



# United Way of Story County

## 2020-2025 Community Impact Goals

### A Collective Impact Strategy

### YEAR THREE (FY 21-22) UPDATE

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United Way continues to fund programs, new and old, creating positive change. Pictured is YSS' longstanding mentoring program which provides social-emotional connectedness.

# FROM THE CEO

We have a lot to report in year three of our five-year Community Impact Goals. Launched in 2020, these are ambitious goals in our pillar areas, goals set to inspire collective action and accountability for community change:

**Health:** Improve community health by serving 4,500 more people

**Education:** Decrease the achievement gap by reaching 30% more underserved learners

**Financial Stability:** Strengthen financial stability by increasing the number of people served by 25%



The last fiscal year (July thru June) presented numerous challenges to our nation that were felt in our community as well. These included finding and retaining qualified employees, rising prices, supply-chain issues, growing mental health needs, and other repercussions from the coronavirus pandemic. Our non-profit partners showed continued resilience and creativity, providing vital services throughout Story County to those most in need.

In this report, we share some of the important work being done in health, education, and financial stability. In Health, we are delighted to share that we have exceeded our target for this year – exceeding our target for 2025 even! In Education, we continue to make important strides in supporting diverse learners, from young children to adults in community-based education programs. While we did not quite meet our target for this year, we are aware that some of this is attributable to staffing challenges that limited the numbers served. Given the impact of staffing on childcare in particular, United Way pulled together a childcare coalition and was awarded American Rescue Plan Act (ARPA) dollars through Story County to help. In Financial Stability, we saw a 30% increase in individuals over last year. The reasons for this increase are rising food costs and housing insecurity as pandemic-era benefits ended (many in March 2022).

Read on to learn about the work being done by United Way and our partners. We are sharing spotlights on the additional work that was made possible by United Way grants to non-profits working in health, education, and financial stability. These grant dollars are another way that we are working to meet our goals.

Thank you for your continued support of United Way of Story County. Your gifts, volunteerism, and advocacy are helping us make a difference in Story County every day.

LIVE UNITED.

Jean Kresse  
President and CEO

# YEAR THREE PROGRESS

Year Three reports on FY21-22 (July 1, 2021 thru June 30, 2022).

## HEALTH

Improve community health by serving 4,500 more people by 2025. **GOAL MET!**

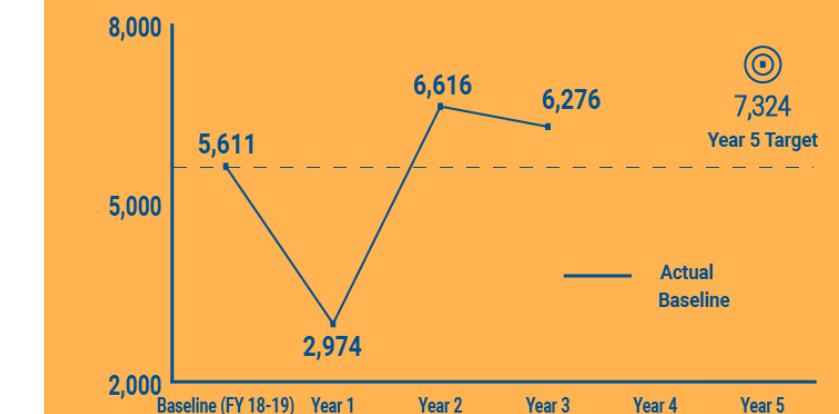
(view details on pages 6-7 of report)



## EDUCATION

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

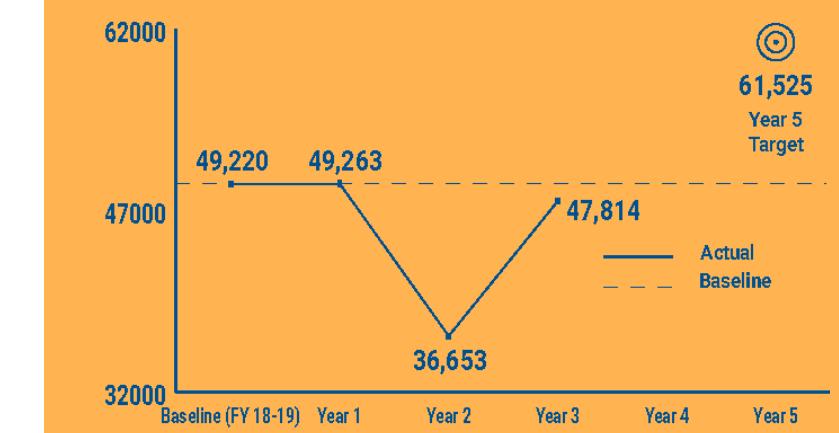
(view details on pages 8-9 of report)



## FINANCIAL STABILITY

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

(view details on pages 10-11 of report)



# HEALTH



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

During FY22, 24,560 individuals were served to improve community health in the 4 areas we are spotlighting. This puts us past our 2025 goal! Grant allocations made it possible for us collectively to help hundreds more.

