

United Way of Story County

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To learn more about our work, visit:

www.uwstory.org/health

www.uwstory.org/education

www.uwstory.org/financial-stability



2020-2025 COMMUNITY IMPACT GOALS

A COLLECTIVE IMPACT STRATEGY YEAR FIVE UPDATE



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FROM THE CEO

DEAR STORY COUNTY COMMUNITY:

It is an exciting time to be a supporter of United Way of Story County. With this report, we close out our first-ever Five Year Community Impact Goals, with the latest data collected in Fiscal Year 2023-2024. Plus, we look ahead to our next five year goals. These goals will both be rooted in our current, data-based strategic planning process and seek to address our community’s unique needs.

But before looking ahead, we are proud to share the final results on our 2020-2025 goals in Health, Education, and Financial Stability. Thanks to the hard work of our partners, the volunteerism of our neighbors, the engagement of our community, and your financial support, we continued to make great strides together. We also surpassed our final goal in Education, exceeding our baseline number by 31%. With a more comprehensive approach to capturing our collective work, we see 7,369 “underserved” individuals reached in Year 5.

Thank you for your continued support of United Way of Story County. Our community thrives when we LIVE UNITED.

Sincerely,

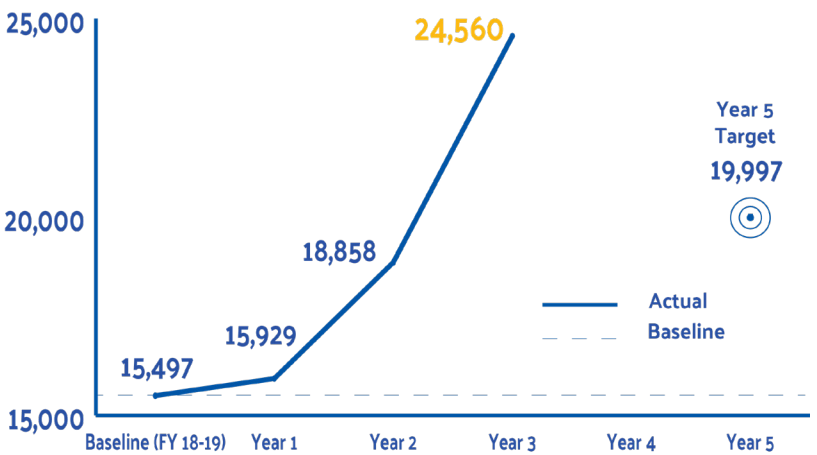
Ashley Thompson
President and CEO



COMMUNITY IMPACT GOAL OUTCOMES

MET YEAR 3 HEALTH

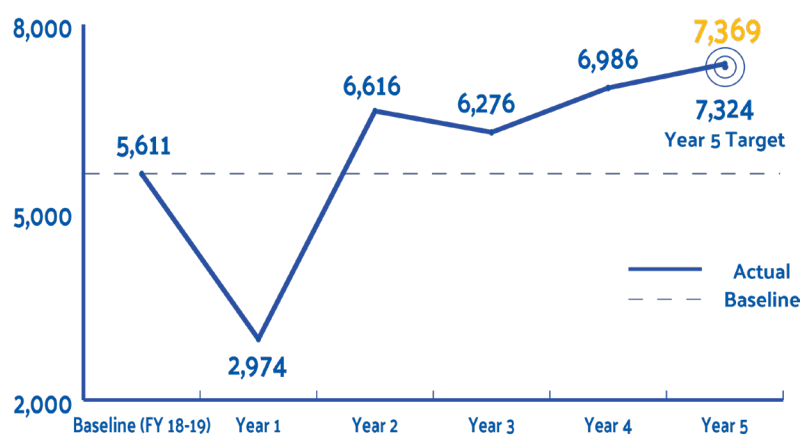
Improve community health by serving 4,500 more people by 2025.



