Community Action Organization and Salvation Army to establish individual assistance to those affected by COVID-19. Funding is used to provide financial assistance that is not available through Federal and State assistance program and is distributed based on those highest in need.

SMALL BUSINESS RESPONSE

United Way of North Central Iowa partnered with the North Iowa Corridor EDC to help facilitate tax deductible individual donations to the Small Business Recovery & Continuity Fund. **\$3,500** in donations were received through UWNCI to help small businesses.

FUND DISTRIBUTION

21 PROGRAMS

\$57,095.00

- Floyd County Emergency Management-\$1,000 Food Assistance
- Mohawk Market Food Pantry \$23,000 Food Assistance*
- Elderbridge Agency on Aging-\$100 for rent assistance
- North Iowa Community Action Organization-\$1,500 for Food Assistance
- La Luz Hispana-\$2,000 for emergency assistance
- Hampton Senior Center-\$2,000 for emergency rent and utility assistance
- Iowa Legal Aid-\$2,000 to establish legal hotline
- Lutheran Services of Iowa-\$500 for software to connect with clients
- Food Bank of Iowa, \$3,000 for emergency food assistance
- Charlie Brown Preschool & Child Care, \$3,000 for summer activities for children
- Lake Mills Community Preschool and Daycare, \$1,000 for increased sanitation needs
- Mosaic in Northern Iowa, \$3,446 for increased sanitation needs
- Greater Iowa Youth For Christ, \$500 for increased sanitation needs
- Kossuth County Child Assistance Resource Education Team, \$750 for client assistance in Kossuth County
- 43 North Iowa- \$2,500 for increased sanitation needs
- YSS Francis Lauer- \$2,000 for increased sanitation needs
- North Iowa Court Appointed Special Advocate (CASA) Program-\$1,000 for technology to provide remote visits with children in need of assistance.
- One Vision-\$3,999 for increased sanitation needs

*\$20,000 designated by anonymous corporate donor

Special thanks to our corporate supporters of the COVID-19 Disaster Relief Fund:



YOUR INVESTMENT CHANGES LIVES

It isn't about what we fund, but who we help. Together, we did some amazing things:

