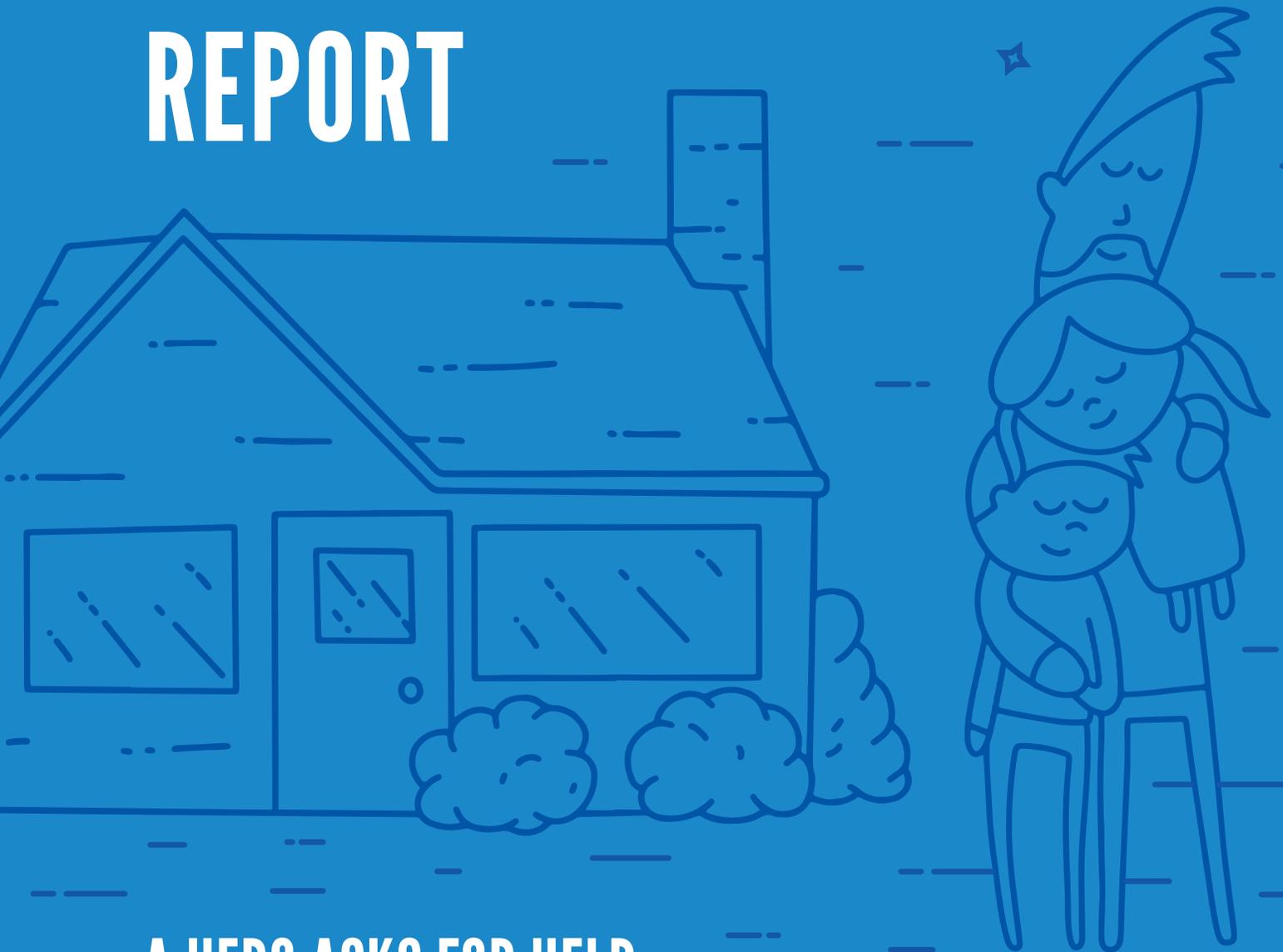


2020 COMMUNITY IMPACT REPORT



A HERO ASKS FOR HELP

At first glance, Casey Wright may not seem like a typical hero. But to his two kids Kinnick (8) and Kyndall (7), he's just that.