MET YEAR 5 EDUCATION

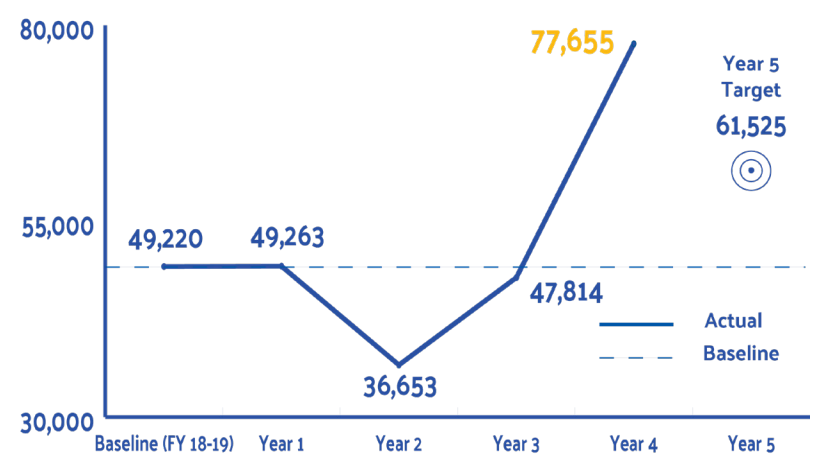
Decrease the achievement gap by reaching 30% more underserved learners.

*More comprehensive data calculation approach adopted in Y4



MET YEAR 4 FINANCIAL STABILITY

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



UNITED IN HEALTH

For the last 5 years, we have worked collectively to improve our Story County community's health. In Year 5, we served thousands of individuals in Story County in 4 spotlight areas.

SingleCare Prescription Discount Cards: Helping Our Neighbors Access Needed Medications

As a member of the United Way Worldwide network, United Way of Story County is able to provide prescription discount cards for our community. In the last 10 years, 921 people have been helped locally, with \$98,856 in savings to date! Of those using the discount cards, 33.9% were for medications related to treating heart disease and 22.6% for psychiatric medications. Interestingly, males outpaced females in use of the cards, except in the 18-44 age brackets.

Visit www.uwstory.org/singlecare for more info.

745

surveyed individuals reported an improved quality of life due to our programs and services, a 109% increase over our baseline year!

- + Volunteers reported that their service to others contributed in a positive way to their own well-being.
- + Heartland's clients lauded the services they received, from Meals on Wheels to activities and outreach.
- + Families of individuals with disabilities praised referrals received for respite funding and care.

1,029

received healthy food following established nutrition guidelines.

8,865

individuals participated in mental health awareness programming, including a new suicide prevention program that reached 594 youth countywide.

1,779

individuals were provided with mental health services, including 696 individuals served by family counseling (the highest number in 4 years!).

PLUS

we continued to support our neighbors by funding dental care for those uninsured & under-insured, farm-to-clinic produce, hospice care, community clinics, and so much more.

UNITED IN EDUCATION

Over the past 5 years, the educational landscape has experienced seismic shifts. These shifts have underscored the importance of educational supports that supplement and “wrap-around” learners and their families. We did exactly that in Year 5, **reaching 7,369 individuals** through the spotlighted measures plus additional grant- and ASSET-funded work in the educational sphere.

515

children maintained or improved their reading level thanks to early childhood and

out-of-school programs we fund. In one Raising Readers program, “Story Pals,” there was a 61% improvement in the proficiency skills number from just one year ago!

SPOTLIGHTS IN EDUCATION

FAFSA Completion

98 Story County youth were assisted in four Story County communities.

Iowa Reading Corps

200 Story County elementary students provided with evidence-based tutoring in School Year 2023-24.

Mental Health Training

30 summer camp staff and direct service volunteers completed mental health training. 93% felt prepared and confident to take action. An estimated 210 Story County youth were impacted in turn!

Royal Readers

75 children participated in this summer program at Colo Public Library and received free books and snacks (902 of them!).

178

underserved children enrolled in 4 high-quality early-childhood education programs.

731

underserved K-8 youth across the county participated in summer enrichment programs that reinforced and enhanced academic learning and social skills.

150

surveyed caregivers reported an increase in their parenting knowledge.

3,339

surveyed individuals reported a better understanding after participating in programs.

2,456

additional individuals reached through United Way-funded programs and initiatives (ASSET and grant-funded): mentoring, supports for expectant and new moms, and so much more!

