



UNITED WAY OF NORTH CENTRAL IOWA

2026 Impact Partner Media Kit

Congratulations on your grant from United Way of North Central Iowa!

Your work is vital to building a stronger, more resilient North Iowa, and we look forward to partnering with you. Sharing the good news of your grant helps celebrate your impact, highlights the importance of community investment, and strengthens awareness of the challenges facing ALICE households—our neighbors who are Asset Limited, Income Constrained, Employed.

This media kit provides guidance, tools, and sample language to help you promote your grant while ensuring accurate and consistent acknowledgment of United Way support.

RECOGNITION GUIDELINES

Please acknowledge UWNCI's support in communication related to your organization or funded program, including:

- Press releases
- Websites and blogs
- Newsletters and e-blasts
- Social media posts
- Print materials
- Event programs, signage, or presentations

HOW TO REFER TO US

- Always use our full name, United Way of North Central Iowa, on first reference.
- Do not include "the" before our name.
- You may use UWNCI after the first reference.

REQUIRED FUNDING ACKNOWLEDGMENT

Please include one of the following statements (or a similar statement) in materials related to this grant:

- “This program is/was made possible by United Way of North Central Iowa.”
- “This project is/was funded (or funded in part) by a grant from United Way of North Central Iowa.”
- ““This organization receives grant funding from United Way of North Central Iowa.”
- “Funding support is provided by United Way of North Central Iowa.”

LOGO USE

For your convenience the United Way Impact Partner logo is located at <https://unitedwaynci.org/funded-program-resources> on the Logo tab.

- Do not rotate, stretch, crop, recolor, or alter the logo in any way.
- Use the provided logo lockups as-is, with appropriate clear space.

Please contact jen@unitedwaynci.org if you have any questions or need the logo in a different format.

PRESS RELEASE GUIDANCE

Sharing your award is a great way to celebrate your work, uplift ALICE households, and highlight the power of community partnership.

UWNCI is distributing a media release related to this round of Impact Grants. After our announcement is released, you are welcome to send a release specific to your agency or program.

- Include both your organization’s and UWNCI’s logos.
- Photos are great to include if feasible — the program or your team in action.
- Follow the sample press release included below.
- Email jen@unitedwaynci.org if you'd like a quote from a UWNCI representative.

SHARE BACK WITH US

- Please include copies or links to any media coverage as it happens so that we can help amplify.
- Also include as part of year-end grant reporting as helps ensure grant acknowledgment requirements have been met.

DIGITAL & PRINT COMMUNICATIONS

We encourage you to celebrate the award across your communication channels:

- Newsletters and donor updates
- Website announcements
- Social media posts (see tagging information below)
- Annual reports
- Program brochures or promotional materials
- Include strong images—photos of the program or your team in action (with permissions).

NOTIFYING YOUR LEADERSHIP & COMMUNITY STAKEHOLDERS

- Please notify your Board of Directors of your UWNCI grant award.
- We also encourage you to inform local elected officials representing your service area; sharing the impact of community investments reinforces the importance of accessible, equitable local support.

WEBSITE REFERENCE

- When appropriate, please include a link to our site: www.unitedwaynci.org
- Let us know if you add this link so we can ensure accuracy and reciprocity.

SOCIAL MEDIA GUIDELINES

Please tag UWNCI when posting about your grant so we can amplify your message.

- Facebook: @UnitedWayNCI
- Instagram: @ @unitedwaynci
- LinkedIn: @ united-way-of-north-central-iowa

HASHTAG

We encourage the use of #UnitedIsTheWay in your posts.

SHARE YOUR STORY

We love lifting up the work of our community partners. Your stories help us highlight the collective impact donors make possible—and inspire continued support.

If you'd like to share an impact story, photo, or testimonial, please contact: jenn@unitedwaysci.org

PHOTO OPPORTUNITIES

Capturing strong visuals helps tell the story of your work. UWNCI is happy to coordinate a site visit, staff photo, or other opportunities with advance notice. Please email jen@unitedwaynci.org to schedule.

SAMPLE PRESS RELEASE

[Organization] Receives \$[Amount] Impact Grant from United Way of North Central Iowa to Support [Program/Project]

[Date]

Contact:

[Name, Title]

[Organization]

[Phone]

[Email]

[City], IA. — [Organization] has been awarded a \$[Amount] Impact Grant from United Way of North Central Iowa to support [program/project]. The funding is part of UWNCI's 2026 investment strategy, which targets programs that expand opportunity and stability for North Central Iowans.

Many individuals and families across North Iowa face difficult choices every day as they work to afford basic needs such as housing, food, healthcare, transportation, and childcare. A job loss, medical bill, or unexpected expense can quickly create hardship and instability. United Way of North Central Iowa's Impact Grants support programs that help people overcome these challenges by expanding access to essential services, strengthening financial stability, and creating opportunities for long-term success.

[Insert paragraphs with more detail about the program and the impact the grant will support. A quote from your Executive Director or Board Chair is encouraged. UWNCI is happy to provide a quote upon request.]

Grant awardees were selected through a competitive volunteer review process that evaluated alignment with UWNCI's core focus areas.

The grants prioritize solutions that create pathways from crisis to stability and from stability to

economic mobility for North Central Iowa residents.