EDUCATION

Increase the percentage of central Iowa students who graduate from high school to

95%

CENTRAL IOWA HIGH SCHOOL GRADUATION RATE



Iowa Department of Education

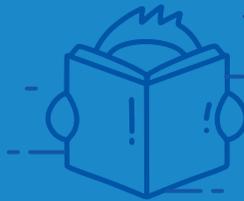
SCHOOL READINESS



Early screenings catch developmental, hearing, and vision issues before they interfere with learning. Children from families with low-income are almost **twice as likely** to have a reported developmental delay or disability as children from families with higher-income.

The Campaign for Grade-Level Reading

EARLY-GRADE READING



50% of students of color are reading on grade level in 3rd grade compared to 78% of their white peers – a **28%** gap.

Iowa Department of Education



Children who cannot read at grade level by the end of 3rd grade are **4 times** less likely to graduate from high school.

Annie E. Casey Foundation

MIDDLE SCHOOL SKILL BUILDING



It is vital to focus on building both academic and social skills in middle school (reading, comprehension, fluency, transition from arithmetic to mathematics, and camaraderie).

afterschoolalliance.org

SCHOOL READINESS

1,602



central Iowa children worked with **1,039 volunteer reading mentors** to improve reading skills and school readiness through programs like **Book Buddy, Power Read, and Real Men Read.**

EARLY-GRADE READING



Our 3rd Graders Must **READ! TO SUCCEED!**

156,767

books for children have been collected over the past five years and distributed for free to childcare centers, schools, nonprofit programs, and others who serve families in low-income households throughout central Iowa through **Stuff the Bus** and other **book drives.**

OUT-OF-SCHOOL TIME

63%



of middle school students in central Iowa participated in at least one out-of-school activity. Since United Way began funding the Community School Coordinator position at Des Moines Public Schools, **5,163** 6th-12th graders participated in more than one out-of-school activity, a **30+%** increase.



Casey and his family seek a better life in Des Moines.

New to Des Moines, Casey is eager to move his family out of poverty. Despite going through a custody battle for Kinnick (8) and Kyndall (7), being a single dad, and having a full-time job, he completed the DMACC HiSet program to earn his high school equivalency in less than four months. He's since enrolled in DMACC to finish with an associate degree.

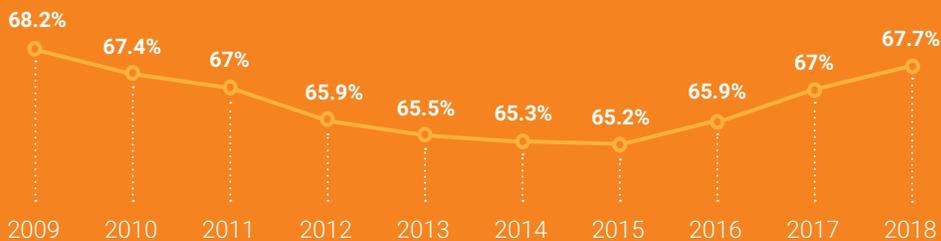
INCOME

Increase the percentage of central lowans who are financially self-sufficient to

75%

PERCENT OF CENTRAL IOWANS WHO ARE SELF-SUFFICIENT

250% of the federal poverty level; no public assistance or family support needed



U.S. Census Bureau, American Community Survey, most recent 5-year estimates for Polk, Dallas, and Warren Counties (2014-2018)

WORKPLACE SKILLS GAP

54% of jobs in Iowa require skills training beyond high school, but not a four-year degree. Only 49% of workers are ready to fill these jobs.

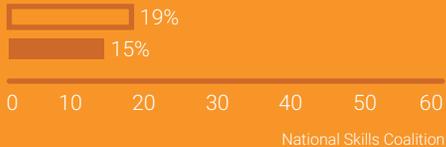
FOUR-YEAR DEGREE



SKILLS TRAINING



HIGH SCHOOL EQUIVALENCY



EDUCATION & INCOME DISPARITY



While 62% of White lowans over the age of 25 have attained some postsecondary education or training, only 33% of Hispanics and 56% of African Americans have education beyond high school.