UNITED IN FINANCIAL STABILITY

In Year 5, our community worked together to increase financial stability and demonstrated a remarkable level of “neighbors helping neighbors.” Indeed, in just the 4 measures we have been spotlighting, we witnessed a 72% increase in those served over 5 years ago.

VITA at Three Sites Across Story County

In FY24, we continued to collaborate with Iowa State University’s Ivy College of Business and community volunteers on the Volunteer Income Tax Assistance (VITA) program. We saw the expansion of the community-based sites to Ames Public Library, Bertha Bartlett Public Library in Story City, and Nevada Public Library.

Thanks to these community-based VITA sites:

- + 386 individuals received free tax preparation
- + An average of \$1,254 was received by those eligible for a refund
- + A total of \$337,411 was returned to local households

1,802

Story County households received emergency rent and utility assistance at 2 partner agencies funded by United Way. We helped those who are burdened by housing costs and prevented homelessness.

Nearly \$175,000 was spent or contracted throughout the year on direct housing supports like these in Story County!

539

individuals received supports that enabled them to obtain a new job or retain their current one.

- + 210 caregivers stated that the Ames and Nevada Boys & Girls Clubs helped them with employment

368

surveyed clients noted that their financial situation had improved thanks to services.

- + 13 of these were Women United Money Management Series participants who noted their income over expenses had improved thanks to their learning

83,018

visits were made to local emergency food programs. Together, we are working to meet the real and pressing needs of our neighbors.

211

Iowa

PROMOTING 211

In 2022, United Way of Story County was awarded an American Rescue Plan Act (ARPA) grant from Story County. Part of this grant is to increase knowledge and utilization of the free and confidential **211 resource hub**, a **one-stop source of information that draws on an extensive, up-to-date database**.

Our goal? To ensure neighbors can easily learn about resources available for a range of needs, from mental health to childcare to food to rent/utility payments and beyond.

Since receiving this grant, we have:

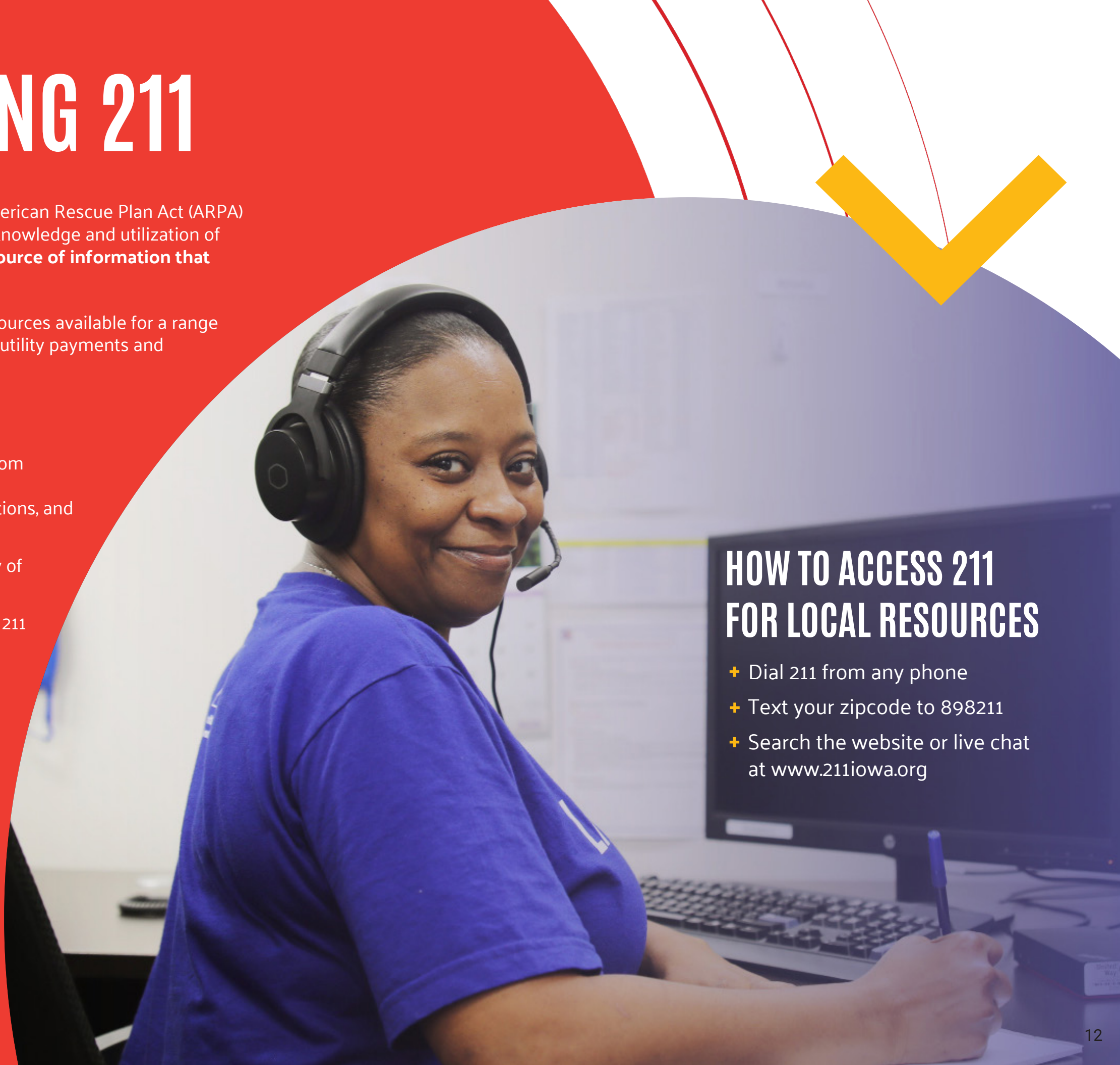
- + Distributed more than 46,000 informational items, from business cards to posters. These are now available at healthcare providers, social service agencies, gas stations, and beyond.
- + Involved volunteers in sharing materials through Day of Caring projects.
- + Supported the addition of new local resources to the 211 database.
- + Seen an increase in web-based searches, calls, and texts from communities throughout Story County. In the last 12 months alone, 1,200 calls/texts/emails have been placed, more than doubling the pre-pandemic average.
- + Been able to monitor community needs, with housing as the most frequent resource request.