**773**  
individuals participated in 7 healthy food access/nutrition programs.

This represents a 19% increase over last year. Furthermore, 84% of those surveyed in three funded programs attributed their increase in healthy eating to these programs!<sup>i</sup>

**21,151**  
individuals participated in mental health awareness programming.

This was made possible by our partners offering 528 programs in FY22.<sup>ii</sup> Recognizing the prevalence of mental health challenges, several additional partners started offering workshops on mental health and available resources – serving even more than are counted here.

**1,849**

individuals provided with mental health services through UWSC partner agency programs.

This represents a decrease from the past years as one provider no longer requested funding from UWSC for several mental health programs and no longer reports data. Funding instead is coming from the mental health region. Still, important work continues to be

funded by you. In fact, 93% of those surveyed at eight funded programs reported a better ability to cope thanks to counseling, domestic and sexual abuse crisis and support, and beyond.

**417**

surveyed individuals reported improved quality of life.

Due to an emphasis on this metric, three partners started collecting this data. The number of those reporting an improved quality of life increased 263% over Year 2 and 33% over baseline. Additionally, 83 surveyed individuals at funded childcare facilities reported improved quality of life due to the sliding-fee scale.

## YOUR DONATIONS AT WORK THROUGH UNITED WAY GRANTS

### Year 3 Grant-Funded Outcomes in Health:

#### Healthy Food Access/Nutrition:

- 162 individuals – MGMC Donor Breast Milk program
- 480 families – Primary Health Care's "Farm to Clinic" program, bags of fresh produce with nutrition info and recipes
- 8 children – Healthy snacks at Threshold Learning Center

#### Mental Health Services:

- 33 individuals – Online medication management at Friendship Ark

**ChildServe** was awarded one of United Way's one-time grants to purchase furniture. This allowed them to open an additional room for their Outpatient Physical Therapy and Speech Therapy program. This new room made it possible for ChildServe to assist people on their waitlist and add 55 additional therapy appointments within the reporting period. In addition, ChildServe's survey results show high levels of satisfaction with this program: of those surveyed, 99% of clients met individualized health goals, 97% reported family engagement, 97% reported family satisfaction, 86% reported a child benefit, and 86% reported a family benefit.



# EDUCATION

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

During FY22, we served 6,276 individuals in the 5 spotlighted areas of education. This represents a 12% increase over our baseline year. Staffing challenges have reduced the capacity at some programs, keeping impacted numbers lower than hoped.

**176**

**children from underserved populations were enrolled in 4 high-quality early childhood programs in Story County.**

United Way provides sliding-fee scale assistance to promote access. In fact, at one program in rural Story County, 100% of surveyed guardians said the affordability was either "good" or "excellent."

**763**

**underserved youth, K-8th grade, participated in summer enrichment programs.**

This represents a 15% increase over our baseline year and puts us just shy of our target. In FY22, a total of 1,875 children were served in summer enrichment programs connected with United Way. At the Ames program, grant funding of

Team Neutrino brought enriching STEM activities to students.

**4,713**

**surveyed participants in community-based education**

**programs reported having a better understanding than before.**

They grew their knowledge in a diverse range of topics, from awareness of current local, state, and national issues that affect individuals with disabilities and ways to advocate effectively, to mental health and other community resources.

**447**

**children in early childhood and out-of-school programming either maintained or improved their reading proficiency level.**

Another 311 surveyed youth in four funded educational programs reported academic success (which one partner defines as self-reported grades of mostly As and Bs)! Once again, Story County Reads was honored by the national Campaign for Grade Level Reading as a "Pacesetter Community" in 2021 for its collaborative work to ensure all third graders are proficient in reading.

## PARENT EDUCATION MAKES A DIFFERENCE!

United Way funds several parent education programs. This is one of the ways we work to foster child development and early learning in the home environment.

**LSI's Parents As Teachers (PAT) program** is one funded, evidence-based parent education program. PAT facilitators meet weekly with families in their home. Together, they work on parent-child interaction, developmental milestones, kindergarten readiness, and individualized goals.

