

**IOWA**

---

# 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 IN PURPOSE

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**



CONVENING  
COALITIONS



FUNDING  
PROGRAMS



MEASURING  
RESULTS





Why Give?

LOCAL GIFT, LOCAL IMPACT

# OUR FOCUS AREAS



Education

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



Access to  
Healthcare



Of the 154,000 adults in Iowa who did not receive needed mental health care last year, **29.3% DID NOT BECAUSE OF COST**



Financial Stability



**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:



## Education

- 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)



## Financial Stability

- 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



## Access to Healthcare

- 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





# OUR IMPACT

**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**

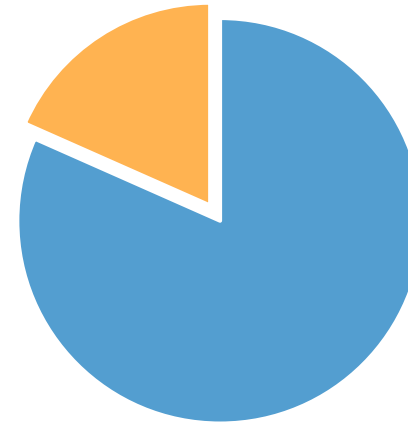
**24,192 Crisis** phone calls answered locally

**57,000+** calls answered through Iowa's 2-1-1 line



# WHERE YOUR DOLLARS GO

UWJWC  
Investment



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

SASHA SCHMID  
HEAD COACH  
WOMEN'S TENNIS



## 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**



**LIVE UNITED<sup>®</sup>**

# 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

Learn More about United Way  
Workplace Campaigns







## WHY I GIVE UNITED WAY

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

**GIVE NOW**



NICK MEISTER  
UNIVERSITY HOUSING  
& DINING  
ASSISTANT MANAGER



## TIMELINE

- United Way Campaign Information Session  
October 31, 8:30 am at MERF
- Campaign kick-off  
November 15th
- Campaign wrap-up Mid  
December 22nd

## LEARN MORE

[www.UnitedWayJWC.org/university-iowa-campaign](http://www.UnitedWayJWC.org/university-iowa-campaign)

Kaila Rome

Director of Development & Marketing

[kaila.rome@unitedwayjwc.org](mailto:kaila.rome@unitedwayjwc.org)





# THANK YOU

**UNITED in  
PURPOSE**



United Way of Johnson & Washington Counties