



Cedar Valley
UNITED WAY

2025 CAMPAIGN TOP 50

| | | | |
|----------------------------------------|-------------|------------------------------------------------|----------|
| 1. John Deere Waterloo | \$ 336,480* | 27. Waterloo Warehousing & Service Co. | \$ 4,592 |
| 2. Veridian Credit Union | \$ 111,656 | 28. Adams Evenson & Co. | \$ 4,555 |
| 3. KWWL | \$ 70,670 | 29. Waterloo Schools | \$ 4,535 |
| 4. CBE Companies | \$ 41,425 | 30. City of Waterloo | \$ 4,493 |
| 5. SCHEELS | \$ 36,943 | 31. Schumacher Elevator Company, Inc. | \$ 4,310 |
| 6. Isle Casino Hotel Waterloo | \$ 25,882 | 32. Owens Property Services | \$ 3,500 |
| 7. American Color Imaging | \$ 17,127 | 33. Emergent Architecture | \$ 2,875 |
| 8. Hawkeye Community College | \$ 16,786 | 34. Oakridge Real Estate | \$ 2,803 |
| 9. Creative Planning | \$ 15,502 | 35. Cedar Valley United Way | \$ 2,648 |
| 10. Cedar Falls Utilities | \$ 15,118 | 36. Paulson Electric Co. of Waterloo | \$ 2,500 |
| 11. Trinity Industries | \$ 15,000 | 36. Warren Transport, Inc. | \$ 2,500 |
| 12. MercyOne Northeast Iowa | \$ 12,976 | 36. Young Plumbing & Heating Co. | \$ 2,500 |
| 13. PDCM Insurance | \$ 11,504 | 37. Kirk Gross Company | \$ 2,430 |
| 14. Peoples Community Health Clinic | \$ 11,110 | 38. Pathways Behavioral Services, Inc. | \$ 2,428 |
| 15. UnityPoint Health - Allen Hospital | \$ 10,742 | 39. Target | \$ 2,416 |
| 16. Superior Cleaning Services USA LLC | \$ 10,000 | 40. Lamar Advertising of Waterloo | \$ 2,380 |
| 16. US Bank | \$ 10,000 | 41. Viking Pump | \$ 2,280 |
| 17. Bien VenU Event Center | \$ 8,000 | 42. Grow Cedar Valley | \$ 2,248 |
| 18. University of Northern Iowa | \$ 7,344 | 43. ASI Computer Systems, Inc. | \$ 2,230 |
| 19. Cedar Valley Medical Specialists | \$ 7,341 | 44. ISG | \$ 2,140 |
| 20. Community Bank & Trust | \$ 7,012 | 45. Cedar Valley Preschool & Child Care Center | \$ 2,086 |
| 21. Lost Island | \$ 6,143 | 46. Cedar Falls Construction Co. | \$ 2,000 |
| 22. First Bank | \$ 5,741 | 46. Claassen Engineering & Survey | \$ 2,000 |
| 23. MidAmerican Energy Co. | \$ 5,457 | 46. Midland Concrete Products | \$ 2,000 |
| 24. Black Hawk County | \$ 5,092 | 47. INRCOG | \$ 1,960 |
| 25. Beecher Law Office | \$ 5,000 | 48. Banklowa | \$ 1,914 |
| 26. AECOM | \$ 4,680 | 49. Cedar Falls Schools | \$ 1,873 |
| | | 50. Hydrite Chemical Company | \$ 1,780 |

* denotes estimate based on Benevity (third-party processor) trends



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FUTURE-SHAPERS (151+ EMPLOYEES)

| | |
|----------------------------------------|-------------|
| 1. John Deere Waterloo | \$ 336,480* |
| 2. Veridian Credit Union | \$ 111,656 |
| 3. CBE Companies | \$ 41,425 |
| 4. SCHEELS | \$ 36,943 |
| 5. Isle Casino Hotel Waterloo | \$ 25,882 |
| 6. Hawkeye Community College | \$ 16,786 |
| 7. Cedar Falls Utilities | \$ 15,118 |
| 8. Trinity Industries | \$ 15,000 |
| 9. MercyOne Northeast Iowa | \$ 12,976 |
| 10. UnityPoint Health - Allen Hospital | \$ 10,742 |
| 11. University of Northern Iowa | \$ 7,344 |
| 12. Cedar Valley Medical Specialists | \$ 7,341 |
| 13. Black Hawk County | \$ 5,092 |
| 14. Waterloo Schools | \$ 4,535 |
| 15. City of Waterloo | \$ 4,493 |
| 16. Target | \$ 2,416 |
| 17. Viking Pump | \$ 2,280 |
| 18. Cedar Falls Schools | \$ 1,873 |

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FUTURE-MAKERS (51 - 150 EMPLOYEES)

| | |
|------------------------------------|-----------|
| 1. KWWL | \$ 70,670 |
| 2. American Color Imaging | \$ 17,127 |
| 3. Creative Planning | \$ 15,502 |
| 4. PDCM Insurance Co. | \$ 11,504 |
| 5. Peoples Community Health Clinic | \$ 11,110 |
| 6. US Bank | \$ 10,000 |
| 6. Superior Cleaning Services USA | \$ 10,000 |
| 7. Bien VenU Event Center | \$ 8,000 |
| 8. Lost Island | \$ 6,143 |
| 9. MidAmerican Energy Co. | \$ 5,457 |
| 10. Waterloo Warehousing | \$ 4,592 |
| 11. Schumacher Elevator Company | \$ 4,310 |
| 12. Oakridge Real Estate | \$ 2,803 |
| 13. Warren Transport, Inc. | \$ 2,500 |
| 14. Pathways Behavioral Services | \$ 2,428 |
| 15. ASI Computer Systems, Inc. | \$ 2,230 |
| 16. Hydrite Chemical Company | \$ 1,780 |



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2025 CAMPAIGN TOP 50

FUTURE-BUILDERS (1 - 50 EMPLOYEES)

| | |
|-------------------------------------|----------|
| 1. Community Bank & Trust | \$ 7,012 |
| 2. First Bank | \$ 5,741 |
| 3. Beecher Law Office | \$ 5,000 |
| 4. AECOM | \$ 4,680 |
| 5. Adams Evenson & Co. | \$ 4,555 |
| 6. Owens Property Services | \$ 3,500 |
| 7. Emergent Architecture | \$ 2,875 |
| 8. Cedar Valley United Way | \$ 2,648 |
| 9. Paulson Electric Co. of Waterloo | \$ 2,500 |
| 9. Young Plumbing & Heating Co. | \$ 2,500 |
| 10. Kirk Gross Company | \$ 2,430 |
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| 12. Grow Cedar Valley | \$ 2,248 |
| 13. ISG | \$ 2,140 |
| 14. Cedar Valley Preschool | \$ 2,086 |
| 15. Claassen Engineering & Survey | \$ 2,000 |
| 15. Cedar Falls Construction Co. | \$ 2,000 |
| 15. Midland Concrete Products | \$ 2,000 |
| 16. INRCOG | \$ 1,960 |
| 17. Banklowa | \$ 1,914 |