

United
Way



United Way
of East Central Iowa

TALKING POINTS AND ELEVATOR SPEECH

IF YOU HAVE LESS THAN A MINUTE...

- United Way of East Central Iowa believes in a strong, thriving community where everyone belongs.
- United Way of East Central Iowa serves five counties in Eastern Iowa: Benton, Cedar, Iowa, Jones, and Linn.
- We invest in our focus areas of Building Economic Mobility, Fostering Childhood Success, Improving Access to Healthcare, and Supporting Safety Net Services.
- We partner with 32 agency partners, and fund 50 programs through those partnerships.

IF YOU HAVE A COUPLE MORE MINUTES...

- UWECI believes in a strong, thriving community where everyone belongs. Together with its partners, volunteers, advocates, and donors, UWECI creates solutions to fill various gaps of need.
- Housing, childcare, and safety net services are Eastern Iowa's three greatest needs. From these priorities, UWECI developed a community-driven strategy, Unite to Inspire: A Home of Stability Creates a Stronger Community.
- Unite to Inspire consists of four focus areas: Building Economic Mobility, Fostering Childhood Success, Improving Access to Healthcare, and Supporting Safety Net Services.



Building Economic Mobility means focusing on how we answer housing and workforce needs within our community. When individuals and families have the foundation of safe and affordable housing, their path to stability in our other focus area is clear.

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Fostering Childhood Success is crucial in the early ages of childhood, and it doesn't end there. Our children are the future, and we are continuing to invest in them. Our focus is on shaping early childhood opportunities, setting up school-aged children for success as well as our future workforce.



Improving Access to Healthcare ensures that physical and mental healthcare is available and affordable for those who need it. Current barriers to access to healthcare in Eastern Iowa include cost, transportation, language, and lack of providers. These disparities impact the overall health of our community, which causes a chain reaction of other challenges and needs.



Supporting Safety Net Services means "catching" individuals and helping them bounce back if they fall onto hard times. UWECI does not want a family or individual to have one crisis that sets them back for years.

- ➔ Our work creates opportunity, promotes equity and inclusion, and improves lives and communities.
- ➔ You can create lasting impact VIA United Way, through Volunteering, Investing in solutions, and Advocating for change.

WORDS TO USE

- ➔ Sustainable change
- ➔ Creating opportunities
- ➔ Filling gaps of need
- ➔ Inclusion
- ➔ Building Community
- ➔ Thriving

WORDS TO AVOID

- ➔ Fundraiser
- ➔ Greater good
- ➔ Charity
- ➔ Handout
- ➔ Needy

DEVELOP YOUR PERSONAL "WHY IS UNITED WAY IMPORTANT IN THE COMMUNITY?"

- ➔ How does UWECI impact the community?
- ➔ Why is that important to you?
- ➔ What inspires you to make an impact in Eastern Iowa?