

ANNUAL REPORT

United Way of Muscatine

2017/2018

Published September 2018

GIVE. ADVOCATE. VOLUNTEER.

LETTER FROM BOARD PRESIDENT & EXECUTIVE DIRECTOR



Alyshea Gow
2017 Board President
Feather Your Nest Interiors



Shane Orr
Executive Director
United Way of Muscatine

For almost 65 years, United Way of Muscatine has been supporting key programs in the community in the areas of education, financial stability, and health. In these pages, you'll get a glimpse of the great things that we've been able to do in the community thanks to the generosity of our donors. Donors know that when they give to United Way of Muscatine, their money stays local. Local dollars invested into local programs based on local decisions to help local people is what we've always been about and what we'll always be about.

Our program investments only tell some of the story of what we do. As we have for many years, we continue to find ways to enhance or provide services beyond just funding agency programs. Through our Community Baby Shower in April and Thanksgiving in July, we were able to provide over \$16,000 of food and supplies donated by the community to new mothers and area food pantries. Our Kids First Fund provided \$25,000 for activity fees and equipment, school supplies, clothing, and other items that help area students succeed in and out of the classroom. In addition, our Food Rescue Program saved over \$450,000 of food that, in the past, would have been thrown away by local grocery stores and restaurants. Instead of going to the landfill, this food went directly to local food pantries to help families in need. Finally, in the last year volunteers logged almost 22,000 hours through our website. This provided a value of nearly \$500,000 of volunteer time to the community.

In the past, we've tended to measure our success by how much we've been able to raise to invest back into the community. As we look to the future, we are dedicated to improving the lives of people in Muscatine by making sure our resources are focused in areas that we can have the biggest impact. Our true success comes when we're able to make a lasting, positive difference on the people that call Muscatine home. We appreciate your support as our organization implements changes to make the biggest impact in our community.

EDUCATION FINANCIAL STABILITY HEALTH

IMPACT THROUGH DIRECT SERVICE

United Way's LINCS (Local Information
-N- Connection to Services)

Disaster Recovery Fund

Almoner Fund

Goodwill Vouchers

Kids First Fund

Muscatine Housing Cluster

Imagination Library of Muscatine
County

Aligned Impact Muscatine (AIM)

The Muscatine Volunteer Center
connects volunteers with local
needs. This program also organizes
the following programs/events:

Day of Caring

Food Rescue Program

Community Baby Shower

#GivingTuesday

School Supply Drive

Thanksgiving in July

Summer Food Service Program

Children & Adult Care Food
Program (CACFP)



EDUCATION

Boy Scouts

Youth Development

Flickinger Learning Center

Adult Education

Afterschool

Girl Scouts

Muscatine Girl Scouts

***Iowa State University**

Extension and Outreach

JUNTOS

Muscatine Community YMCA

Big Brothers Big Sisters

Character Development

Family Services

***Muscatine High School**

Special Education Work

Experience

Muscatine Municipal

Housing Authority

Sunset Park Afterschool

The Salvation Army

Youth Development

FINANCIAL STABILITY

American Red Cross

Emergency Services

Family Resources

Survivor Resources

Sheltering

Muscatine Center for Social Action (MCSA)

Domestic Violence Shelter

Shelter Program

Homeless Prevention

Program

Muscatine Legal Service

Civil Legal Assistance

Domestic Violence

The Salvation Army

Social Services

HEALTH

Diversity Service Center

Minority Senior Program

Families Inc.

Building Family Strengths

In-Home Services

Family Resources

Survivor Resources

Domestic Abuse

Survivor Resources Sexual

Abuse

Counseling & Therapy

In-home Counseling

Lutheran Services in Iowa (LSI)

HOPES

Mississippi Valley Child Protection Center

MVCP Center

***Muscatine Boxing Club**

Muscatine Community YMCA

Special Olympics

***Muscatine Diabetes Walk Project**

Senior Resources

CHORE

Home Repair

Outreach

Adult Day

Meals on Wheels

Trinity Muscatine Public Health

Dental Sealant

Maternal Health

Adolescent Sexual Health

Prevention Program

* Small Grant Recipients

United Way does more than just fundraising. We look for ways to leverage our resources to provide more value to the community. For every dollar given to United Way of Muscatine, \$3.10 goes back to the community.