A full list of funded partners and programs can be found at <https://unitedwaynci.org/our-partner-agencies> ###

About [Organization]: [Insert organization boilerplate]

About United Way of North Central Iowa

United Way of North Central Iowa improves lives and futures in our community. We connect people to possibility—supporting youth opportunity, financial security, and healthy communities. By investing in local programs—from healthy food and mental health services to tax assistance and youth mentoring—UWNCI helps families meet today’s needs and build stronger futures. Nearly half of local households are just one emergency away from poverty, and together, we tackle challenges no one can solve alone. Learn more at www.unitedwaynci.org

In the State of Iowa, Help is 3 Numbers Away

211 maintains a comprehensive database of community resources and provides information and referrals for essential needs like:

- Food
- Housing and Shelter
- Utility Assistance
- Healthcare Services
- Government Services

211 can also connect people with information and referrals for:

- Transportation
- Legal Services
- Counseling & Support Groups
- Disaster Aftercare
- Everything Else

Call for
Information and
Community Resources

211

Warm
Handoff

Warm
Handoff

Whole
Person
Care

Call for Suicide
Intervention and
Crisis Support

988

Call for
Emergencies

911

988 provides
crisis support for:

- Thoughts of Suicide
- Mental Health Crisis
- Substance Use Crisis
- Emotional Distress

911 provides first
responder dispatch for:

- Medical Emergency
- Fire
- Reporting a Crime
- Disaster Response
- Life Threatening Situation

2·1·1

Get Connected • Get Help™

Partner Resources

Funded Partner Resources



<https://www.unitedwaynci.org/funded-program-resources>

E-CImpact Login Page



<https://agency.e-cimpact.com/login.aspx?org=17390Fg>

Submit Volunteer Opportunities



<https://www.unitedwaynci.org/form/volunteer-opportunities-in-north>

Submit Stories/news you would like to share



<https://www.unitedwaynci.org/form/united-way-partner-monthly-news->

Submit a Day of Caring Project



<https://www.unitedwaynci.org/day-caring>

Sign up for our newsletter



<https://lp.constantcontactpages.com/sl/j3KFjxy/singup>

Key Dates 2026-27

- July 15-Teacher Survival Kit Volunteer packing event
- July 21-Mason City Kids Shoe Drive
- July 31-Day of Caring Project Submission Due
- August 4-Charles City Kids Shoe Drive
- August 6-Forest City Kids Shoe Drive
- September 2- Day of Caring
- November 13-Women United Power of the Purse
- May TBD-Rise and Shine Relay
- January 25-Mid-Year Report Due
- July 26-Year-end Report Due

Our Team



Jen Arends

Chief Executive Officer

W: (641) 423-1774

C: (641) 425-3832

jen@unitedwaynci.org

Call When You Need:

- Help with reports and applications
- Volunteer opportunities
- Questions about United Way Partnership
- a quick pep talk (You're doing great!)



Joe Malone

Resource Development

W: (641) 423-1774

C: (515) 890-3044

joe@unitedwaynci.org

Call When You Need:

- To help sharing your stories
- Campaign questions
- Questions about speaking at presentations
- Social Media questions



Michelle Wolcott

Executive Assistant

W: (641) 423-1774

info@unitedwaynci.org

www.unitedwaynci.org

Call When You Need:

- Help with United Way payments
- Updating banking information
- Questions about donor designations



Partner Agency Contact Sheet 2026

Organization	Director	Alt. Contact Person	Phone	Email
43 North Iowa	John Derryberry	Theresa Price	641-424-8708	Theresa@43northiowa.org
Catholic Charities	Tracy Morrison	Stacy Sherman	641-588-0588	s.sherman@dbqarch.org
Cedar Valley Friends of the Family	Ben Brustkern	Alyssa Trapp	319-576-2225	alyssa@fofia.org
Charlie Brown Childcare	Ashley Larsen	AshleyLarsen	641-424-0065	director@charliebrownpreschools.com
Community Kitchen	Karen Sturges	Karen Sturges	641-424-2316	mcitymeals@gmail.com
Crisis Intervention Service	Mary Ingham	Mary Ingham	641-423-0490	mary@CIShelps.org
Elderbridge	Stacia Timmer	Tammie McCreedy	800-243-0678	tmccreedy@elderbridge.org
Food Bank of Iowa	Michelle Book	Bergetta Beardsley	641-423-2316	bbeardsley@foodbankiowa.org
IJAG	Wendy Mihm-Herold	Nicole Tupy	515-216-3140	nicole.tupy@ijag.org
Iowa Legal Aid	Nick Smith	Diane Wilson	641-423-4651	dwilson@iowalaw.org
La Luz Hispana	Jeanette Flores-Acolt	JeanetteFlores-Acolt	641-640-8789	Janette.director@laluzcc.org
Lutheran Services of Iowa	Renee Hardman	Samantha Soash	319-420-0539	samantha.soash@lsiowa.org
Mason City Youth Task Force	Jess Prazak	Jessica Prazak	641-421-2708	jprazak@masoncity.net



Partner Agency Contact Sheet 2026

Meals on Wheels	Karen Sturges	Karen Sturges	641-380-0080	mcitymeals@gmail.com
NIACOG	Myrtle Nelson	Travis Konig	641-423-0491	tkonig@niacog.org
NICAO	Cindy Davis	Lori Brandt	641-423-8993	lbrandt@nicao-online.org
Northern Lights Alliance for the Homeless	Jesse Germundsen	JessieGermundsen	641-231-4612	jessenorthernlights@gmail.com
RSVP	Joel Pedersen	AlisonMason	641-422-4303	alison.mason@niacc.edu
YMCA	Tammy Hertzal	Tammy Hertzal		thertzal@masoncityymca.org
YSS of North Iowa	Brittney Behr	Renata Streck	641-423-7362	rstreck@yss.org
United Way of North Central Iowa	Jen Arends	Joe Malone	641-423-1774	joe@unitedwaynci.org