At a glance, your investment addresses urgent challenges facing the Quad Cities:

**EDUCATION**
1 IN 6 KIDS
in the Quad Cities starts kindergarten without the skills needed to succeed. Let’s get kids back on track in school.

**INCOME**
In the Quad Cities
37% of residents struggle to pay for their basic needs.

**HEALTH**
ABOUT ONE IN FIVE
people experience a mental health issue a year.

**EQUITY**
African American Quad Citizens are
4X more likely to live below the federal poverty line than white residents.

CONGRATS ON YOUR RETIREMENT!
In this new and exciting phase of your life, we hope you’ll partner with United Way Quad Cities.

As Quad Citizens, we have overcome many difficult situations, but COVID-19 is an additional challenge that has shown us there are significant health disparities in our region. Together, we can and will do more to overcome this health and economic crisis, and your investment helps us do just that.
We strengthen the building blocks of opportunity. Education, income and health form the foundation on which opportunity is built.

**EDUCATION**
In 2019, we invested **OVER $2 MILLION** in a wide variety of educational programs. These investments included quality early child care, academic support and out-of-school time.

**INCOME**
In 2019, we invested **OVER $1 MILLION** in a range of programs that put residents on the road to financial stability.

**HEALTH**
In 2019, we invested **MORE THAN $950,000** to help improve the health and emotional well-being of Quad Citizens.

**EQUITY**
United Way's African American Leadership Society (AALS) **FOSTERS THE NEXT GENERATION OF LOCAL BLACK LEADERS** and gives all African American children in every Quad Cities neighborhood an equal opportunity to succeed.

With your help, we can do even more:
A stronger Quad Cities awaits us. For nearly 50 years, we've rallied and unified resources to put opportunity into the hands of Quad Citizens who need it most. Your donation to United Way Quad Cities makes it all possible. We're stronger together.

JOIN US
Together, we can and will do more.

▶ ADVOCATE
Together we can create a unified voice for our community focused on providing opportunities for all Quad Citizens to live their best possible life. Unitedwayqc.org/advocate

▶ VOLUNTEER
Looking for unique, rewarding volunteer opportunities? We've got you covered. Unitedwayqc.org/volunteer

▶ GIVE
Together, we'll make sure kids get back on track in school, adults have access to gainful employment and achieve financial stability, and people are happy, healthy and productive. Unitedwayqc.org/give

THE DETAILS ON DOUBLING YOUR DOLLAR: 2020 DONATION MATCH
There’s never been a better time to give—thanks to a generous, anonymous donor matching your gift, dollar-for-dollar up to $300,000, on any new or increased gift to United Way. New donors, you are doubling your impact. All matching funds are invested in United Way’s Community Impact Fund.
WELCOME TO YOUR NEW CAREER!

We can’t wait to see you shine and thrive! We believe every Quad Citizen deserves the opportunity to live their best life, and your new role helps make that happen.

Right now, all gifts to United Way Quad Cities are being matched dollar-for-dollar up to $300,000 thanks to an anonymous donor. Since you are now part of our organization, we hope you will consider joining our leadership team and colleagues in supporting our efforts.

This solidarity to come together is more important now, than ever, as COVID-19 has exposed significant disparities in our region. Together, we can and will do more to overcome this crisis, and your investment helps us do just that. Together, we’re stronger.

You know the challenges. That’s why you’re with us:

**EDUCATION**

17% of African Americans do not complete high school within four years, compared to 10% white students.

**INCOME**

In the Quad Cities, 37% of residents struggle to pay for their basic needs.

**HEALTH**

About one in five people experience a mental health issue a year.

**EQUITY**

43% of African American third graders are reading at grade level, compared to 73% white students.
We work to close the gap on education, income and health disparities, and create a more equitable Quad Cities. When our team supports United Way, our community can do even more:

**EDUCATION**
In 2019, we invested **OVER $2 MILLION** in a wide variety of educational programs. These investments included quality early child care, academic support and out-of-school time.

**INCOME**
In 2019, we invested **OVER $1 MILLION** in a range of programs that put residents on the road to financial stability.

**HEALTH**
In 2019, we invested **MORE THAN $950,000** to help improve the health and emotional wellbeing of Quad Citizens.

**EQUITY**
United Way’s African American Leadership Society (AALS) **FOSTERS THE NEXT GENERATION OF LOCAL BLACK LEADERS** and gives all African American children in every Quad Cities neighborhood an equal opportunity to succeed.
We're stronger together when our team advocates, gives and volunteers. Together, through this fulfilling work, we can help every Quad Citizen have the opportunity to live their best life.

JOIN US
Together, we can and will do more.

ADVOCATE
Together we can create a unified voice for our community focused on providing opportunities for all Quad Citizens to live their best possible life.
Unitedwayqc.org/advocate

GIVE
Together, we’ll make sure kids get back on track in school, adults have access to gainful employment and achieve financial stability, and people are happy, healthy and productive.