2016 Return on Investment		2017 Return on Investment	
\$3,048,642 Total Impact		\$3,074,673 Total Impact	
Summer Food Service Program \$88,562 (in meals)	Volunteer Hours \$518,957	Summer Food Service Program \$57,973 (in meals)	Volunteer Hours \$494,584
Agency Leverage \$701,380	Imagination Library \$86,163	Agency Leverage \$754,977	Imagination Library \$174,031
Food Rescue \$427,273	Housing Trust Fund \$119,605	Food Rescue \$455,077	Housing Trust Fund \$82,851
Kids First Fund \$29,337	Almoner Fund \$4,902	Kids First Fund \$25,010	Almoner Fund \$8,530
Outreach Events \$7,968	Goodwill Vouchers \$1,840	Outreach Events \$18,718	Goodwill Vouchers \$3,770
Family Wise Insurance \$3,098		Family Wise Insurance \$5,981	
\$1,059,557 Raised (2015/16 Annual Campaign)		\$993,173 Raised (2016/17 Annual Campaign)	

These charts reflect the value added in the last two years from each additional program that we help coordinate on top of the money we raise for the community in our annual campaign. Over the last two years we have seen our Return on Investment grow by more than 8%. As we continue to develop and implement our own programs and support the development of our partner agencies, we believe that we will only continue to impact more lives in more meaningful ways.

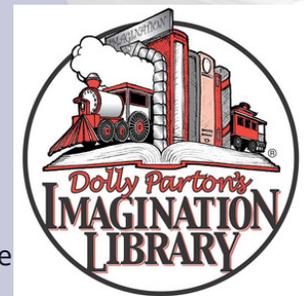
DIRECT SERVICE PROGRAMS



Kids First Fund

The Kids First Fund – Started in 2009, the Kids First Fund helps Muscatine students be involved in activities by paying for activity registration fees or equipment. The fund also helps students be successful in the classroom by paying for anything that will eliminate barriers to learning. The Kids First Fund has paid for everything from softball and baseball registration and soccer equipment to school supplies, shoes, and testing fees. In 2017, the Kids First Fund provided \$25,010 to help 823 students. The major fundraisers for this fund are an annual Vintner's Dinner and quarterly pancake breakfasts.

Imagination Library of Muscatine County - Thanks to a partnership between United Way of Muscatine, the Mississippi Bend AEA, the Community Partnerships for Protecting Children, Muscatine Charities and the Community Foundation of Greater Muscatine, the Imagination Library program is available to residents of Muscatine County. The Imagination Library of Muscatine County is a project designed to develop a love of reading, improve literacy skills, strengthen family relationships and increase school readiness among children ages 0-5. Each month, children are mailed an age appropriate book, from the time of their enrollment through their fifth birthday. This is provided at no cost to the family. By mailing high quality, age-appropriate books directly to homes, we will help improve childhood literacy and children will have accessibility to books regardless of their family's income or situation. This proven successful program was established in 1996 by the Dolly Parton Foundation, who administers the program for a cost of approximately \$25 per child per year. In 2 years, Imagination Library has grown to 1,212 children receiving books with 582 children graduated.



AIM

Aligned Impact Muscatine

Aligned Impact Muscatine (AIM) - United Way of Muscatine serves as the fiscal agent and one of twelve partner organizations for AIM. AIM is an initiative that uses the collective impact framework to increase post-secondary attainment in our community. Aligned Impact Muscatine's Leadership Council and community partners have been hard at work

evaluating community data, surveying local programs and collaborations, and building strategy networks. Based on community data, AIM is focusing on early education, academic success, post-secondary completion, and the training of adults to meet workforce demands. For more information, please visit alignedimpactmuscatine.org.

DIRECT SERVICE PROGRAMS, CON'T.

LINCS (Local Information -N- Connection to Services) -This program connects people in need with the programs and services that can best help them. This way, the LINCS program brings agencies together to collaborate on how to best serve the Muscatine community. In its role as collaborator and coordinator, the program has served as a point of contact for several area funds and services.

Almoner Fund – The Almoner Fund is a fund supported by local churches and private donors. It is used to pay for things that Muscatine County money can't assist with such as rent and utility deposits or work shoes. The main use of the fund is to help Muscatine County Community Services clients to be more self-sufficient by assisting them to obtain housing or items necessary for employment. Through its administration of the Almoner Fund, the LINCS program provided \$8,530 to assist 99 families in 2017.

