

# 20 DAYS OF EMAIL

**1** **GIVE.** Thanks to the generosity of so many individuals, organizations and businesses in our community, in 2010 United Way of East Central Iowa raised an all-time record of \$10,512,000 during the annual campaign. Funds raised will help support United Way's efforts in the areas of Education, Income and Health, and provide critical services to people in our community.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**2** **ADVOCATE.** We help children *START STRONG*, youth *GROW STRONG*, and families *STAY STRONG* by focusing on the building blocks for a better life - quality education, adequate income and better health. Our goal is to create long-lasting changes by addressing the underlying causes of problems. That's what it means to LIVE UNITED!

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**3** **VOLUNTEER.** United Way of East Central Iowa activates over 1,200 volunteers during the community wide Day of Caring every year. Last year, in our community, over 50 nonprofit agencies received donated work and time valued at over \$150,000 through United Way's Day of Caring.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**4** **GIVE.** Your donation to United Way of East Central Iowa allowed us to invest \$915,000 in programs, which helped prepare parents as their child's first teacher. In addition, we were able to invest \$1,048,500 in after school, summer and mentoring programs for youth.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**5** **ADVOCATE. *START STRONG*** - 1 out of 2 low-income kindergarteners in east central Iowa do not have the skills they need for school success. Working together with our partners, we support parents by providing critical learning opportunities for children as their young are developing. You LIVE UNITED by preparing 1,000 young children to be successful in school, work and life, right here in our community.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**6** **VOLUNTEER.** United Way of East Central Iowa creates connections between volunteer opportunities and individuals or groups to help them serve their community in Linn, Jones, Benton, Cedar, Iowa and Washington counties. In 2010, United Way of East Central Iowa and RSVP helped coordinate over 80,000 hours of volunteer service, valued at \$1,660,000.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**7** **GIVE.** Last year United Way of East Central Iowa invested \$965,000 in strategies that ensure people have access to a safety net of services that support their basic needs.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**8** **ADVOCATE. *GROW STRONG*** - 1 out of 3 low-income youth in east central Iowa are not proficient in reading. Reading, writing, critical thinking, problem solving, communication, and technical skills are noted as being lacking in applicant pools (*Skills 2010 Technology Corridor Report*). When youth are engaged in quality out-of-school time programming, they are able to develop the interpersonal, academic and leadership skills that prepare them for college, work and life. The Ready by 21 Stakeholders Coalition, led by United Way and comprised of community leaders, is identifying gaps in programming for area youth to ensure that youth are ready for college, work, and life.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**9** **VOLUNTEER.** United Way of East Central Iowa makes it easy to volunteer! Its website matches volunteers with opportunities throughout our six county service area: Benton, Cedar, Iowa, Jones, Linn, and Washington. Go to [www.corridorvolunteers.org](http://www.corridorvolunteers.org) and click "Volunteer Now."

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**10** **GIVE.** United Way of East Central Iowa makes an annual investment of \$1,664,000 to fund health strategies and last year invested \$822,000 in community based services for over 9,800 older adults.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**11** **ADVOCATE.** Together, you and United Way of East Central Iowa invest dollars that impact lives in *OUR* community. Through a process by trained community volunteers—people just like you—decide where the money will have the most impact on lives. All requests from agencies must demonstrate that their programs are making a difference in order to be considered for funding.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**12** **VOLUNTEER.** You've gained a lifetime of experience. Now is the time to put your skills and talents to good use by volunteering through RSVP. RSVP of Linn and Jones Counties engages adults, age 55 and older, in volunteer services which meet the critical community needs that impact citizens of all ages, while providing a high quality experience that will enrich the lives of volunteers.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**13** **GIVE.** United Way of East Central Iowa wants to recognize individuals and families whose combined giving achieves one or more of the seven Leadership Giving levels. A family's giving is recognized at the appropriate level regardless of the amount from one family member or another. To ensure proper recognition, please fill out the **Leadership Giving** section of the pledge form. Last year leadership donors represented more than 66% of total giving - thank you for your support!

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**14** **ADVOCATE. STAY STRONG** - More than 32,000 people in our service area are uninsured. When low-income, uninsured persons are connected with affordable, regular healthcare then they are more likely to: receive preventative care, reduce health risks, be diagnosed and receive treatment at an earlier stage of disease, and live a longer, healthier life. You LIVE UNITED by creating opportunities for 78,478 people to live healthy and independently.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**15** **GIVE.** United Way realizes to create positive, lasting community change we need to get to the root cause of our most critical needs. It's not enough to find shelter for a family; but to change the condition that led to homelessness in the first place. This requires the work of our entire community. All this is done in collaboration with diverse community partners: businesses, partner agencies, schools, organized labor, government, neighborhood associations, faith-based organizations and many others. Community Building staff work with over 300 community partners and participate in 23 collaborations and 30 community projects. United Way of East Central Iowa knows where your contribution is most needed to have the greatest impact. United Way is your best investment because we're effective, efficient and convenient.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**16** **ADVOCATE. STAY STRONG** - Over 5,300 households in Linn County do not earn an income sufficient to meet their family's basic needs. When more families are financially stable they will provide for their family's basic needs and provide a foundation for their children to become productive adult citizens. You LIVE UNITED by helping 20,868 people get the skills to maintain their job, secure permanent housing and reach financial stability.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**17** **GIVE.** Each year, United Way of East Central Iowa is fortunate to have Loaned Executives to help with the campaign. Loaned Executives act as account managers by working with United Way staff for 14 weeks to plan and implement the campaign. Organizations support the Loaned Executive program by either "loaning" an employee to work for United Way or by sponsoring an individual to represent their company.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**18** **ADVOCATE.** United Way 2-1-1 is a free, confidential information and referral service that connects people to trained call specialists who help them find local resources for everyday needs or in times of crisis or disaster. We serve 24 counties and 834,000 residents. In 2010, we received 59,690 calls for assistance or support. Get help finding food, utility and housing assistance, income assistance, childcare, and healthcare. To learn more about 2-1-1 visit [www.211iowa.org](http://www.211iowa.org).

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**19** **GIVE. Labor Partnership** - Since 1969, the American Federation of Labor, the Congress of Industrial Organizations (AFL-CIO), and United Way of East Central Iowa have worked together to strengthen our communities. This partnership has provided services to members of organized labor, their families and community.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---

**20** **ADVOCATE.** One of the most important resources we have is our partners. United Way is engaging people from business, government and nonprofits, as well as ordinary citizens. It takes time, but working together we can find the solutions that help us achieve our goals: **EDUCATION:** Helping children and youth achieve their potential, **INCOME:** Promoting financial stability and independence and **HEALTH:** Improving people's health and access to healthcare.

**GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED™**

---