**One enrolled family recently discovered the value of PAT.** With the help of her facilitator, Lauren, mom of toddler Jenny\*, noticed that Jenny was not meeting regular milestones in language development. Encouraged to bring this up at Jenny's next pediatrics appointment, Lauren learned that Jenny's chronic ear infections had caused some damage. The pediatrician recommended Jenny get tubes to help.

Six months later, **Lauren reports that Jenny's language skills are growing by leaps and bounds.** Lauren credits the PAT program, saying that it was her facilitator's encouragement that helped her discover the language delay and take action!

\*pseudonyms used to protect identity

**177**

**surveyed families reported an increase in their parenting knowledge and skills.<sup>vii</sup>**

In total, 275 individuals were served by UWSC funded parenting and maternity support programs, while thousands were impacted by outreach programs intended to strengthen parental support of literacy. In fact, one partner alone distributed 20,942 children's books in Year 3.



*Silas and his mom meet with a PAT facilitator weekly to gain knowledge on ways to track his development and provide mom with simple ideas to support his growth.*



# FINANCIAL STABILITY

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

In FY22, 47,814 individuals were served in the spotlighted areas. This represents a 30% increase over last year, largely due to both increased need at food pantries and increased dollars available to assist with rent and utilities.

# 2,115

individuals received financial assistance (rent and/or utilities) to help with housing cost burdens and prevent homelessness.

This represents a 47% increase over our baseline number and a 30% increase over last year. This increase was helped by additional dollars provided by United Way to help meet the need.

# 533

adults served were able to obtain or remain at their job or schooling thanks to UWSC's support of sliding fee scales at childcare centers, community probation services, and transitional living programs.

To further advance educational access after high school, UWSC also serves as the backbone entity for a multi-sector collaborative initiative, Story County College Access Network (SCCAN). SCCAN collaboratively hosted a #GETAJOB event and a speaker series for middle-schoolers which reached over 450 individuals. SCCAN also distributed 750 career exploration guides at all 7 middle schools in the county.

# 188

surveyed individuals in 9 funded programs reported a general improvement in their financial situation.<sup>xii</sup>

This represents an 11% increase over last year and a significant increase over our baseline year. Of surveyed individuals at 3 programs, 88% said that they had increased their financial knowledge as well.<sup>xiii</sup>

UWSC provided an additional  
**\$42,000**  
for emergency housing needs through one-time grants.

These grants helped fund renovations of shelter sinks and countertops, rent and utility payments, motel stays, and purchase and transport of household items for survivors of domestic violence.

## 2022 RECORD-BREAKING LIVE UNITED FOOD DRIVE

This year's annual LIVE UNITED Food Drive was a shining example of what's possible when we LIVE UNITED: it involved an unprecedented engagement of volunteers, businesses and organizations, community donors, and the United Way team.

The 14th annual food drive had more than 100 collection sites, ranging from Iowa State University to small independent businesses to school clubs. We collected a total of 15,021 pounds of food and raised \$15,037, making this year the largest amount ever raised in both dollars and pounds during the two-week drive! The drive also collected approximately 2,500 hygiene items such as laundry detergent, toilet paper, paper towels, shampoo, women's hygiene, and diapers.

Beneficiaries were nineteen food pantries and emergency food programs in Ames, Cambridge, Colo, Huxley, Maxwell, McCallburg/Zearing, Nevada, Roland, Slater/Sheldahl, and Story City.

# 44,978

visits were made to emergency food programs, with some households visiting food pantries regularly to keep fed.<sup>x</sup>

In this same time period, nearly 1/4 of all school-age children were income-eligible for free-and-reduced price lunch, one indicator of the sizable food insecurity in Story County. With inflation, the need continues to grow.



United Way of Story County continues to convene the Story County Hunger Collaboration and Story County Food Pantry Collaboration as we recognize that food insecurity is a year round issue.



# LEADING THE WAY TO ADDRESS COMMUNITY NEEDS

Two major needs impacting our community today are the increasing number of food insecure households and the decreasing availability of childcare. Additionally, the need for a resources information hub continues to be great. These statistics illustrate the need:

- 10.7% of Story County respondents said “getting food and other necessities” was a key concern countywide during the pandemic. 29.4% of those with incomes below the federal poverty level stated this.<sup>xiv</sup>
- 5,296 unique visitors accessed the United Way of Story County Covid-19 Resources webpage - with 10,830 views - from March 2020 September 2021. Some partner agencies testified that this site became their “go to” for clients seeking additional referrals.
- 700 childcare spots were immediately lost in mid-March 2020 when schools shut down. Child care continues to be one of the top community needs today.<sup>xv</sup>



To help address these three high community needs, United Way applied for American Rescue Plan Act (ARPA) grants available through Story County. We were delighted to be awarded the following:

## Reimagining What's Next for Story County: Emergency Food and 2-1-1 Supports

A **\$182,610** grant by the Story County Board of Supervisors for use 2022 - 2025. The purpose of this project is two-fold: 1) to provide grants for emergency food programs addressing hunger in Story County; and 2) to strengthen the 2-1-1 information and referral resource and ensure widespread knowledge of its existence.