Goodwill Vouchers – Through a partnership with Goodwill of the Heartland, the LINCS program has access to clothing vouchers for use at Goodwill stores. These vouchers allow families who couldn't otherwise afford season-appropriate clothing to be appropriately dressed for the weather. In 2017, the program distributed \$3,770 worth of vouchers to 104 families in need.

Muscatine Housing Cluster – State housing dollars are brought in to the Muscatine community each year through the Muscatine Housing Cluster to help with housing related needs for low-income residents. These funds are used to subsidize emergency home repair, provide first-time home buyers with down payment assistance or to help pay for staffing for housing related programs. As the fiscal agent for the Muscatine Housing Cluster, the United Way distributed \$82,851 in 2017.

VOLUNTEER CENTER



Summer Food Service Program - The summer food service program is designed to support families during the summer months when school is not in session. Breakfast, Lunch, and Snacks, depending on the program, are served at schools and community organizations around town. The program transitioned from the Muscatine Community School District and just finished the fourth summer with United Way, 28,981 meals were served at 7 sites, with a great deal of support from the Ministerial Association.

Children & Adult Care Food Program (CACFP) - In January of 2016 we started working with CACFP through the state to provide healthy snacks to enriched after-school programming at Sunset Park, The Salvation Army, and at the 8 Flickinger Learning Center sites.

DIRECT SERVICE PROGRAMS VOLUNTEER CENTER



School Supply Drive - The school supply drive takes place with a partnership with the Voice of Muscatine and helps Muscatine students start the school year with the tools they need for learning.

#GivingTuesday - We have a day for giving thanks. We have two for getting deals. Now, we have #GivingTuesday, a global day dedicated to giving back. For the second year, we participated in #GivingTuesday. In November of 2017, over 10,000 meals were packed and delivered to the Muskie Lockers after a successful meal packing event on Giving Tuesday.

Food Rescue Program - The Food Rescue Program came out of the Blue Zones Project Food Policy Group and started at the end of April 2014. This program has volunteers pick up food Monday-Friday from HyVee, HyVee Mainstreet and Fareway and delivers it to one of 3 local food pantries. The quality food they deliver was formerly being thrown away. In 2017, this program collected \$455,077 worth of food. As of December 2017, the program had collected \$1,413,939 worth of food.



Thanksgiving in July - The most current data available points out that in Muscatine County we have 4,486 people who are food insecure and about 1/2 of those are children. We are working to reduce the number of people who don't know where they will find their next meal. To meet these needs, United Way of Muscatine worked with Chef Ron from Iowa City to help stock the shelves of The Salvation Army of Muscatine and Muscatine County Food Pantry by holding Thanksgiving In July. In July 2017, 4,250 pounds of food was collected.

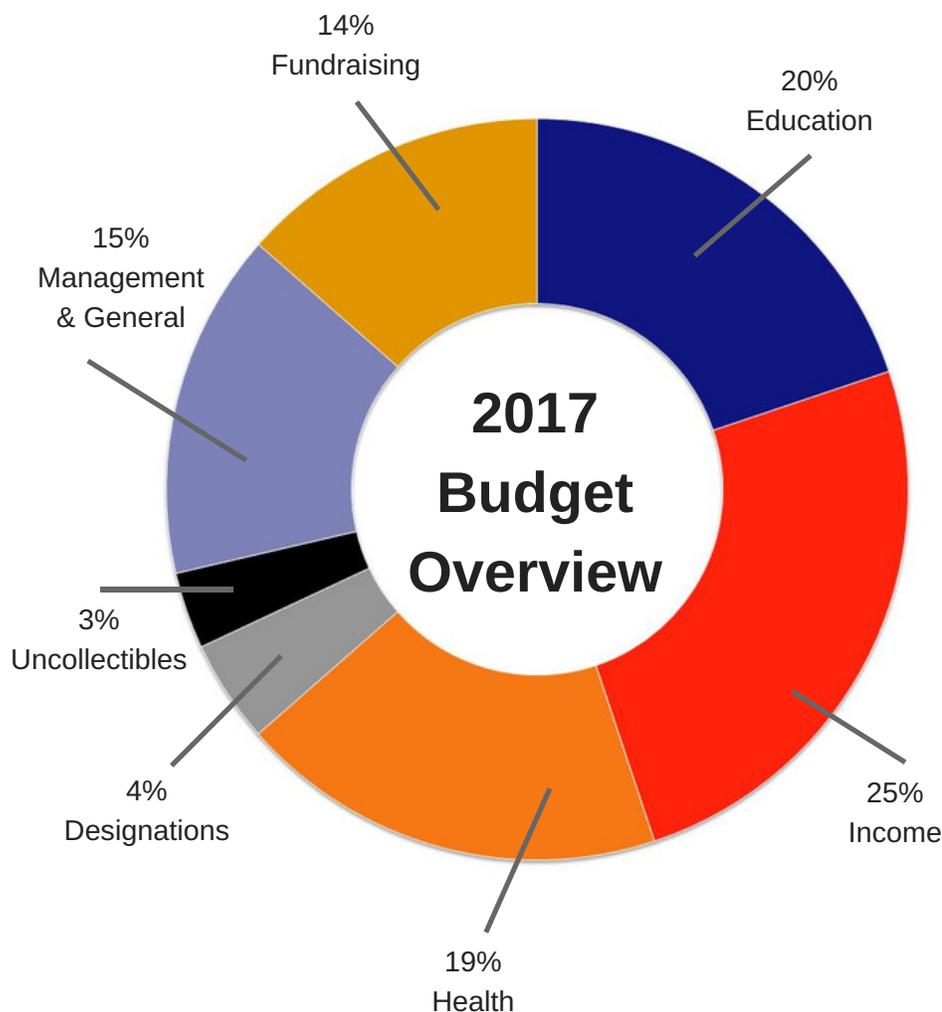
Community Baby Shower - In April 2017 we held our second annual Community Baby Shower. 196 items valued at \$1,235.97 were given to Trinity Muscatine Public Health, Muscatine YMCA Family Services, LSI HOPES Program, and MCSA Domestic Violence Shelter.

