

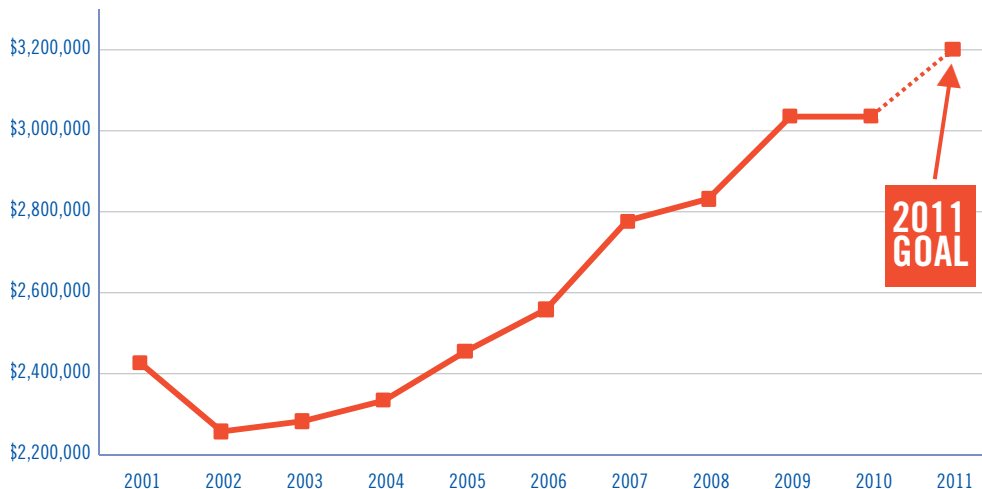
# TAKE ACTION TODAY TO CHANGE TOMORROW

Cedar Valley United Way continues to achieve outstanding results not only in fundraising, but in a wide variety of initiatives improving our community, thanks to your support.

United Way's focus is on **education, income and health**—the building blocks for a good quality of life. We recruit people and organizations who bring the passion, expertise and resources needed to get things done in our community.

It's a big job. That's why we need your support.

## CEDAR VALLEY UNITED WAY CAMPAIGN: HELP US MAKE A BIGGER IMPACT IN 2011



## OUR REQUEST

1. Consider a corporate gift increase.
2. Select, encourage and support a committed Employee Campaign Manager.
3. Be actively engaged (approve the campaign plan, request progress reports, participate in key campaign activities).
4. Consider campaign best practices (especially a separate management campaign, incentives, agency speakers/tours and most importantly a quality ask of all employees).
5. Lead the way with a generous personal gift.



# INVESTING IN OUR COMMUNITY

## CEDAR VALLEY UNITED WAY IS CHANGING THE NUMBERS

Last year in the Cedar Valley, staggering numbers were reported. Cedar Valley United Way is investing money to improve these numbers and make our community stronger. Check out these stats about the Cedar Valley and see where United Way is investing contributions.

### ACADEMIC DEVELOPMENT & SUPPORT

- 65% of fourth grade students were proficient in reading, compared to 79% of all fourth grade students in Iowa
- 58% of low-income fourth grade students were proficient in reading, compared to 65% of all fourth grade students in Black Hawk County
- 51% of African-American fourth grade students were proficient in reading, compared to 65% of all students in Black Hawk County

Cedar Valley United Way is investing \$233,833 so kids

- Enter kindergarten ready to learn
- Are able to read at grade level
- Transition through grades successfully
- Are able to graduate from high school
- Are able to secure sustainable employment

### ACCESS TO COMMUNITY RESOURCES

- 2,930 calls were placed to 2-1-1 to find and navigate information and referral services
- 6.5% of households speak a language other than English
- 16.5% of people over the age of 5 have a disability
- 14% of people are 65 or older

Cedar Valley United Way is investing \$82,000 so people

- Know where to turn for help
- Can remain in their home and community
- Can access programs to help gain employment
- Are able to remain independent

### HEALTHY CHOICES

- 26.6% of the adults are obese
- 48% of the students in local schools are overweight or obese
- 7.9% of the adults have diabetes
- 36% of adults are not meeting basic activity guidelines