## Story County Childcare Coalition

A **\$521,300** grant by the Story County Board of Supervisors. Funding will assist the Story County Childcare Coalition (a group of nonprofit organizations) to develop and implement a plan to recruit and retain childcare workers. This will ensure programs are operating at capacity to meet the needs of families.

# STRONGER TOGETHER: OUR PARTNERS, COLLABORATIONS AND GRANTEES

## PARTNER AGENCIES

The following non-profit agencies have formal partner relationships with United Way of Story County and do invaluable work in health, education, and financial stability areas.

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

## COLLABORATIONS CONVENED BY UWSC

One of our “super powers” is an ability to bring together diverse stakeholders around issues of common concern. The following are some of the collaborations currently convened by United Way of Story County:

Story County Childcare Coalition
Story County Food Pantry Collaboration
Story County Hunger Collaboration

Story County Immigrant and Refugee Collaboration
Story County Reads (campaign for grade-level reading)
Story County Transportation Collaboration

## FY22 GRANTEES

Beyond our partners, the following non-profit agencies also received one or more United Way grant awards in Year 3. These grants included UWSC Community Impact grants, Golf Fore Kids grants, and special Covid-19 Emergency Fund grants.

Colo Public Library
FreeStore
Home Allies

MGMG Foundation
Primary Health Care Inc. (w/ Mustard Seed Farm)

Team Neutrino (Iowa 4-H Foundation)
Threshold Learning Center

In FY22 (Year 3), we allocated grant funding in the amounts of:

**\$11,750**

in health initiatives

**\$6,600**

in education initiatives

**\$47,000**

in financial stability initiatives

# ENDNOTES

<sup>i</sup> 93 / 111 individuals surveyed in FY22 (Health Performance Measure 1.2c)

<sup>ii</sup> Health Performance Measure 2.1c

<sup>iii</sup> 518 / 556 individuals surveyed in FY22 (Health Performance Measure 2.2d)

<sup>iv</sup> These include YSS Family Counseling, RSVP's Volunteer Management program, and YWCA's Engaging International Spouses and Students.

<sup>v</sup> Financial Stability Performance Measure 2.2c

<sup>vi</sup> One partner agency had to end two non-traditional programs that had been awarding scholarships to youth.

<sup>vii</sup> The decline from last year is largely attributable to less surveys having been conducted.

<sup>viii</sup> Education Performance Measure 2.2g. This represents 78% of those surveyed.

<sup>ix</sup> In other words, this number reflects duplicated individuals. For example, the same individual might visit The Salvation Army food pantry monthly, MICA's food pantry monthly, etc., and they would get counted once each time. This is one indication of the persistence of food insecurity for many Story County households.

<sup>x</sup> This represents a decline from Year 2. Two programs that had previously reported this data point have started reporting a different data point that is deemed more reliable. Another agency changed its data collection approach.

<sup>xi</sup> Changes in FY-22: One agency is newly reporting this data point for 2 of its programs, while another program was unable to provide data due to significant organizational changes.

<sup>xii</sup> Financial Stability Performance Measure 3.1b

<sup>xiii</sup> Feeding America's "Map The Meal Gap" placed Story County at #1 most food insecure county in Iowa for many years; for example, in 2018, they reported 14.9% food insecurity here. With a new methodology, this % declined in 2019.

<sup>xiv</sup> United Ways of Iowa Covid-19 Financial Impact Study of 2020 (conducted by UNI)

<sup>xv</sup> The 2020 Community Needs Assessment conducted by Story County Public Health ranked childcare as the 4th most important issue to address in Story County. In one area alone (NE Ames), the number of children per licensed slot is 6.17.

## 2022 Board of Directors

Milly Agai  
Amber Deardorff  
Matt Franco  
Joel Hochstein  
Kim Iiams  
A. David Inyang  
Kurt Jensen

Bethany McCurdy  
Jason Mortvedt  
Katelyn Proctor  
Emily Sargent  
Katie Shively  
Steve Tenney  
Jonathan Wickert

## Learn more about our work:

[www.uwstory.org/health](http://www.uwstory.org/health)  
[www.uwstory.org/education](http://www.uwstory.org/education)  
[www.uwstory.org/financial-stability](http://www.uwstory.org/financial-stability)

## 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