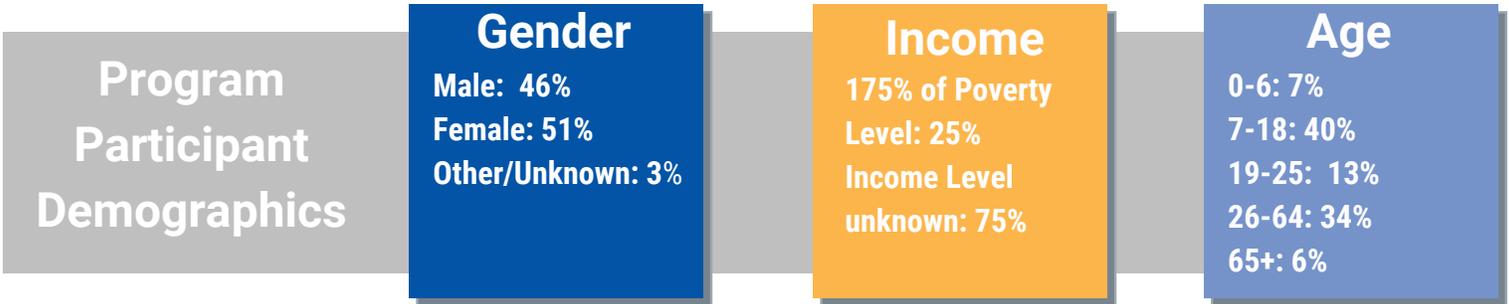
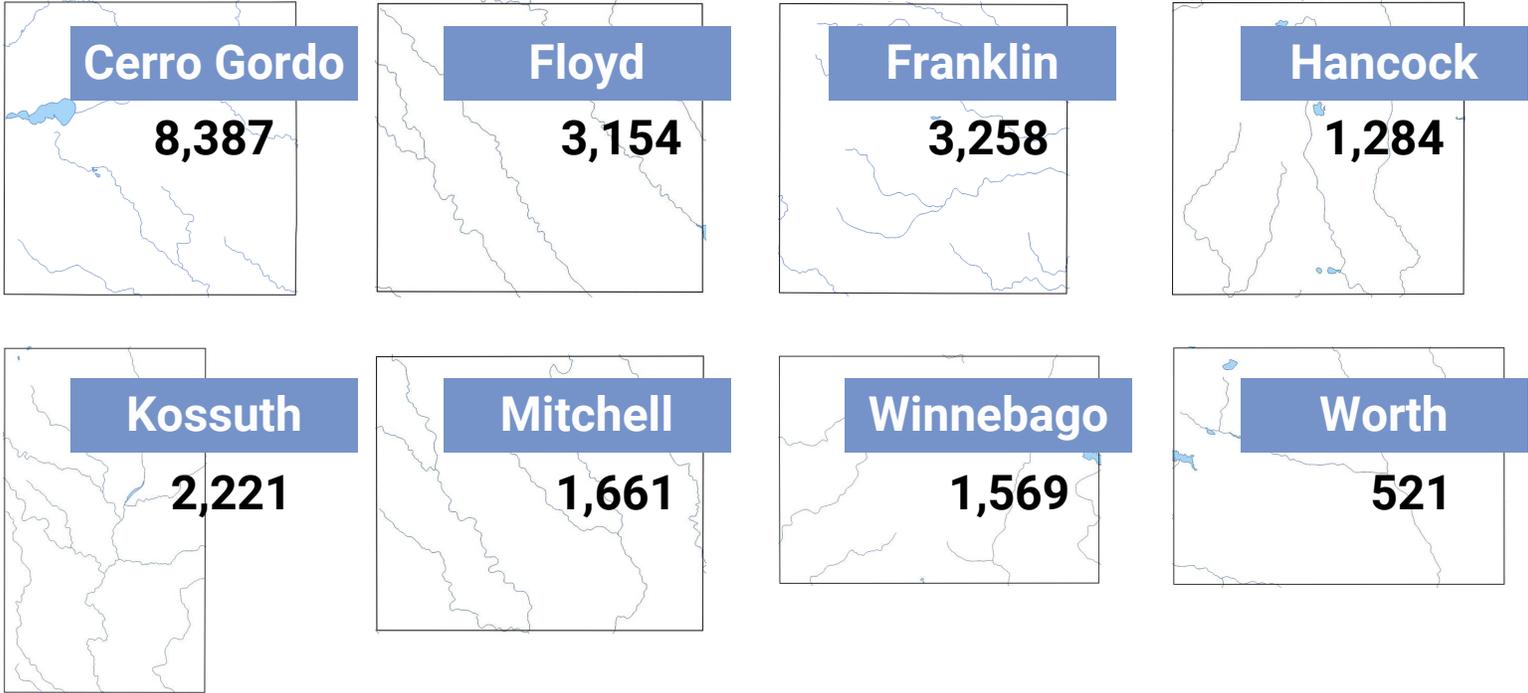
Our Community is healthier. Last year, 20,315 youth and adults had increased access to healthcare programs, found safety in their community, and increased their access to nutritious meals.

More youth are succeeding in school. Last year, 973 children and their parents/caregivers received support for early childhood education, youth development, and services for children and families.

More Families are achieving financial stability. 767 adults and families benefited from programs that reduced barriers to employment and provided safe and stable homes.

22,055
people served by
United Way-funded
programs and
partnerships across
north Iowa.

PEOPLE SERVED IN OUR EIGHT-COUNTY AREA





EDUCATION

Children enter school ready to succeed

Priorities: affordable early care and education for children, improve family and caregiver ability to support social development, and ensure early grade success.

Youth achieve successful transitions through school into adulthood

Priorities: Strengthen ability of youth to make good decisions and avoid adolescent risk behaviors, increase involvement of family and community in academic and personal success of youth, and improve academic and soft skills for success after school.

Children from low-income households hear **30,000,000** fewer words by age 3 and are **4x** more likely to be absent from school than their middle-class peers. (Campaign for Grade-Level Reading, Attendance Works)

39% of north Iowa children live below 200% of the poverty limit and are considered low-income. (ACS, 2016)

28% of north Iowa children are not reading at proficiency by 4th grade. Iowa Department of Education

973 north Iowa children participated in high-quality United Way education programs.

454 north Iowa children were matched with a caring adult mentor.

85% **92%** kids participating in United Way literacy programs improved their reading skills.

kids participating in United Way literacy programs improved their reading skills. kids participating in United Way youth programs developed soft skills.



