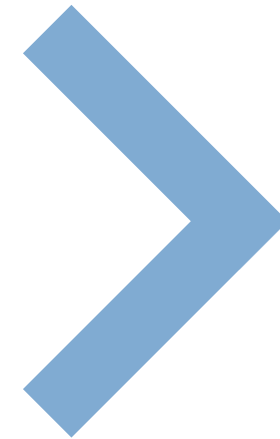
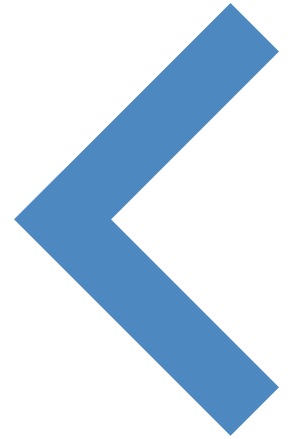


United Way of Story County 2020-2025 Community Impact Goals

A Collective Impact Strategy

YEAR FOUR (FY 22-23) UPDATE

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Dear Story County community:

In Year 4* of our five-year Community Impact Goals (2020-2025), our community made important progress in our pillar areas of Health, Education, and Financial Stability.

Some highlights discussed in detail in this report:

Health – Although we met our goal last year, there continue to be significant health needs in our community. With our partners, we worked to improve the mental and physical health of all our neighbors.

Education – We served 4,146 individuals in the five areas we have been spotlighting since 2018. When we grow that spotlight, illuminating a wider area of our work, we see a total of 6,986 underserved individuals reached - from cradle to career.

Financial Stability – This year, we met and exceeded our goal set for 2025. We provided financial stability supports for 3,011 individuals in our three goal areas and also saw 74,644 visits to emergency food programs.

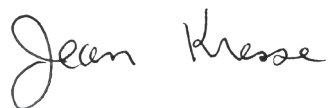
This report also provides stories that illustrate our impact in each pillar area and demonstrates the far-reaching effects of volunteerism.

We have confidence that our community will continue to work for the quality of life of all our neighbors in the years ahead, with United Way of Story County as a trusted champion of this work. Thank you for being a valued partner.

LIVE UNITED,



Ashley Thompson
President and CEO



Jean Kresse
Outgoing President and CEO

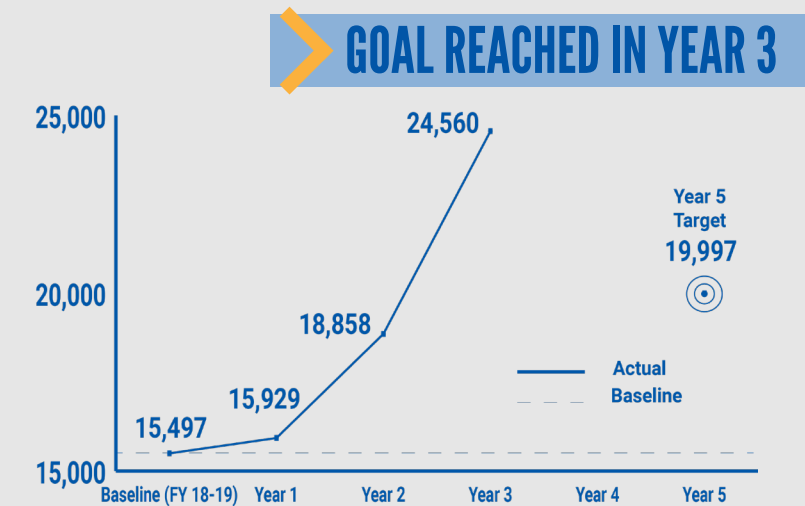
*Year Four reports on FY22-23 (July 1, 2022 thru June 30, 2023).

FROM THE CEO

COMMUNITY IMPACT GOAL PROGRESS HEALTH

Improve community health by serving 4,500 more people by 2025.