VOLUNTEER
Looking for unique, rewarding volunteer opportunities? We've got you covered.
Unitedwayqc.org/volunteer

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Last year, over 20,000 hours were invested in making a more equitable and resilient Quad Cities. Our volunteers truly provide the opportunity for every Quad Citizen to live their best life. And right now, that’s needed more than ever as we overcome this health and economic crisis. COVID-19 has exposed significant health and economic disparities in our region. It’s a challenge unlike any we’ve ever seen before.

That’s why we’re choosing to respond and take action.

Volunteers step up to face our community’s challenges:

**WHAT COMPANY LEADERSHIP SAYS:**

92% of human resource executives agree that contributing to a nonprofit can improve an employee’s leadership skills.


**WHAT EMPLOYEES ARE TELLING US:**

82% of businesses say their employees want the opportunity to volunteer with peers in a corporate-supported event.

Source: America’s Charities Snapshot Employee Research

60% of hiring managers see the act of volunteerism as a valuable asset when making recruitment decisions according to a study performed by Career Builder.

71% America’s Charities Snapshot Employee Research found that 71% of employees surveyed say it’s imperative or very important to work where culture is supportive of giving and volunteering.
We rally. We unite. We make an impact:

**EDUCATION**
17% of African Americans do not complete high school within four years, compared to 10% white students.

**INCOME IN THE QUAD CITIES,**
37% of residents struggle to pay for their basic needs.

**HEALTH**
ABOUT ONE IN FIVE people experience a mental health issue a year.

**EQUITY**
Average annual income for an African American household is $37,335 while $57,440 for white Quad Cities households.

Average annual income for an African American household is $37,335 while $57,440 for white Quad Cities households.
A stronger Quad Cities awaits us, and you make it happen. We are — STRONGER TOGETHER — when we volunteer!

GET INVOLVED TODAY!
Together, we can and will do more.

CUSTOMIZED CORPORATE PROJECTS
Let us mobilize your leadership and team to increase your company’s impact on the Quad Cities. United Way will help identify the issues most important to you and your team, design a unique volunteer experience aiming to address the root causes of those issues and ensure a meaningful experience.

Whether it’s online reading with kids, preparing transitional housing for new families, creating kits to meet our community’s most pressing needs or another project, our engagement opportunities are built for teams of all sizes and flexible to meet your team’s needs.

RESULTS-DRIVEN PROJECTS
Read United — as we look to the 2020-21 school year, we know many of our kids will have experienced a great learning slide due to the effects of COVID-19. You can get kids back on track by volunteering one-on-one through our online reading program. Designed for students in first to third grades, volunteers read once a week for 30 minutes using a guided reading platform. All you need is a computer, internet and phone to set a student up for success.
Search the Quad Cities’ most extensive online resource for volunteer opportunities at unitedwayqc.org/volunteer. There are many ways to share your time, develop skills and training and help our community. While you’re there, check out Leadership to see how you can join a community committee or board, or help with COVID-19 Volunteer Opportunities to rebuild our community.

For more information about how to volunteer, visit unitedwayqc.org/volunteer or contact Marci Zogg at mzogg@unitedwayqc.org or 563.344.0334.
United Way puts opportunity into the hands of all Quad Citizens. We inspire unity in our community to create the conditions that achieve lasting results right here at home. Below are just a few of the many ways United Way is building a stronger community.

**BORN LEARNING [CLICK THIS LINK TO VIEW]**
Supporting parents in their critical role as a child's first, best teacher—and focused on ensuring all kids are ready for kindergarten—Born Learning provides caregivers of children age 5 and younger with user-friendly ideas to turn everyday activities into learning moments.

**STRATEGIC INVESTMENT GRANTS**
We work with nonprofit organizations and grassroots groups by providing vital resources to help meet our community goals in education, income and health. Together, we are helping kids get back on track in school, adults achieve gainful employment and financial stability and people have the tools to lead happy, healthy and prosperous lives.

**READ UNITED**
Connecting community volunteers and corporate teams with students in grades 1 to 3 through personalized, one-to-one, online, guided reading sessions that result in improved confidence and literacy.

**VITA**
Providing free tax preparation to Quad Citizens through the Volunteer Income Tax Assistance (VITA) programs helps low-income residents receive the Earned Income Tax and Child Tax credits, to help lift people out of poverty toward financial stability.
PROGRAMS & INVESTMENTS

EQUITY
Changing the realities of racial inequality and injustice for the Quad Cities community, United Way is facing an unprecedented opportunity to embrace the uncomfortable and face systemic problems head on. Join the United Way, our partners in the community and hundreds of Quad Citizens just like you in changing habits to build and imagine a more equitable Quad Cities. [www.equitychallengeqc.org](http://www.equitychallengeqc.org)

COVID-19 REBUILDING GRANTS
Supporting agencies who are providing essential needs and resources for Quad Citizens – access to food, sanitary supplies and emergency financial assistance – as well as those working toward longer-term recovery to strengthen education, income and health throughout the pandemic and during the rebuilding process.

