



UNITED to THRIVE

The five elements of a thriving community are interconnected areas of focus United Way of Central Iowa uses to create strategies and set goals to improve the lives of every person in our community.

EDU Educate **F** Federal **\$** Fiscal ask **INT** Integrated strategy **LOCAL** Local advocacy strategy **O** OpportUNITY **P** Policy **S** Support **LEAD** UWCI lead



EARLY CHILDHOOD SUCCESS

LEAD **P** — Lead efforts to support quality, affordable childcare for all Iowans by focusing on the needs of the provider workforce.

\$ **INT**
O **LOCAL**

Solutions include:

- Increasing reimbursement rates for the state’s Child Care Assistance (CCA) program
- Paying for enrollment at centers in the CCA program
- State income tax exemptions for childcare providers
- Making the CCA provider pilot program permanent in law
- Evaluate property tax valuation for childcare centers
- Flexibility in the weekly work/education requirement for CCA
- Support high-quality childcare workforce solutions through local strategies

S **P** — Support efforts to expand high-quality preschool opportunities for children, including all-day preschool.

\$ **INT**



ESSENTIAL NEEDS

LEAD **\$** — Advocate to protect critical safety-net programs such as Medicaid, Supplemental Nutrition Assistance Program (SNAP), affordable housing, and other public assistance programs that help Iowa families work toward stability.

P **O**
INT

S **\$** — Support the efforts of the OpportUNITY Affordable Housing Workgroup to address affordable housing and reduce cost-burdens for families seeking homeownership.

P **O**
INT **LOCAL**

P **S** — Support strategies and solutions that help unhoused individuals and families access supportive and permanent housing.

S **\$** — Support direct appropriations for the overall food security system and the Double Up Food Bucks program from the Healthiest State Initiative, allowing SNAP participants better access to healthy, nutritious fruits and vegetables.

O

S **\$** — Support sustainable funding for public transportation systems in the central Iowa region and statewide.

P **O**
INT **LOCAL**



EDUCATION SUCCESS

LEAD **E** — Raise awareness with policymakers on the loss of key data and research covering Iowa’s learners and youth.
INT

S **P** — Support quality work-based learning and strengthen pathways for youth employment with an emphasis on creating a plan for post-graduation career, training, or education opportunities.
INT

LEAD **P** — Educate policymakers on expanding credit-for-learning opportunities for in-school, after-school, and out-of-school programs.
\$ **INT**



ECONOMIC OPPORTUNITY

S **P** — Support quality job creation that provides the necessary training, education, and professional development to ensure workers are equipped to succeed in their work and career.
INT

LEAD **P** — Support the recommendations of the Iowa Skills2Compete Coalition.
\$ **INT**
O

Solutions include:

- Increase affordable access to quality childcare
- Promote stabilization in the childcare workforce

S **F** — Support 2026 implementation of Workforce Pell grant programs for short-term credentials and skill development.
P

S **\$** — Support efforts to expand equitable access to broadband across Iowa.
P **INT**
LOCAL

LEAD **\$** — Maintain or increase current investments in Iowa’s skilled worker fund including adult basic education, PACE programs, pathway navigators, industry sector partnerships, and GAP tuition assistance.
INT

P **S** — Lead efforts to expand state engagement with the federal Supplemental Nutrition Assistance Program Employment & Training program (SNAP E&T).
INT



HEALTH & WELL-BEING

P **LEAD** — Support children’s mental health and well-being by leading the Coalition to Advance Mental Health in Iowa for Kids (CAMHI4KIDS).
INT **\$**

LEAD **E** — Educate and raise awareness on the importance of overall oral health in partnership with the Oral Health Iowa coalition.
P

S **E** — Support the recommendations of the Iowa ACEs 360 Coalition (Adverse Childhood Experiences).
P **INT**