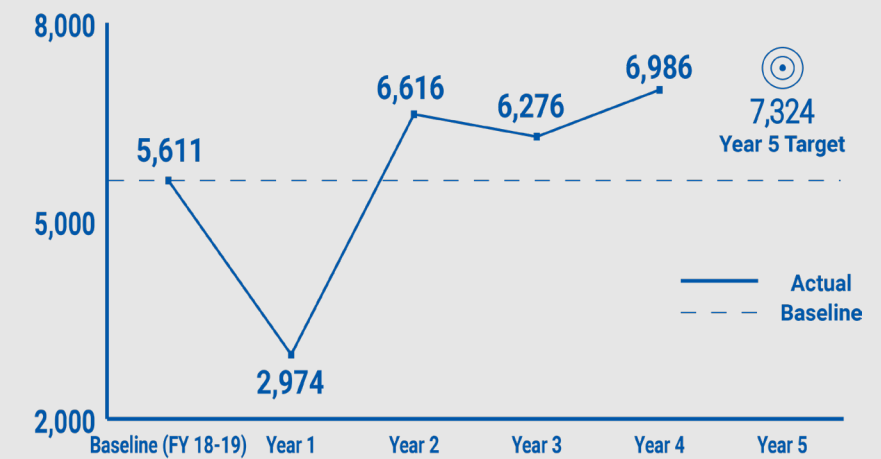
(view details on pages 5-8 of report)



EDUCATION

Decrease the achievement gap by reaching 30% more underserved learners.

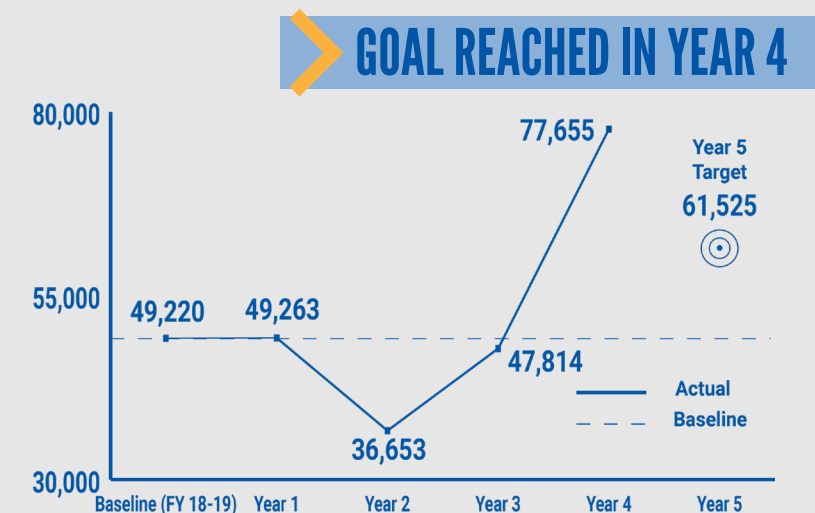
(view details on pages 9-12 of report)



FINANCIAL STABILITY

Strengthen financial stability by increasing the number of people served by 25%.

(view details on pages 13-16 of report)



IMPROVE COMMUNITY HEALTH

by serving 4,500 more people by 2025

HEALTH

We met our Health goal last year (FY22), serving 23% individuals more than the ambitious goal we had set for 2025. That said, the needs in Health continue to be significant in Story County. With your support, United Way made notable progress in addressing mental and physical health issues in the past year. Some of our impact in Year 4 includes:

5,776 individuals participated in mental health awareness programming

1,822 individuals served through partners' mental health services

642 individuals surveyed reported improved quality of life due to programs and services

1,159 individuals served through healthy food access/nutrition programs. These programs serve our youngest to oldest residents, ensuring the food they receive meets federal nutrition standards.



ADDITIONAL IMPACT IN YEAR FOUR

455 mental health awareness programs offered by United Way partners. In addition, United Way participated in the planning and fiscal sponsorship of the community's annual Mental Health Expo.

10,556 hours of mental health therapy provided to Story County residents through ACCESS, Eyerly Ball, and YSS.

2,564 individuals received physical and dental health services thanks to Heartland, MGMC Home Health, Primary Health Care, and The Arc. An additional 214 adult with disabilities received services from UWSC partner agencies, Friendship Ark and Mainstream Living.