Day of Caring - As a result of the tremendous growth in participation the Day of Caring has seen, we have continued with separate Day of Caring events for students and adults. By hosting several annual events we are able to help more in our community and have more volunteers participate. We host one in the fall for adults, and one in the spring for students. On September 20, 2017, United Way hosted the 11th annual Day of Caring. 460 people participated in 64 service projects across the Muscatine community that day. Volunteers worked with non-profit agencies such as Flickinger Learning Center, the Domestic Violence Shelter, MCSA, and Senior Resources, to help clean up city parks, and work on many homes for seniors. During the spring Day of Caring, 1,972 students, from elementary through high school, participated from three different school districts (Muscatine Community School District, Durant Community School District, and Louisa-Muscatine School District), completing 107 projects.



2018 Annual Campaign

This year's campaign raised \$945,084.



Campaign Cabinet

Erin Adley
Alyshea Gow
Bob Howard
Mike Johannsen
Mike Kellor
Ron Monahan
Susan Niehaus
Bret Olson
Lisa Wiegel

United Way of Muscatine takes seriously our commitment to be accountable for the dollars you entrust in us.

**WHERE
DONATIONS
GO**

DID YOU KNOW...

99% of the money raised stays in our community.

Community volunteers review local grant applications, determine funding levels, and hold agencies accountable.

Our \$178,000 Investment in **Education** Helps...

7,610 children receive access to enriched afterschool and summer programs

909 children receive access to character and leadership development programs.

216 children have access to a mentoring program, helping them increase self confidence, improve their attitude towards school and improving relationships with their peers.

70 adults have assistance to learn English and computer skills, prepare for citizenship and assistance with employment skills.

280 mothers and fathers have access to parenting education support groups.

80 special needs students receive placement in work experience programs to develop skills and self worth.

Funded Program Story:

Late 2016, a mom approached our program in search of male role models for her sons. The young boys' father had passed away and she was feeling the wear of being a single parent physically and emotionally. She shared the circumstances with our staff and expressed the need for her boys to be just that, boys. She shared there are many things that she doesn't feel she can do at a level they deserve such as play back yard football and understand a boys brain as they get older. Early 2017 we found Big brothers for both of her boys. When individuals enroll in our program we speak with them about experiences, their own childhoods and history, their interests and more. These two volunteers also had their fathers pass away when they were young boys. Relating over such an extreme loss is a support many could not provide. Not only do they share a loss but they share experience and interests. The volunteers have worked hard to earn trust from both boys and mom. They now visit them in school, in the community, and show up to support them in their sporting and school activities.

Our \$224,800 Investment in **Health** Helps...

280 children with intellectual disabilities participate a variety of athletic and educational programming, enhancing their skills and personal development.

