United Way

Jennifer Banta
President & CEO
United Way

Dr. Liz Tovar
Executive Office, Diversity, Equity & Inclusion
United Way Campaign co-chair
United Way & University of Iowa
United Way of Johnson & Washington Counties unites in purpose to improve lives by mobilizing the caring power of our community.
HERE FOR YOU

Your University of Iowa Campaign Advancement Team

Matt Henderson – Deputy Director of Athletics, External Relations
Makur Jain – Staff Council President Elect, Information Technology Function Representative
James Jorris – Staff Council President, Behavioral Health & Health Care Function Representative UIHC
Jackie Kleppe – Staff Council Past President, Outreach & Engagement Director UIHC
Tom Rocklin – Vice President for Student Life, Retired
Sasha Schmid – Iowa Women’s Tennis Head Coach

Len Devaisher
2023-2024 CAMPAIGN Co-Chair

Liz Tovar, Ph.D
2023-2024 CAMPAIGN Co-Chair
Unite in PURPOSE with us!

$2.2 Million Goal
WHAT IS UNITED WAY?

BRING TOGETHER

PEOPLE

ORGANIZATIONS

RESOURCES

TO WORK ON

HEALTH

EDUCATION

INCOME

THROUGH

CONVENE COALITIONS

FUNDING PROGRAMS

MEASURING RESULTS
Why Give?

LOCAL GIFT, LOCAL IMPACT
OUR FOCUS AREAS

35% of Third grade students in Johnson and Washington Counties are not reading at grade level.

Of the 154,000 adults in Iowa who did not receive needed mental health care last year, 29.3% did not because of cost.

Over 1 in 3 Johnson and Washington County residents cannot afford the cost of living.
ADDRESSING THE BIG THREE

Through United Way funding, local agencies support:

- 4 C's Community Coordinated Child Care
- The Arc of Southeast Iowa
- Big Brothers Big Sisters
- Girls Scouts of Eastern Iowa
- Hawkeye Area Community Action Program (HACAP)
- Joan Buxton School Children’s Aid
- Neighborhood Centers of Johnson County
- United Action for Youth (UAY)
- CommUnity Crisis Services and Food Bank
- Coralville Community Food Pantry
- Free Lunch Program
- Goodwill of the Heartland
- The Housing Fellowship
- Iowa Legal Aid
- Iowa Valley Habitat for Humanity
- North Liberty Community Pantry
- Shelter House
- Table to Table
- Abbe Mental Health Center
- Aging Services, Inc.
- Domestic Violence Intervention Program (DVIP)
- Geriatric & Special Needs Dental Program
- Healthy Kids: School-Based Clinics
- Hillcrest Family Services
- Horizons
- Iowa City Free Medical & Dental Clinic
- National Alliance on Mental Illness – Johnson County
- Rape Victim Advocacy Program (RVAP)
- Visiting Nurse Association (VNA)
PARTNER AGENCIES

► 29 carefully vetted partner agencies
► Annual grant application process overseen by the Community Impact Council
► Monthly disbursement of funds ensures financial stability for our partners

► Consistent, reliable funding allows our partners to focus on the direct service they are so skilled at doing!

“We couldn’t do what we do without United Way support. It allows us to provide quality healthcare to over 1200 individuals each year.”

- Jennie Schmidt, Executive Director, Iowa City Free Medical & Dental Clinic
OUR IMPACT

► Research and Advocacy
► Volunteer Hub
► Disaster Recovery
► Mobilize Resources
30,000+ local Individuals received food from partner agencies

UWJWC Coordinated 1,239 Community Volunteers

131 Families received gifts through Adopt-a-Family

Shelter was provided for more than 1,100 individuals

2.2 Million pounds of food was recovered and delivered to partners

Free medical services saw over 5,750 visits

24,192 Crisis phone calls answered locally

57,000+ calls answered through Iowa's 2-1-1 line
WHERE YOUR DOLLARS GO

UWJWC proudly invests 85% of all dollars raised in programs and initiatives right here in Johnson & Washington County.

15% of all dollars raised are dedicated to running a reliable, local, transparent organization, engaging more partners, businesses and individuals to strengthen and connect our community.

“United Way helps amplify our mission and connects us to resources.”

- Nicki Ross, Executive Director, Table to Table
MULTIPLY YOUR IMPACT

When you donate to the United Way, your gift becomes part of a comprehensive, coordinated effort to address complex community challenges. United Way's ability to pool resources, strategically allocate funds, promote collaboration, and measure impact means that your donation is multiplied, helping to create lasting positive change in your community. It's a way to make a difference that is greater than the sum of its parts, thanks to the power of collective action and community-focused solutions.
Many Hands
Make Light Work
CALL TO ACTION

• Organize a Department Campaign
• Connect us with your Wellness Ambassadors
• Share our Ad Campaign on Digital Displays
• Organize a day of caring
• Like, Follow, Share

WHY I CHOOSE UNITED WAY

“United Way ensures my donation is used effectively, in partnership with local nonprofits to benefit the specific needs in our community.”

GIVE NOW
SIGN UP TO LEARN MORE

• Organize a Department Campaign
• Connect us with your Wellness Ambassadors
• Share our Ad Campaign on Digital Displays
• Organize a day of caring
• Like, Follow, Share
WHY I GIVE UNITED WAY

“I know my gift is invested wisely to make the greatest impact in my community”

GIVE NOW

TIMELINE

• United Way Campaign Information Session
  October 31, 8:30 am at MERF
• Campaign kick-off
  November 15th
• Campaign wrap-up Mid December 22nd
www.UnitedWayJWC.org/university-iowa-campaign

Kaila Rome
Director of Development & Marketing
kaila.rome@unitedwayjwc.org