115 individuals in Story County saved \$14,264 in FY23 thanks to complimentary SingleCare prescription discount cards provided by United Way.

674 surveyed individuals reported a better ability to cope, representing 89% of those surveyed.

HEARTLAND OUTREACH SERVICES

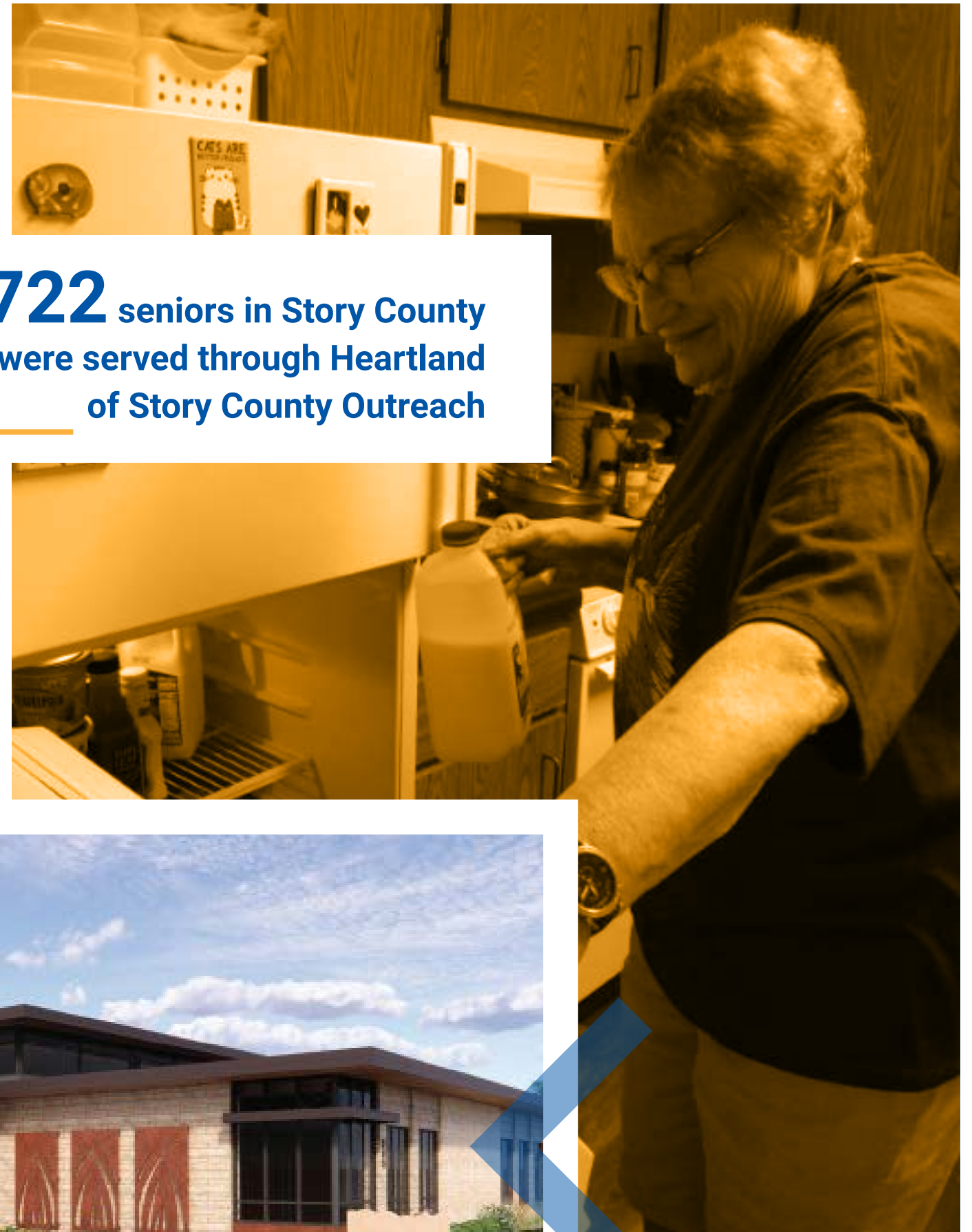
Promoting Health in Multiple Ways

Social isolation and food insecurity have increased in Story County – and nationwide – in the past few years. Numerous partner agencies are working to address this, including Heartland of Story County. In spite of their new building being under construction, Heartland has continued to provide many services. This includes Outreach, which **served 722 Story County seniors** in FY23. Here's a story of that program's impact:

An avid canasta player, Karen frequented Heartland of Story County to socialize and participate in activities prior to the pandemic. Karen then experienced health challenges during the pandemic which resulted in isolation and limited access to food and transportation. Heartland's Outreach services linked Karen to Meals on Wheels, grocery delivery options, and the Senior Farmers Market Nutrition Program. These services helped improve Karen's overall health while allowing her to remain in her own home and avoid a long-term care stay.

Karen is beginning to return to participating in activities she enjoys and says that "Meals on Wheels has good stuff" and "the Farmers Market program has come in handy."

Thank you for helping United Way support our valued partners like Heartland!



722 seniors in Story County were served through Heartland of Story County Outreach



DECREASE THE ACHIEVEMENT GAP

by reaching 30% more underserved learners

EDUCATION

In FY23, we reached 4,146 individuals in the 5 areas we have been spotlighting since 2020. While sizable, this is only a fraction of the “underserved” learners we reached overall: we reached an additional 2,035 individuals through funded programs and 805 through our Golf Fore Kids grants. That brings us to a total of 6,986 underserved learners reached, just 2 people shy of our Year 4 target and 4% away from our Year 5/2025 goal. Our impact in the goal areas included:

193 children from underserved populations enrolled in 4 high-quality early childhood programs. We saw high numbers of families eligible for the greatest amount of sliding fee scale assistanceⁱ and worked hard to grow the capacity of programs.

164 surveyed caregivers reported an increase in their parenting knowledge and skills.ⁱⁱ

504 children improved or maintained their reading proficiency level thanks to early childhood and out-of-school programming, a 13% increase over last year. At one program, 86% of the children improved!ⁱⁱⁱ

655 underserved youth participated in summer enrichment programs supported by United Way. Our partners made a point of recruiting participants through emergency food and housing programs and with the help of school social workers.

2,630 surveyed program participants in community-based education programs reported having a better understanding than before.^{iv}

114 additional caregivers served through UWSC-funded parenting programs.^v

194 additional children served through explicitly reading-focused programs^{vi}, including 144 who received 1-on-1 tutoring through the Iowa Reading Corps program supported by United Way. ***In school year 22-23, 3rd grade reading proficiency was the highest it's been in 5 years!***^{vii}

845 additional youth in mentoring, after-school care, or community youth development programming.^{viii}

45 youth from families with limited incomes in The Community Academy's outdoor, experiential summer programs in 2023.^{ix}

497 youth provided with employment supports and/or postsecondary preparation.^x

340 additional adults with disabilities and international families in Advocacy for Social Development programs.^{xi}

ADDITIONAL IMPACT IN YEAR FOUR

EXTENDING OUR REACH

Through Golf Fore Kids

Every year, golfers (and some non-golfers) join United Way at the Ames Golf & Country Club in August. The dollars raised are then made available to Story County programs serving children and families. In Year 4, more than \$21,000 was raised and disbursed with **805 individuals directly impacted by Golf Fore Kids grants**. Some of the results include:

All Aboard for Kids

14 youth with mental, intellectual, or developmental disabilities participated in a camp designed to prepare them for adulthood. "My son can't make it through the week at any other camp. Thank you for all you do to make it an amazing week for kids that don't usually get that opportunity!!"

Boys & Girls Club in Nevada

40 youth received hot meals every day of Club thanks to a successful pilot project funded by United Way.

ChildServe

41 children received speech language pathology services which utilized grant-funded testing materials and treatment supplies (ex/ Word Flips, Phonology Cards, head switch, Pal Pad, and more). 78% of children discharged reported meeting their goals.