FINANCIAL STABILITY

Individuals and families improve their socioeconomic status

Priorities: Increase availability of services that provide basic needs for people in crisis, improve technical and soft job skills among unemployed/underemployed, reduce barriers to employment, including child care and transportation, increase financial literacy, and encourage savings and asset development within low-to-moderate income households.



26% of north Iowa households qualify as ALICE, meaning they struggle to make ends meet, even while they are working

6,773 Individuals (18 years +) do not have a high school diploma or equivalency. (U.S. Census, ACS Survey)

9,077 Households in north Iowa could not come up with enough funds to handle a financial crisis. (Iowa ALICE ACS Survey)

\$13,104 A high school graduate earns \$13,104 a year more than a high school dropout. (Bureau of Labor Statistics)

54% of SNAP participants are working

767 Individuals were assisted by United Way financial stability programs in fiscal year 2019-2020.

90% **89%** **85%** of participants improved their socioeconomic status. of participants were able to transition to a stable living situation. of participants were able to gain or maintain employment.

24 families were able to stay in their homes after emergency repairs were completed.

Individuals and families have access to healthcare and improve their health

Priorities: Strengthen community efforts to prevent violence and abuse, maximize likelihood of recovery among victims of violence or abuse, increase access to primary and behavioral healthcare, ensure health independent living through supportive services for seniors, people with disabilities, and caregivers, increase physical activity and healthy eating habits among our community members to foster healthy outcomes.



34% of north Iowans over 20 are considered obese with a BMI > 30%

14%, around **3,860** children in north Iowa are food insecure, food insecurity is the lack of access to food to live a healthy life. (Feeding America)

Adults who experienced significant trauma as children (4 or more adverse childhood experiences, ACEs) are: **14%** of Iowa adults report experiencing 4 or more ACEs.

as likely to have **2x** diabetes and have a **34%** increase risk of obesity. (ACEs Data in Iowa)

as likely to have heart disease **3x** as likely to have **1 in 5** lowan adults live with some form of mental illness. (NAMI)

20,315 north Iowans participated in a United Way Health Program.

86% of participants were successfully linked with services they needed.

99% **2,000** **407** of participants were free from abuse. meals were served or delivered to families in need. Children were kept safe from abuse and neglect.

HEALTH



THANKS TO YOU, IT'S WORKING

Your support of United Way is changing the course of life for thousands of north Iowans.



Ana

Ana found it difficult to make friends in her community of Hampton. She joined Al Exito in Hampton and the program helped her foster her leadership skills. Not only did she make friends, she served on the IA 4-H council and joined a group of Al Exito Students on a trip in D.C.

She has worked with several political campaigns since her time with Al Exito. It was through the United Way funded program that she got the opportunity to flourish as a leader in her community.



Sherry

Sherry was a hard working individual that had to leave her job after suffering a debilitating illness.

Her illness caused her to partially lose her eyesight along with several other disabling health conditions. With her lower income, when her water heater broke, she had no options except to boil water on the stove for washing dishes and bathing, made all the more dangerous with her blindness. Working with the United Way Funded Housing Trust Fund through NIACOG, Sherry was able to get the help she needed to make the necessary replacement. She is no longer living in dangerous conditions and is able to maintain her home.



Jill

Jill came to the United Way funded Outreach Program at North Iowa Community Action Organization because she was struggling to make her rent. She was paired with a budget specialist and they worked together on creating a budget, cutting expenses and helped her find cheaper alternatives to what she was doing. With their help, Jill was able to stabilize her finances, pay off some debt, and get set up in subsidized housing. She is able to make the most of what she earns at her job while creating stability for her household.

2-1-1

Get Connected • Get Help™

Help when you need it.

United Way of North Central Iowa supports the 2-1-1 service in our area. The free helpline is available 24/7 and connects to north Iowans to essential services including food, shelter, and more. Early in March, the Iowa Department of Public Health enlisted 211 to act as the statewide hotline for general information about the COVID-19 Pandemic.