Scan to order free 211 materials to share with your office or clients.



HOW TO ACCESS 211 FOR LOCAL RESOURCES

- + Dial 211 from any phone
- + Text your zipcode to 898211
- + Search the website or live chat at www.211iowa.org



HELPING OUR COMMUNITY THRIVE

PARTNER AGENCIES

- Able Up Iowa
All Aboard for Kids
Ames Community Preschool Center (ACPC)
ACCESS
Boys & Girls Clubs of Story County
Camp Fire Heart of Iowa
Center for Creative Justice (CCI)
Central Iowa RSVP
ChildServe
Eyerly Ball
Friendship Ark
Friends of CASA
Girl Scouts of Greater Iowa
Good Neighbor Emergency Assistance
HIRT
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
Story Time Child Care Center
The Arc of Story County
The Bridge Home
The Community Academy
The Salvation Army
University Community Childcare (UCC)
YSS
YWCA Ames - ISU

2024-2025 BOARD OF DIRECTORS

- Milly Agai
Shamaree Brown
Amber Deardorff
Jason Henderson
Joel Hochstein
Nick Hoffman
Kim Iams
- Bethany McCurdy
Jason Mortvedt
Andrew Perry
Katelyn Proctor
Emily Sargent
Katie Shively
Jane Woodley

CAMPAIGN CHAIRS

- Heather Botine, 2024
Chuck Winkleblack, 2025
David Spalding, 2026

TOCQUEVILLE CHAIR

David Spalding



UWSC LANDS
HONORABLE MENTION
IN INTERNATIONAL
SOCIAL SECTOR HERO
AWARD BY CLEAR
IMPACT SCORECARD



The Social Sector Hero award recognizes the hard work of the whole United Way team and our partner agencies. Since 2016, we have worked to collect, report, and aggregate our work through an online data management system, Clear Impact Scorecard. Our team has since then reported our data alongside local stories and photos to more completely demonstrate our impact. Check out our website at www.uwstory.org/impact to see examples of our award-winning work.



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



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