For more information on local organizations funded through rebuilding grants, visit [unitedwayqc.org/actions-being-taken](http://unitedwayqc.org/actions-being-taken).

DIAL 2-1-1
Finding help is easier when [2-1-1](http://211.org) specialists connect Quad Citizens in need to local health and human service resources – like rent and utility assistance, child care resources, food pantries and more – to address pressing issues people face every day. Dial 2-1-1 or 563.355.9900.

BORN LEARNING TEXTS
Gives busy parents the tools they need to be confident first teachers for their child. This free text service delivers quality child development information directly to parents’ phones, covering topics from early literacy, math, social-emotional development and other skills needed to succeed in preschool.

The program sends texts with links to free resources and activities. The tips help parents find learning opportunities in everyday situations. Parents can enroll by texting bornlearning to 95577.
Together, we can and will do more to overcome this health and economic crisis and rebuild a stronger Quad Cities.

As Quad Citizens, we have overcome many difficult situations over the years – natural and man-made disasters, economic emergencies – but nothing quite like the health emergency we face today. COVID-19 is a new challenge for us; but we’re up for it.

Now more than ever, leadership giving is so important in our efforts to rebuild the community. It’s a bold commitment to get kids back on track in school, help adults achieve gainful employment and people to lead happy, healthy and productive lives.

We are STRONGER TOGETHER when we lead together. Join the Leadership Circles to rebuild the strength of our community and drive real change for real people.
LEAD UNITED

LEADERSHIP CIRCLES
1,000+ INVESTMENT

Committing to a leadership donation of $1,000+ connects you to a network of generous, caring Quad Citizens who are investing important resources in United Way and our work aimed at addressing the greatest needs in the areas of education, income and health.

Bronze: $1,000 to $2,499
Silver: $2,500 to $4,999
Gold: $5,000 to $9,999
Tocqueville: $10,000+

Donate today and join one of United Way’s Leadership Circle.

A MULTIPLIER OF SUCCESS

Thanks to the generous investment of the Hunt and Diane Harris Family Foundation, when you give a new leadership gift or increase your giving to the next level – they match that increase dollar for dollar - up to $30,000.*

1+1 = 2

*Combined and individual leadership gifts apply.
Every child deserves to be ready to succeed in school and in life. Women United invites you to join a group of caring women dedicated to improving the lives of our youngest Quad Citizens.

Right now, your dollar does more with a dollar-for-dollar match to ensure kids get back on track with learning and quality child care remains available for working parents.

WE KNOW THAT THE STAKES ARE HIGH:

**ONE IN SIX KIDS**
in the Quad Cities starts kindergarten without the skills needed to succeed.

A child who is not ready for kindergarten is **TWICE AS LIKELY NOT TO BE READING AT GRADE LEVEL** by third grade.

Third grade is a pivotal point; if you fall behind, chances are you **MAY STAY BEHIND THE REST OF YOUR LIFE**.
WOMEN UNITED

It's proven, our efforts make a difference. **In 2019, we invested over $2 million in a wide variety of educational programs.** Here's where our focus is right now:

- Help our child care centers adapt and expand with new space, sanitation, staffing and safety requirements imposed by COVID-19.
- Provide online reading mentoring to make sure our third graders can read at grade level – a proven indicator of future success in school and in life.
- Bridge the digital divide for students learning from home. Some local districts estimate up to 50% of their students don’t have access to reliable internet.

INVESTMENT LEVELS

- **$250** provides sanitization supplies for one month at an early learning center
- **$500** provides hygiene kits for 20 families
- **$1000** supports 50 kids with internet service or equipment to ensure at-home learning
- **$2500** provides a year of online reading mentoring for more than 35 local children

Donate today to join United Way’s Women United at [unitedwayqc.org/womenunited](http://unitedwayqc.org/womenunited).
Labor and United Way share a partnership dating back to World War II. This relationship has led to innovative and collaborative programs that improved the lives of working Quad Citizens, assisted workers in their time of need and raised significant dollars from local union members.

The challenges facing our region cannot be solved alone. To help every Quad Citizen live their best possible life, it’s critical to work in partnership with local organizations. United Way Quad Cities and the AFL-CIO share a vision for an equitable, inclusive, healthy and happy community.

**MAKING A DIFFERENCE**
Contributing time, skills and money, union members help to make a big difference in the Quad Cities through the United Way. Labor leaders serve on the United Way Board, Executive Committee, Impact Council, Allocation Panels as well as coordinate community service projects and volunteer at many of our United Way impact funded community partners.

**STRONGER TOGETHER**
The AFL/CIO United Way partnership provides union members with the opportunity to shape the Quad Cities through donating, volunteering and advocating while providing a direct link to information for those in need to health and human services.

**NOW MORE THAN EVER**
Together, we make our region more vibrant and successful. We’re working hard, using data-driven decisions aimed at root causes to get kids back on track in school, enable more adults to achieve gainful employment and financial stability and give people the tools to live happy, healthy and productive lives.