



United  
Way



United Way  
of North Central Iowa

2020  
ANNUAL  
REPORT

# UNITED WAY OF NORTH CENTRAL IOWA



Jen Arends  
CEO

# A message from United Way of North Central Iowa CEO

Dear Supporters,

Since 1923, United Way of North Central Iowa has worked to address north Iowa's most pressing needs. Ninety-seven years later, we continue the work our founders started so long ago. COVID-19 changed much about our work in the community, but our core mission of connecting people, impacting lives, and strengthening our community has never wavered. 2020 placed hurdles in front of us, but with the power of our community behind us, there wasn't an obstacle we failed to overcome.

Throughout this crisis, United Way continued to support the most vulnerable in our community. In addition to what we raised during our 2019 Campaign Year, we raised \$109,000 for COVID-19 Emergency Relief. Our COVID-19 Emergency fund supported 21 nonprofit programs. \$40,000 supported individuals in need of help due to COVID-19. On top of the emergency fund, we collected 1,316 pounds of food and provided financial support to nine food banks in north Iowa. As we turn the corner into 2021, we are hopeful not for a return to normal, but a return to better. This year has been challenging, but it has also been innovative and hopeful. Our community continues to be one full of generous and caring people willing to lend a hand and help United Way fulfill its mission. As we look forward to the future, we know that we cannot do our work without you. It takes all of us, working together, to build a stronger community and we thank you for your support.

## 2020 United Way of North Central Iowa Board of Directors



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## Education

### United Way Goals

#### 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.

### Why it Matters

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

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

### What's Working

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

**454** north lowa children were matched with a caring adult mentor.

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

**92%** kids participating in United Way youth programs developed soft skills.

## Financial Stability

### United Way Goals

#### 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 lowa households qualify as ALICE, meaning they struggle to make ends meet, even while they are working**

### Why it Matters

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

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

**\$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 families.

### What's Working

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

**90%** of participants improved their socioeconomic status.

**89%** of participants were able to transition to a stable living situation.

**85%** of participants were able to gain or maintain employment.

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

## Financial Stability

### United Way Goals

#### 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 lowans over 20 are considered obese with a BMI > 30%**

### Why it Matters

**14%, around 3,860** children in north lowa 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:

**2x** as likely to have diabetes

**3x** as likely to have heart disease

and have a 34% increase risk of obesity. (ACE's Data in Iowa)

**14%** of Iowa adults report experiencing 4 or more ACES.

**1 in 5** Iowan adults live with some form of mental illness. (NAMI)

### What's Working

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

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

**99%** of participants were free from abuse.

**2,000** meals were served or delivered to families in need.

**407** Children were kept safe from abuse and neglect.

## Community Impact Grants

United Way is a resource and human services organization focused on critical needs in education, financial stability, and health for north Iowa families. To address critical needs, we provide foundational support to high performing programs that have proven solutions in providing north Iowa families the resources they need to achieve a stable and healthy life. Each year, funding decisions are made by community volunteers according to the highest priority needs in north Iowa.

## 2019-20 Community Impact Partners

- Community Kitchen
- Friends of Iowa CASA and ICFCRB
- Crisis Intervention Service
- Osage Community Daycare
- Latinas Latinos 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
- 43 North Iowa
- Francis Lauer Youth Services
- IJAG
- North Iowa Community Action Organization
- North Iowa Child Abuse Prevention Council
- 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
- Youth For Christ

## Small Grants

Small grants are awarded to nonprofit programs up to \$3,000 for one-time or ongoing programs or projects. Small grants are awarded to nonprofits serving one or more of United Way of North Central Iowa counties: Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago and Worth.

## 2020 Small Grant Awardees

- Garner Community Christian Childcare Center-Playground Equipment Upgrades
- Hancock County Community Health-Pick a better Snack Program
- Kossuth Child Assistance Resource and Education Team-Loving Hands Nursery
- One Vision-Children's Autism Center Telehealth
- RSVP-Pen Pal Program



## Agencies supported through Donor Designation

- Algona Senior Citizens Center
- Amy's Food Pantry
- Backpack Program
- Boy Scouts of America, Winnebago Council
- Bridges Mentoring
- Britt Area Food Bank
- Caring Connections/Big Brothers Big Sisters
- Caring Pregnancy Center
- Catholic Charities
- Cedar Valley Friends of the Family
- Charles City Community Fund
- Charlie Brown Preschool and Child Care Center
- Community Kitchen of Iowa
- Crisis Intervention Service
- Elma Early Childhood Center
- Exceptional Opportunities
- Floyd County Fair Society
- Floyd County Humane Society
- Forces and Fire
- Forest Ridge Youth Services
- Francis Lauer Youth Service
- Friends of the Library/Emmet County
- Garner One on One Mentoring
- Habitat For Humanity North Central Iowa
- Hospice of North Iowa
- Humane Society of North Iowa
- I-Jag
- Iowa Legal Aid
- Kossuth County CARE Team
- Kossuth County Food Pantry
- Kossuth Strengthening Families
- Lake Mills Community Preschool & Daycare
- Newman Catholic School Foundation
- North Iowa Community Action Organization
- Northern Lights
- One Vision
- Osage Firefighters Association
- Prairie Ridge Integrated Behavioral Healthcare
- Ronald McDonald
- The Learning Center (TLC)
- The Salvation Army

**Total Designated: \$37,015.03**





A Year of Impact

## COVID-19 Disaster Relief Fund

### DISASTER RELIEF FUND

# \$110,149.00

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:



## Highlights in a year like no other



**15 Businesses took on our Kindness not COVID Challenge.**

**1316 Pounds of food and 59 pounds of nonedible products collected with our Campaign Kick-off Food Drive. \$3500 raised for local food banks.**



**Thrivent Financial helped United Way recognize 5 volunteers nominated by partner agencies and United Way for excellence in service.**



## Highlights in a year like no other



Distributed \$12,000 worth of office supplies to regional nonprofits, generously donated by 3M.

Valero-Charles City completed their kindness challenge by cleaning up TLC Childcare



Partnered with Alpha Media for the Coats for Kids donation and collected 169 Coats for kids.

# Current Financial Status FY 2019/20

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## Expenses

### United Way Operations

Management and General.....	\$107,621
Fundraising and Resource Development.....	\$80,250
<b>Total.....</b>	<b>\$187,871</b>

Fundraising-Revenue & Development as a percent of public support 9.9%

Management & General as a percent of total support and revenue 12.52%

## Revenue for Community Impact 2019 Campaign Results

Campaign Gifts.....	\$715,953
Grants/Contracts.....	\$82,121
Gifts in Kind.....	\$12,694
<b>Total Public Support.....</b>	<b>\$810,768</b>

Other Income (COVID-19 Funds).....	\$42,667
Investment Income.....	\$6,320
<b>Total Support and Revenue.....</b>	<b>\$859,755</b>

## Community Impact

### Invested in Agencies and Programs

Distribution to Community Programs..	\$360,000
Community Impact Work.....	\$122,374
Communication and Marketing.....	\$75,723
COVID-19 Relief Distribution.....	\$42,667
<b>Total.....</b>	<b>\$579,562</b>

### Dollars used for Internal Programs

2-1-1 Program.....	\$1,000
<b>Total Invested in Community Impact.</b>	<b>\$580,562</b>

-->that is invested into-->



## Volunteer Hours donated to United Way for the Community Benefit

Total Community Hours Volunteered.....	981
Value of volunteer hour*.....	\$27.20
<b>Total Value of Volunteer Hours.....</b>	<b>\$26,520</b>

\*per independentsector.org, 12/27/2020