Cedar Valley United Way is investing \$125,934 so people

- Become more active
- Have the access to healthier foods
- Try new activities and foods
- Are able to remain healthy

### SEXUAL HEALTH

- We are #1 in the rate of sexually transmitted infections (STIs) in Iowa
- There were 157 teen births in 2009

Cedar Valley United Way is investing \$88,000 so people

- Gain more knowledge regarding healthy choices
- Make informed decisions regarding their health
- Have specific age, gender and race health information
- Are able to remain healthy

### CHILD ABUSE AND DOMESTIC VIOLENCE PREVENTION & RECOVERY

- We are currently ranked #20 in the state for cases of child abuse (down from #5 in 2008)
- We have a significantly higher instance of domestic violence cases compared to the state of Iowa

Cedar Valley United Way is investing \$144,000 so people

- Live a life free from violence and neglect
- Have additional options during crisis and stress
- Are able to avoid preventable injuries
- Have a safety plan when needed

### ACCESS TO HEALTH SERVICES

- 14% of all adults under the age of 65 are medically uninsured

Cedar Valley United Way is investing \$209,000 so people

- Can access appropriate medical services
- Can address chronic and acute health needs
- Have a support group and advocate
- Are able to remain independent

### DRUG AND ALCOHOL PREVENTION & RECOVERY

- 15% of youth surveyed did not think it was harmful to misuse/abuse prescription drugs
- 51% of youth surveyed answered students who use drugs get them from their siblings or parents
- 61% of youth surveyed either agree or strongly agree drugs were easy to obtain at school

Cedar Valley United Way is investing \$65,000 so people

- Are encouraged to make better choices
- Understand the effects of drugs and alcohol
- Have limited access to harmful substances
- Are able to be in a support group

### INCOME SUPPORTS

- 14.7% of people live below the poverty line (\$22,350 for a family of four)
- 17.3% of children live below the poverty line
- 33% of students qualify for free lunch at school
- \$45,647 was the median wage compared to \$49,007 for the state of Iowa

Cedar Valley United Way is investing \$445,500 so people

- Are able to meet their basic needs
- Are able to secure a livable wage job
- Have access to work supports
- Are able to recover from a disaster

### PARENTING SUPPORTS

- 17.9% of pregnant women smoke while pregnant compared to 14.3% in the state of Iowa
- 11.5% of births are premature
- 8.9% of babies born are low birth-weight compared to 6.7% in the state of Iowa
- 36% of households are single parent homes compared to 26% in Iowa

Cedar Valley United Way is investing \$246,000 so people

- Make healthy choices when pregnant
- Have a support system
- Gain knowledge on parenting
- Are able to access services to allow for both parents to be part of a child's life

### ACCESS TO AFFORDABLE HOUSING

- 31% of households spend more than 30% of their household income on housing
- Average monthly rent in Black Hawk County is \$497
- 68.9% home ownership rate compared to 72.3% for Iowa

Cedar Valley United Way is investing \$59,750 so people

- Are able to reduce their expenses related to housing
- Are able to reduce their outstanding debt
- Are able to access affordable housing

### BUILDING SAVINGS

- \$300 in savings would have prevented most financial crises, keeping people independent

Cedar Valley United Way is investing \$20,000 so people

- To avoid a financial crisis
- Are able to stay employed
- Are able to create their own financial plan

### OTHER WAYS YOU CAN HELP:

- Read to a child
- Teach a parent to read
- Volunteer at a library
- Mentor
- Car pool
- Cut coupons for others to use
- Be a role model
- Serve lunch at a shelter or meal program
- Help families with their taxes
- Advocate for more affordable housing
- Help people with their budgets
- Shovel a neighbor's driveway
- Plant a community garden

# THANK YOU

Cedar Valley United Way is lucky to have the support of many companies and organizations who provide financial and inkind contributions. Thanks to all of you who support education, income and health in our community.