Legal Aid Society of Story County

11 clients completed the Children in the Middle Class or Court-Ordered Mediation thanks to grant-funding, with 100% reporting an increase in parenting knowledge or skills.

Nevada Community Cupboard

267 families (representing 608 individuals) received holiday foods in addition to the regular food pantry offerings.

Iowa 4-H Foundation

Team Neutrino offered STEM activities to 50 children participating in the Ames Schools/YSS Summer Enrichment program.

Threshold Learning Center

10 youth from the Colo-NESCO school district participated in this after-school program. Grant-funding provided for healthy snacks, field trips, and fun activities such as building and painting an indoor clubhouse/treehouse!

The Salvation Army

18 households with 31 children received assistance with unexpected, emergency expenses – "What Ifs." These ranged from home repairs to a car seat purchase so a newborn could travel home from the hospital safely.



805
individuals
were
directly
impacted
by Golf
Fore Kids
grants this
year.

STRENGTHEN FINANCIAL STABILITY

by increasing the number of people served by 25%

In FY23, we met – and exceeded – our Financial Stability goal! This represents a 58% increase over baseline. Together, we provided a “hand up” to neighbors struggling to make ends meet in these tough economic times.

74,644 visits were made to emergency food programs in Story County.^{xii} The need is staggering – at historic highs - and your support is essential to keeping pantry shelves stocked.

2,140 individuals received assistance toward rent and/or utilities at 2 funded programs. This is the highest number served in the 5 years reported upon! Better yet, many of the clients were supported by program staff on the path toward long-term stability.^{xiii}

331 surveyed individuals reported an improvement in their financial situation. This was thanks to financial coaching, money management classes, individualized casework support, and beyond. This represents a 64% improvement since our baseline year.

540 adults served were able to obtain or remain at their job or schooling thanks to United Way’s support of sliding fee scales, community probation services, and transitional living programs.

FINANCIAL STABILITY



ADDITIONAL IMPACT IN YEAR FOUR

United Way and our partners recognize that we must address immediate needs while working toward long-term stability. As such, we:

- Host financial literacy workshops through Women United
- Offer free tax preparation. In Year 4, we partnered with ISU Ivy College of Business to open a new VITA site at Ames Public Library and facilitated \$427,836 worth of returns.
- Serve as the convener of a Childcare Coalition and administrator of grant funds to recruit and retain childcare workers
- Improve knowledge of community resources, including by promoting the 211 resource line^{xiv}
- Provide transportation assistance, including Wheels for Work
- Advocate for supportive policies

CHILDCARE:

Promoting Affordability and Capacity in Story County

Families all across Iowa struggle with access to childcare, and Story County is no exception. We know a family earning the single-parent median household income in Iowa spends, on average, 40.7% of their income on childcare for just one child.^{xv} Yet at the same time, Iowa's median hourly wage for childcare workers is \$10.76^{xvi}. To combat these challenges, United Way of Story County has long funded sliding-fee scales at childcare centers in order to foster affordability and accessibility. In addition, UWSC was awarded federal American Rescue Plan Act (ARPA) funds from Story County for childcare workforce compensation to help grow capacity by recruiting and retaining needed workers.

Within just the first year of the ARPA grant, **UWSC provided an additional \$94,525 worth of sign on, retention, and referral bonuses to workers in Story County's five nonprofit childcare centers.** Additionally, 55 outreach activities were hosted or participated in by these childcare centers, 155 new childcare workers were recruited, 76% of the existing childcare workforce was retained, and a total of 81 new childcare slots were opened due to our collective efforts!

“Typically my family lives paycheck to paycheck. I have an Etsy page along with a photography business to help put money in our savings.” The ARPA retention bonuses have created an additional safety net. “This bonus helps provide a little more cushion for any surprises month to month.” -Local childcare worker

UWSC has provided **\$94,525** worth of sign on, retention, and referral bonuses to workers in Story County's five nonprofit childcare centers.