4,048
calls for help answered
since the program started

Top needs in North Iowa:

1. Healthcare
2. Rent assistance
3. Shelters
4. Employment



United Way
of North Central Iowa

2019 CAMPAIGN

\$794,562.18 Raised

**24 Community
Impact Programs
Funded**

**1679 Volunteer
Hours Donated**

**Value of volunteer
time: \$43,968**

Value of \$25.43 per hour (independentsector.org/value-of-volunteer-time-2018/)

**90 Businesses
ran campaigns**

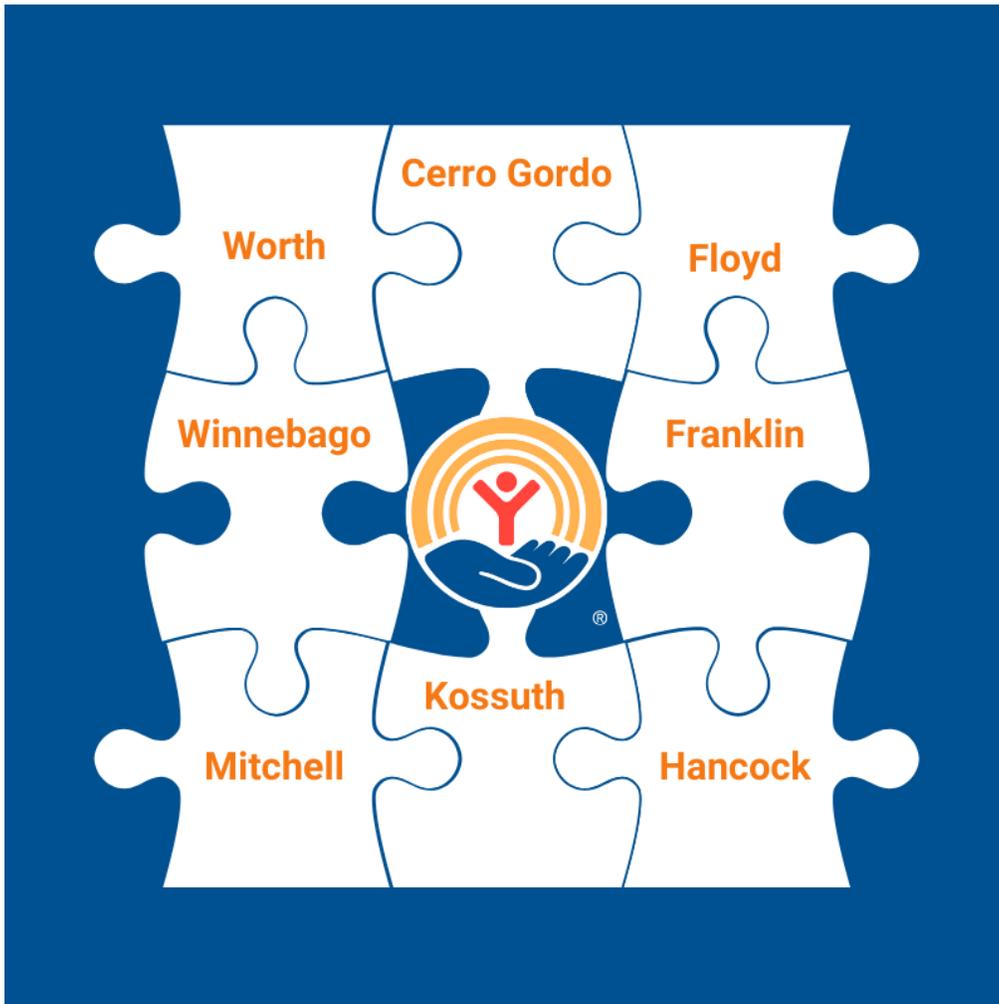
2020-2021 Partner Agencies

- 43 North Iowa
- Francis Lauer Youth Services
- IJAG
- North Iowa Community Action Organization
- North Iowa Child Abuse Prevention Council
- 43 North Iowa
- The Set Me Free Project
- Girl Scouts of Greater Iowa
- Charlie Brown Community Preschool and Day Care
- Cedar Valley Friends of the Family
- Meals on Wheels
- Community Kitchen
- Friends of Iowa CASA and ICFCRB
- Crisis Intervention Services (NIAD Center for Human Development)
- Osage Community Daycare
- Latinas Latinas Al Exito Inc.
- Lutheran Services of Iowa
- RSVP
- NIACOG Housing Trust Fund
- Salvation Army
- Northern Lights Alliance for the Homeless
- Lutheran Services of Iowa
- TLC: The Learning Center
- Youth For Christ

**United Way of
North Central Iowa**



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