## TOP 50 BUSINESS CAMPAIGNS: OUR LARGEST CONTRIBUTORS FROM THE 2010 CAMPAIGN

NAME	PLEDGED		
John Deere Waterloo Operations	\$1,219,633.00	City of Waterloo	\$15,095.00
Tyson Fresh Meats	\$90,111.00	Lederman Bonding Co./Lederman's Inc	\$13,320.00
Veridian Credit Union	\$69,642.00	The Mudd Group	\$12,500.00
University of Northern Iowa	\$67,177.00	Qwest Communications	\$12,146.18
The CBE Group, Inc.	\$50,246.31	American Color Imaging, Inc.	\$11,593.00
The Principal Financial Group	\$46,647.66	Hawkeye Community College	\$11,346.00
Wheaton Franciscan Health System	\$42,926.86	Warren Transport, Inc.	\$10,978.24
Target Corporation	\$40,489.50	Ferguson Waterloo Distribution Center	\$10,708.00
USBank	\$38,824.00	Regions Bank	\$10,623.00
Waterloo Community Schools	\$36,661.00	KWWL Television	\$10,183.00
Isle Casino Hotel Waterloo	\$34,509.00	Black Hawk County	\$10,159.00
The Courier	\$32,417.00	Peoples Community Health Clinic	\$10,015.00
MidAmerican Energy Co.	\$31,847.00	PDCM Insurance Co.	\$9,903.58
Martin Bros. Distributing Co.	\$29,960.00	GMAC ResCap	\$9,860.00
Allen Memorial Hospital	\$28,776.00	ME&V	\$9,433.00
Bertch Cabinet Mfg.	\$28,699.00	Community National Bank	\$9,008.56
Viking Pump, Inc.	\$28,122.00	Scheels All Sport - Crossroads	\$8,903.00
KPR Holding (Consumer Products)	\$23,855.00	Alter Trading Corporation	\$8,700.50
Standard Golf Co.	\$22,269.69	Cedar Valley United Way	\$8,392.00
Scheels All Sport - College Square	\$21,334.00	Canadian National	\$8,000.00
Cedar Falls Public Schools	\$19,211.00	Advanced Systems, Inc.	\$7,948.84
Cedar Falls Utilities	\$19,040.80	Omega Cabinetry	\$7,830.00
Bergan, Paulsen & Company, P.C.	\$17,540.00	Earth Tech - AECOM	\$7,403.00
Wells Fargo	\$16,170.34	Iowa Laser Technology, Inc.	\$6,548.00
UPS	\$16,055.00	Waterloo Warehousing & Service Co.	\$6,456.80

## NEW COMPANY & EMPLOYEE CONTRIBUTIONS TO THE 2010 CAMPAIGN

3M Company	Creative Gift Baskets by Lola	HR Green	Schmitt Telecom Partners
4 Queens Dairy Cream	Cumulus Broadcasting, Inc	HyVee - College Square Mall	Slumberland
A & W / Long John Silver's	CWA Local #7108	IAHomesForSale.com	Sprint IPCS
Allegiant Air	Dickey's Printing	Itech	Starbucks Coffee
Anderson Erickson Dairy	DIStek	Jameson's	Stickfort Electric Co., Inc.
Art House Cafe	D'vine Medical Spa	Kellogg Company	Texas Roadhouse
Bike Tech	Etringer Electric, LLC	Kitchen Essentials & Gifts	The Hoist
Caribbean Tan & Spa	Far Reach Technologies	Lincoln Savings Bank	The Other Place
Carpet Network	Federal Pub	Martin Bros	Toad's Bar & Grill
Casey's General Stores	Field of Yoga	Manpower, Inc.	UPS Store
Catherine Doyle's Pub	Financial Decisions Group	Meyer's Nursery	Vintage Iron Company
Cedar Falls Construction Co	First Insurance Services	Panera Bread	Waterloo Building Trades
Christone Concrete & Construction	Genuine Parts - NTL	Pepper's Grill & Sports Pub	Wayson Family
Cold Stone Creamery	Golfscents.com	Rainbow Florists & Greenhouse	Chiropractic P.C.