155 new childcare workers were recruited
76% of the existing childcare workforce was retained
81 new childcare slots were opened

THE VALUE OF VOLUNTEERING

2,671

individuals volunteered at UWSC partner agencies in FY23. They sorted books, responded to disasters, delivered groceries and meals to those in need, and lots more.



Over **93%** of RSVP volunteers indicated a positive impact on overall physical, emotional, social, and intellectual well-being.



791

additional volunteers worked directly with United Way through the LIVE UNITED Food Drive, Women United, Day of Caring, Golf Fore Kids, Finance office volunteers, and collaborations.



WHY THIS MATTERS?



Volunteering not only saves non-profits money and gets important tasks done, but it also promotes wellness. This testimony from Central Iowa RSVP encapsulates this well:

Studies show that people who volunteer are healthier than their friends and neighbors who do not volunteer. Wanting to learn how RSVP volunteers' lives are enhanced through service and to better understand the impact COVID-19 had, a comprehensive survey was conducted in 2022. We were pleased that over 93% of respondents indicated that volunteering contributes in a positive way to their overall well-being. Additionally, 90% stated that volunteering gives them an increased sense of purpose. One survey respondent added: "Contributing to society lifelong was instilled in me by parents, family, church, organizations, etc. When you stop giving, you cease to live."

RECENT RECOGNITION

United Way staff and Board members continue to lead in our community: We have been invited to be speakers, represented the local non-profit sector at decision-making tables, successfully brought together diverse stakeholders to address complex community issues and received a few honors too! Among them:

FUEL Story County “4 Under Forty” Awardees - January 2023
 Kristin Pates (Resource Development Director) and Allie Prusa (Marketing Director)

“Outstanding Leadership” Awardee, Story County Alliance for Philanthropy - Fall 2023
 Jean Kresse (President and CEO, 2010-2023)

Pacesetter Award, National Campaign for Grade Level Reading - Fall 2022
 Story County Reads (local chapter of Ntl Campaign for Grade Level Reading convened by UWSC)

Bright Spot Community, National Campaign for Grade Level Reading - Fall 2023
 Story County Reads selected as a Bright Spot Community for engaging Young Leaders Society members with UWSC educational partners and programs, for example, volunteering at Blast Back to School, pictured below.



UWSC PARTNER AGENCIES

- Able Up Iowa
- All Aboard for Kids
- American Red Cross
- Ames Community Preschool Center (ACPC)
- ACCESS
- Boy Scouts of America, Mid-Iowa Council
- Boys & Girls Clubs of Story County
- Camp Fire Heart of Iowa
- Center for Creative Justice (CCJ)
- Central Iowa RSVP
- ChildServe
- Eyerly Ball
- Friendship Ark
- Friends of CASA
- Girl Scouts of Greater Iowa
- Good Neighbor Emergency Assistance, Inc.
- HIRTA
- Heartland of Story County
- Legal Aid Society of Story County
- Lutheran Services in Iowa
- Mainstream Living Inc
- MGMC Home Health Services
- Mid-Iowa Community Action (MICA)
- NAMI Central Iowa
- Primary Health Care
- Raising Readers in Story County
- The Arc of Story County
- The Bridge Home
- The Community Academy
- The Salvation Army
- Story Time Child Care Center
- University Community Childcare (UCC)
- YSS
- YWCA Ames - ISU

COLLABORATIONS CONVENED BY UWSC

- Story County Childcare Coalition
- Story County College Access Network
- Story County Food Pantry Collaboration
- Story County Hunger Collaboration
- Story County Immigrant and Refugee Collaboration
- Story County Reads

UWSC BOARD OF DIRECTORS

- Milly Agai
- Amber Deardorff
- Joel Hochstein
- Kim Iiams
- A David Inyang
- Kurt Jensen
- Bethany McCurdy
- Jason Mortvedt
- Andrew Perry
- Sharon Perry Fantini
- Katelyn Proctor
- Emily Sargent
- Katie Shively
- Steve Tenney
- Jonathan Wickert
- Jane Woodley

CAMPAIGN CHAIRS

- Kevin Brooks, 2023
- Heather Botine, 2024
- Chuck Winkleblack, 2025

TOCQUEVILLE CHAIR

- David Spalding



ENDNOTES

ⁱThis is an indicator that we are reaching those with most financial need.

