



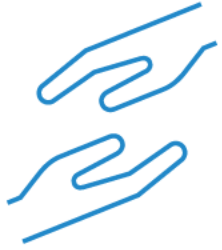
United Way
of Central Iowa

LEADING THE WAY

Even the hardest puzzles have a solution, and when we come together as donors, volunteers, and advocates, we can address these challenges and foster a thriving community that is equitable, empowered, and engaged.



YOUR COMMITMENT TO UNITED WAY ALLOWS US TO...



UNITE

donors, volunteers, businesses, nonprofits, community leaders, and those with lived experience to address our community's most critical issues.



COLLABORATE

with individuals from all sectors of our community to develop research-based, comprehensive strategies to make significant and sustainable progress.



MOBILIZE

by convening coalitions, advocating for public policy, rallying volunteers, investing in more than 175 programs with more than 100 local nonprofits, and creating initiatives designed to make progress under our UNITED to THRIVE strategy.



EVALUATE

our success by continuously measuring the results of our investments, holding every initiative accountable to make meaningful progress.

UNITED to THRIVE

United Way of Central Iowa mobilizes our community to action so all can thrive. We focus on the 5 Elements of a Thriving Community, with equity at the center, by understanding how they are interconnected and influenced by one another.

EQUITY is at the center of a thriving community.

Equity means every person has access to resources and opportunities based on their specific needs and aspirations, which empowers them to thrive long term.

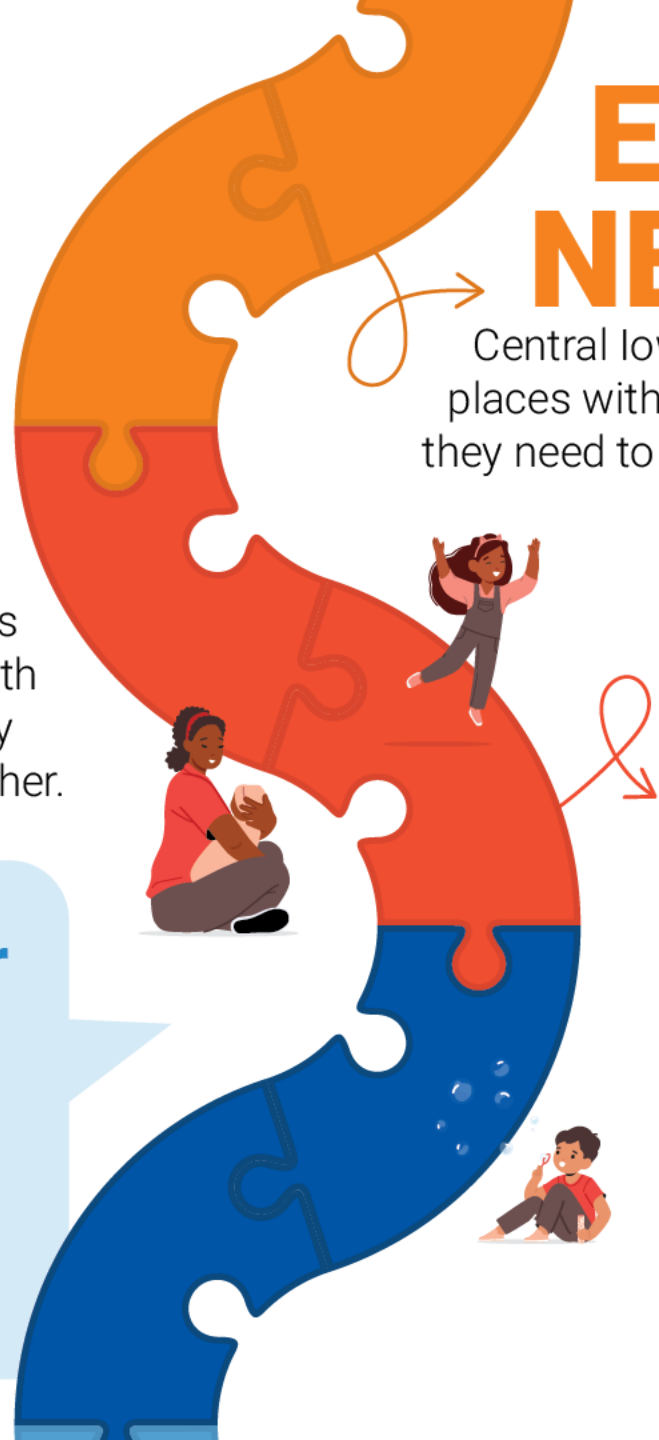
ESSENTIAL NEEDS

Central Iowans live in stable, healthy places with essential supports they need to thrive.



EARLY CHILDHOOD SUCCESS

Central Iowa children start out healthy and ready to learn.



ECONOMIC OPPORTUNITY

Central lowans have sufficient income and opportunities to build wealth.



EDUCATION SUCCESS

Central Iowa youth are academically successful and have a plan for their future.



HEALTH & WELL-BEING

Central lowans have physical and mental well-being.



ADDRESSING CRITICAL COMMUNITY ISSUES

Engaging Our Community To Empower All

With support from our corporate and community partners who are dedicated to fostering a thriving community, we can be far more effective, efficient, and impactful if we all work together – coordinating our work in a UNITED WAY.

United Way is here to help central Iowa navigate through critical issues like:



INCREASING FOOD SECURITY



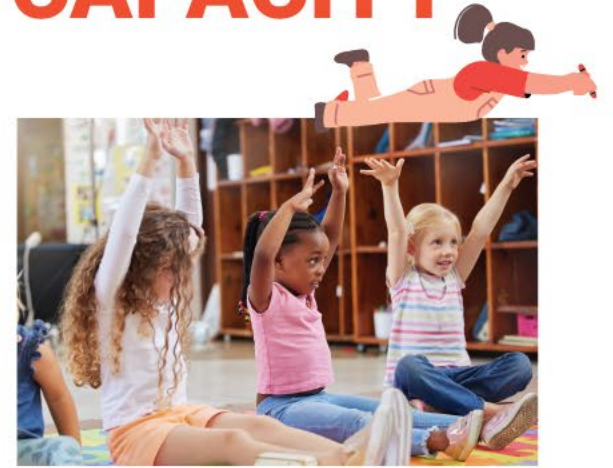
In central Iowa, **10%** of the population is food insecure, including **14%** of children under age 18 - nearly **23,000** children.

CREATING YOUTH OPPORTUNITIES



In central Iowa, **7%** of youth ages **16-19** are disengaged from school or work.

ADDRESSING CHILDCARE CAPACITY



In Polk County, there is only **1 licensed** childcare slot for every **2 children**.



Scan the QR Code to
learn more or visit:

unitedwaydm.org/impact/issues

We're stronger when we
LIVE UNITED

In whatever way you choose to give during your company's United Way campaign – through sharing your dollars, time, or voice – thank you for supporting United Way of Central Iowa and our community. Your generosity empowers us to unite the caring power of our community and create lasting, positive impact throughout central Iowa.



WANT TO MAKE A DIFFERENCE WHERE IT MATTERS MOST TO YOU?

*Join one of our
donor affinity groups.*

Be a leader in central Iowa. Donate at a leadership level (\$1,000+) and join one or more of these membership affinity groups.



Scan the
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learn more
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For 19 consecutive years, United Way of Central Iowa has earned the top 4-Star Rating from Charity Navigator, showing financial strength and accountability.