U.S. Census, American Community Survey

The median household income for Black American households in Polk County is \$33,816. In comparison, the median household for all of Polk County is \$63,350.

One Economy Report

CHILDCARE & THE CLIFF EFFECT

Largest average monthly costs for an Iowa family of four (2 adults, 1 preschooler, 1 infant):

- \$1,035 child care
- \$800 health care
- \$659 rent or mortgage

Alice Report

95% of parents receiving Child Care Assistance benefits are working, but a raise of as little as 15 cents per hour could cause them to lose these benefits.

Iowa Department of Human Services

WORKPLACE SKILLS GAP

Central Iowa Works is a United Way of Central Iowa initiative that turns barriers into stepping stones to employment.

500 central lowans are being served by Central Iowa HealthWorks, **100 more than our goal.**

Other Central Iowa Works programs provide training and more for **90 employers, nonprofits, government agencies, and community partners.**

EDUCATION & INCOME DISPARITY



36,000 more central lowans are financially self-sufficient than 3 years before.

CHILDCARE & THE CLIFF EFFECT

We lead efforts to **eliminate the child care "cliff effect"** and increase access to quality and affordable child care by expanding income eligibility of the **Child Care Assistance (CCA)** program to **0-200 percent** of the federal poverty level, including a tiered co-pay schedule. We advocate for the stabilization of the child care provider market through CCA program improvements and reimbursement rates.

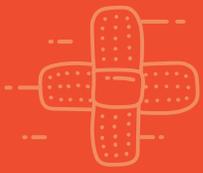
The Governor's FOCUS Committee on Criminal Justice Reform adopted 17 recommendations of the **OpportUNITY Reentry Work Group**, working to break down the barriers to success for individuals coming out of incarceration. Included in the recommendations are **strategies to improve the education, workforce participation, and mental health of returning citizens.**



Like many, they needed help, but not just in one area.

"People just don't go from \$10 an hour to \$20 – it's not realistic," Kelsie, Casey's case manager at Hawthorn Hill, said. And with his already meager budget, he was hit hard when his car broke down. Without a car, he lost his job. "Finding a job that will work around my kids is hard enough, but not having a car – that's a lot harder," Casey said.





HEALTH

Increase central Iowa's Gallup National Health and Well-Being Index score to **64.5**

CENTRAL IOWA WELL-BEING INDEX SCORES

A comprehensive measure of health



Gallup National Health and Well-Being Index, West Des Moines-Des Moines Metropolitan Statistical Area (MSA)

THE FIVE FACTORS OF WELL-BEING

PHYSICAL



#1 most common childhood disease: **TOOTH DECAY**

- **5x** more common than **asthma**
- **4x** more common than **childhood obesity**
- **20x** more common than **diabetes**

American Academy of Pediatric Dentistry

PURPOSE



In 2018 **41.5%** of Iowans volunteered, **ranking 4th in the U.S.**

Volunteering has a positive effect on one's sense of purpose and life satisfaction.

Corp. for Nat'l & Community Service

SOCIAL



45% of people admit to feeling lonely.

Loneliness and social isolation are 2 of the most severe epidemics in the world today.

"15 Unexpected Benefits of Volunteering that will Inspire You" Joanne Fritz

FINANCIAL



nearly **19%** of rural household income is spent on food, compared to **17%** of income in urban counties.

One of the key indicators of health is access to fresh, affordable, healthy foods.

Centers for Disease Control and Prevention (CDC)

COMMUNITY



60% of health is determined by zip code rather than genetic code.

The healthiest communities are those with the most economic stability.

Blue Cross Blue Shield Association, American Hospital Association

PHYSICAL

15,700 central Iowans accessed affordable dental services funded by United Way of Central Iowa with over **\$176,000** in donated care in the form of free services and sliding fee discounts.