ⁱⁱFor example, the successful “Step Into Storybooks” event at North Grand Mall hosted by Raising Readers inspired 99% of surveyed attendees to try more interactive literacy activities at home.

ⁱⁱⁱFun fact: In summer 2023, one program began measuring their impact on noncognitive reading attributes, an important part of reading competence. Over 80% of participants reported they “liked reading,” “feel like they are good at reading” and/or “read because it is fun.”

^{iv}YSS lost significant grant funding for their wide-reaching Human Trafficking and Child Safety programs, resulting in nearly 4,000 fewer individuals served and surveyed in FY23 compared to FY22. Yet, sizable increases were seen in a majority of programs, including at MGMC’s Community Clinics, NAMI’s Wellness Center, and The Arc’s Advocacy program where anywhere from 76% - 95% of respondents reported gains.

^vUnited Way-funded parenting programs in FY23 included LSI’s Parent Development program, LSI’s Parents-as- Teachers (PAT) program, Raising Readers’ Small Talk and STARS program, YSS’ Healthy Futures program, and YSS’ The Nest program. Raising Readers’ Step Into Storybooks event also promotes parents as first teachers.

^{vi}Raising Readers’ StoryPals (dialogic reading program) and Reading Buddies (intensive 1:1 tutoring program) are two of the reading-focused programs included here.

^{vii}The 3rd grade reading proficiency level in school year 2022-2023 was 77.5% across all 7 Story County school districts (Iowa Department of Education).

^{viii}252 Story County youth received 1-on-1 mentoring through YSS and YWCA programs (226 as yet uncounted), 560 youth received after-school care through YSS Kids Club or Teen Club and Boys and Girls Clubs, and 59 engaged in other youth development programming.

^{ix}A United Way Community Impact grant helped The Community Academy (TCA) provide financial assistance to those on the lowest tiers of their sliding fee scale. As of FY24, TCA also is receiving funding through the ASSET process.

^xThis includes those served by Story County College Access Network (SCCAN - see www.storycountycan.org for more information) and YSS Youth Employment Program.

^{xi}An additional 14,692 individuals were served in other “Public Education & Awareness” and “Advocacy for Social Development” programs in Year 4; as it was unclear if those served came from low-income households or other underserved populations, these individuals were not included in our calculation.

^{xii}This number represents duplicated individuals. Most emergency food programs stipulate a frequency of permitted visits, ranging from once per week to once per month. Programs offering food rescue or gleaned items typically welcome visitors daily.

^{xiii}Our partner agencies work diligently to refer clients to other community resources. A growing number also are dedicating staff time to helping clients navigate complex systems and complete applications for SSI, work, Section 8 (subsidized housing), Energy Assistance, etc.

^{xiv}A number of our partners collect data to help us measure impact in this area. In Year 4, 994 surveyed individuals reported improved knowledge of community resources to meet basic needs, for a total of 92% of those surveyed. (Financial Stability Performance Measure 1.4a)

^{xv}Iowa Women’s Foundation, 2022, “Childcare for Businesses Infographic.”

^{xvi}ALICE Research Center, Covid 19 and Financial Hardship in Iowa, April 2023 Report, page 12. Downloaded from: <https://www.unitedforalice.org/state-overview/iowa>

Charity Navigator - 100/100 Four Star Charity



UWSC earned a 4-star rating by Charity Navigator. This states that UWSC “exceeds industry standards and outperforms most charities in its cause.”

Guidestar Platinum Level Seal of Transparency



UWSC earned the Platinum GuideStar Nonprofit Profile Seal of Transparency, the highest level of recognition offered by GuideStar, the world’s largest source of nonprofit information.

United Way of Story County

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Ames, IA 50010

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unitedway@uwstory.org

To learn more about our work visit:

www.uwstory.org/health

www.uwstory.org/education

www.uwstory.org/financial-stability



United Way of Story County