1,303 seniors receive access to services that assist them in staying healthy and independent.

80 parents and children receive access to in home prevention service programs that help keep children safe from abuse, healthy and connected to their families.

2,394 adults and children have access to counseling and therapy services.

223 individuals receive access to domestic abuse & sexual abuse counseling, advocacy and education programming.

818 adults and children receive health, safety and first aid training.

365 adolescents receive education on the importance of making healthy lifestyle choices to help reduce their risk of developing diabetes.

2,257 adolescents have access to pregnancy prevention education.

260 women and infants with limited access to health services have access to quality maternal health preventative services.

648 low income and underinsured children have access to a school based dental prevention program.

Funded Program Story:

LSI's Early Childhood Services have been there for Carleigh in some of her darkest moments. She was struggling with substance use and in an unhealthy relationship at home. She had no permanent housing, no car, no job, and no caring support system to lift her up. She lost custody of her two beloved children, 8-year-old Cameron and 6-year-old Chloe. With a third child due in February, Carleigh wanted to build a better life for her family. She turned to LSI's HOPES program six months ago. The Early Childhood Services program provides regular in-home visits that educate and empower Carleigh to raise her children in a happy, healthy way. Since then, Carleigh has found a job, received her license, moved into her own home, and has learned how to turn to her family when she needs advice or encouragement. She is fighting her addiction and now sees Cameron and Chloe two or three times a week. With her LSI support network cheering her on every step of the way, Carleigh is building a healthier lifestyle, and she is preparing to welcome her newborn child next month.

Our \$167,200 Investment in **Financial Stability** Helps...

4,145 adults and children are provided with basic needs, emergency and shelter services.

891 low income residents receive legal assistance with civil legal issues.

88 victims of domestic violence are provided free legal representation.

69 survivors of domestic abuse will have access to local sheltering services.

Funded Program Story:

The challenges faced by the Smith Family (not their real name) since they arrived at the MCSA Family Shelter are typical for many of the shelter's guests. The incremental steps they made toward success show what guests at MCSA can accomplish if they are willing. This family (mom, dad & infant) moved into the shelter with a vehicle, no place to call home and no income. Both parents were committed to finding a job, they applied many places landing employment at local restaurants. Once employed they were able to find daycare for their little boy allowing them both to work. With the help our Housing Stability Navigator, this couple was able to get connected with Promise Jobs to help them financially. This couple's vehicle kept breaking down and they could not afford to fix it. A generous donor had reached out to MCSA with a gift of a vehicle. We were able to help this young family by giving them this vehicle. Since both parents were working, they were able to use their own paychecks to register and tag the vehicle. With the help of MCSA staff and Muscatine Housing Authority we could get the family into a StepAhead class to help them get a section 8 voucher. They received a voucher soon after the class and found an apartment very close to where they both work. This family received assistance from Rapid Re-Housing to assist with their deposit to move into their new home. This family is doing well and is thankful for the help MCSA provided them to get them back on their feet.

TOP 10 CORPORATE PARTNERS

United Way of Muscatine is proud to partner with over 100 corporations and businesses committed to supporting their local communities. Our Top 10 recognizes organizations that exemplify the spirit of philanthropy in our area.





2018 OUTSTANDING SUPPORT

United Way of Muscatine is proud to have the support of the community. The below businesses and organizations have gone above and beyond with an increase of 10% or more in their employee campaigns to support our community.

A&E Convenience

All Seasons Glass & Mirror

Ardon Creek

Beckey Insurance & Financial Services

CAM II Warehouse

Child Abuse Council-Mississippi Valley Child Protection
Center

City of Muscatine

Family Resources, Inc.

Feather Your Nest Interiors

Flickinger Learning Center

Goodwill of the Heartland

Joseph International Freight

Martin & Whitacre Surveyors & Engineers, Inc.

McKee Button Co.

Mildred A. Barry Charitable Foundation

Muscatine Center for Social Action

Muscatine Power & Water Co.

Nelson Electric, Inc.

Park Avenue Style

Pro Hair Designs Salon & Day Spa

Senior Resources

Stanley Foundation

TD&T Financial Group, P.C.

