

MEET ALICE

ALICE® stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE represents people who are working in jobs we all rely on but still struggling to afford basic needs like housing, childcare, food, and healthcare.

In central Iowa,

1 in 3

**households
struggles to afford
the essentials.**

ALICE could be someone you know. A neighbor. A friend. A coworker. Now or at some point in your life, you could be ALICE.

Many ALICE individuals and families earn too much to qualify for assistance but still face tough choices every day, like paying for utilities or gas, buying food or filling a prescription, or choosing between affordable housing and a long commute.

Whether you are working toward financial stability or helping others do the same, United Way of Central Iowa brings people together to create opportunities for all.

TAKE ACTION

Give

Your gift helps United Way of Central Iowa unite partners, mobilize action, and drive solutions so all can thrive. Every dollar makes a difference - give through your company's United Way campaign today.

Advocate

Real change starts with action, and strong policies shape the future of our community. Together, we can influence policymakers, mobilize resources, and drive systemic change. Stand up, speak out, and help lift up those who need it most.

Volunteer

When you volunteer, you invest in our community's future. Your time, skills, and energy can uplift those around you while supporting the causes you care about.

Charity Navigator

For 21 consecutive years, United Way of Central Iowa has earned a top 4-Star Rating from Charity Navigator, showing financial strength and accountability.
[CharityNavigator.org](https://www.charitynavigator.org)

Central Iowa is #1

Thanks to the generosity of donors like you, central Iowa ranks #1 in the nation for per-capita giving to United Way among communities that raise \$18 million or more.

Stay informed. Stay involved.

Visit unitedwaydm.org to learn more about our work and find ways to give, advocate, and volunteer. Follow us on social media to see how neighbors, partners, and supporters are coming together to help our community thrive.

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UNITED WAY
Central Iowa

**UNITED
IS THE
WAY™**

FROM ONE GIFT TO COMMUNITY-WIDE IMPACT

When you give to United Way of Central Iowa, your gift becomes part of something bigger.

We bring together partners, align resources, and focus on the greatest needs so your donation creates lasting change across central Iowa.

Every dollar is carefully invested in strategies and programs that deliver results.

And together, those dollars add up. That is how your impact grows.



CRITICAL CHALLENGES. MEASURABLE PROGRESS.

To ensure this support leads to meaningful impact, United Way of Central Iowa focuses its efforts through UNITED to THRIVE, centered on the Five Elements of a Thriving Community.

Through coordinated investments and strong community partnerships, here are some examples of how United Way’s funded programs achieved meaningful progress in fiscal year 2024-25:

ESSENTIAL NEEDS



Challenge: **1 in 3** central Iowa households struggles to afford basic needs.



Progress: **44,000** calls connected to help through 211; **6,000** households assisted through housing-focused programs; **268,000** people served through emergency food assistance.

HEALTH & WELL-BEING



Challenge: **47%** of Iowa adults with mental illness do not receive the treatment they need.



Progress: **23,000+** individuals served through physical and mental health programs; **78%** of those served maintained or improved their overall mental health.

EDUCATION SUCCESS



Challenge: **1 in 5** central Iowa high school graduates does not have a plan for the future.

YOUR GIFT GOES TO WORK

Your United Way investment doesn’t sit still. It becomes a ride to work, a safe place for a child after school, a meal for a family, a 211 call answered in a moment of crisis, or a rent payment that prevents homelessness.

When you give to United Way, your gift moves across our community, connecting people, programs, and partners to address realtime needs and create lasting change.

ECONOMIC OPPORTUNITY



Challenge: **17,000** central Iowans are employed yet in extreme poverty.



Progress: Nearly **15,000** individuals participated in workforce training or education programs; **1,750+** gained employment or increased income.

EARLY CHILDHOOD SUCCESS



Challenge: **56%** of children from low-income households are not ready for kindergarten.



Progress: **8,000+** children benefited from early childhood education programs; **7,000+** children received developmental screenings; successfully advocated for childcare workers to be included in Child Care Assistance program.