PURPOSE

More than **10,787** volunteers donated over **87,189** volunteer hours in opportunities sponsored by United Way of Central Iowa, a total of **\$2,217,216** in economic impact.

SOCIAL

The Coalition to Advance Mental Health in Iowa for Kids (CAMHI4Kids), successfully advocated for **legislation to establish a children's behavioral health system**. Highlights include:

- **\$2.1 million in funding** to the Area Education Agencies for school-based children's mental health supports
- A **statewide crisis hotline**
- Clarification of eligibility
- Additions to the state board charged with oversight

FINANCIAL



45,484 pounds of fresh produce were grown in the community and corporate giving gardens supported by United Way of Central Iowa, feeding **18,193 central Iowans**.

COMMUNITY



94,876 children in central Iowa demonstrated healthy habits through United Way's 5-2-1-0 initiative in schools, childcare centers, out-of-school programs, and health care clinics.



Education, Income, Health, and Essential Needs all tie together in our lives.

His son had a hard time transitioning away from his mom, but after meeting with a therapist, Casey has noticed big improvements. "I don't know how anybody survives as a single parent without help," Casey said. Without Hawthorn Hill, he'd be in a far different, far worse position than he's in right now. "Seeking support is so, so important at any level, at any point in life."



ESSENTIAL NEEDS

Without access to essential needs, children cannot learn in school, families cannot be financially stable, and individuals cannot enjoy health and a sense of well-being.

PERCENT OF POPULATION STRUGGLING TO MEET BASIC NEEDS ALICE Report

	2012	2016
Polk	26%	36%
Dallas	21%	28%
Warren	26%	31%

WHAT WE FIGHT FOR



In central Iowa, more than **62,000 (11%)** residents are food insecure. Nearly one-third are children.

Feeding America



96%

of central Iowans who are not financially self-sufficient report transportation as a barrier.

Central Iowa Transportation Study



Housing costs increased by **6%** while the average household income only increased by **1.9%** from 2017 to 2018.

Polk County Housing Trust Fund & U.S. Census

Nearly **58,000** households in the Des Moines MSA are cost-burdened, spending more than **30%** of their income on housing. Nearly **25%** of those are severely cost-burdened, spending more than **50%** of their income on housing.

Des Moines Area Religious Council

WHERE WE WIN



30 Organizations came together through the **OpportUNITY workgroup for Food Insecurity** to promote Summer Meal Meet-Ups for children. The awareness campaign focused on providing information and materials to everyone who had contact with children living in low-income households and resulted in an **11.3% increase in participation**.



3,000 people received United Way-funded legal assistance to help increase financial stability. Successes include:

- **731** Families/individuals stayed in their homes.
- **1,104** People received legal assistance with housing issues.
- **851** Families/individuals were protected from losing their assets, such as income, a vehicle, or a home.

In 2019, United Way of Central Iowa operated 211 in **15 counties in Iowa**. Beginning January 1, 2020, United Way of Central Iowa more than **tripled** its capacity to operate 211 in **57 Iowa counties**, now offering this free 24/7 service for the majority of our state.



Due to COVID-19

211 served as the statewide hotline to respond to the questions and concerns regarding COVID-19 pandemic for the Iowa Department of Public Health, receiving an average of **1,200 calls per day in March 2020**.

(15 counties in Iowa)

32,705

calls were received by United Way of Central Iowa's **211 Help Line** in 2019. 211 helps connect Iowans to resources that meet essential needs, like those listed in the chart.





CASEY, KYNDALL, AND KINNICK

Despite Fair Housing Act protections, families with children can experience discrimination when searching for housing. When seeking shelter, Casey was surprised to find that options near them were either full or didn't accept men with children. Eventually, he was guided to Hawthorn Hill New Directions Shelter and was able to work toward getting a home through the organization's The Home Connection program.

"I just want to see my kids in a place where, if they need help, that I'd be the one they ask," Casey said. "I'm not gonna stop trying to provide a better life for my kids, and that means making my life better in the process."

Read the full story on unitedwaydm.org/casey