The Flower Gallery

Trinity UnityPoint Hospital

Youngers

THANK
YOU
2018
SUPPORT
OUTSTANDING

2018 LEADERSHIP GIVERS

CULTURED PEARLS \$5,000-\$9,000

2 Anonymous

MAABE PEARLS \$3,750-\$4,999

Stan and Mona Askren
Glen & Kathy Huston

BAROQUE PEARLS \$2,500-\$3,749

Shane & Lupe Orr
Jim & Tammy Stein
3 Anonymous

KESHIE PEARLS \$1,750-\$2,499

Gary & Sheryl Carlson
Pam Collins
Jeffrey Hedrington
Tom & Cynthia Kautz
Greg & Sue Kistler
Michael Kramer
Brandy & Sean Olson
Jean Reynolds
Dennis Riedel
Derek & Christine Schmidt
Bob & Pat Sheets
Janet & Jim Sichterman
Jason Smith
Kevin & Mary Zeimet
2 Anonymous

SEED PEARLS \$1,000-\$1,749

Julie & Jason Abramowski
JoAnn & Harvey Allbee
Kathleen Anderson-Noel
& Kenneth Noel
Shawn & Pam Beadle
Bernie Becker
John & Vicki Beckey
Oscar Berryman
Shawn Bigham
Dallas Brown
Dave & Kim Burdakin
Brenda Christensen
Robert Cook
Erika & Jason Cox
Christopher & Heather Day
Jerry & Cindy Dittmer
Mark Dunsmore
Daniel Edelman
Kyle & Toni Eller
Nancy Etnier
Aaron & Susan Eversmeyer
Jeff & Brenda Foltz
Mike Ford
Dave & Judene Gardner
Clyde Gibson III
Lorren & Denise Gidel
Rick & Christine Gosney
Alyshea & Nick Gow
Tim & Jodi Heth
Bobbie & Darin Holliday
Patrick Homoelle
Bob & Tanya Howard
Scott & Jessica Ingstad
Kyle & Susan Jensen
Bob & Jo Ann Jensen
Phil Jerzyk
Elizabeth Kloser
George & Charlotte Koenigsacker
Carlin & Vicki Lawhead
William & Susan Liegois
Matt & Kelly Livingston
Sal & Stephanie LoBianco
Lisa Longtin
Jeff & Lisa Lorenger
Vernon McAllister
John McAreavy
Mike McClafin

Randy & Michelle Menke
Robert & Helen Motley Jr
Mike & Barbara Murphy
Brett & Christina Nelson
Yvonne Orr
Nathan Olson
Robert Otting
Jeff & Cindy Pattison
Larry Porter
Jon Rapp
Donna Reed
Bennett & Judy Reischauer
Jerry & Jody Riibe
Jerrri Robison
Sebastian Roe
Mary Kay & Dan Rohde
Troy Ross
Mark & Laurie Roumfort
Victoria Scherrer
Michael Schmidt
Chris & Heidi Scholz
Shawn Schrader
Greg Shoppa
Kevin & Paula Skarich
Nichole Sorgenfrey
Edward Spellman
Janelle & Randy Spies
Jason & Jennifer Steward
Sally Stiles
David & Sue Thiesse
Richard Thompson
Eric Thomsen
Kurt & Kristyn Tjaden
Dennis & Micki Tripp
Charles & Joyce Vesey
Coralie Voss
Tasha & Nathan Wall
Kimberly & Scott Warren
Mike Wedell
Robert Weis
Roy Wennlund
David Wettach
Margie Wigans
Mark Yaple & Donna Meade
Jeff & Jody Young
Eric Zillig
Anonymous

BOARD OF DIRECTORS

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Kim Bartling	First National Bank
Josh Blair	Allsteel
Pam Collins	Musser Public Library-City
Mike Cooke	SSAB Iowa Inc.
Rich Dwyer	Kent Corporation
Susan Eversmeyer	River Rehabilitation PT
Kevin Fields	Kent Corporation
Bob Howard	CBI Bank & Trust
Sal LoBianco	Muscatine Power & Water
Mike McGrory	Muscatine Community School District
Randy Menke	Brudgestone
Victor Oyervides	ISU Extension
Jennifer Petersen	The HON Company
Tara Schulz	UnityPoint Health - Trinity
Jason Smith	Monsanto
Tiarr Sweere	Stanley, Lande & Hunter
Lupe Vazquez	North Construction

STAFF

Shane Orr
Executive Director

Lori Dietrich
Office Manager

Nichole Sorgenfrey
Program Manager

Michele Rhoades
Resource Development Manager

Kim Warren
AIM Director
Aligned Impact Muscatine



GIVE. ADVOCATE. VOLUNTEER.