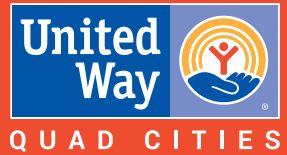


# HELP BRING OPPORTUNITY TO EVERY PERSON IN THE QUAD CITIES.

The opportunity gaps are wide. But together we can close them. Join our unstoppable community of United Way givers to bring opportunity and access to kids, adults and families across the Quad Cities.



*When you give opportunity, you give more students the education they deserve, help more adults find a job that utilizes their skills and prove health is the greatest wealth of all.*



## DID YOU KNOW?

While we have made strides to strengthen education, income and health in the Quad Cities, there is still much work to be done, especially in closing opportunity gaps in Black and Hispanic communities.

### EDUCATION

57% OF BLACK  
43% OF HISPANIC  
27% OF WHITE



Students **do not** read on grade level by 3rd grade.

### INCOME

59% OF BLACK  
42% OF HISPANIC  
33% OF WHITE



Households **do not** make living wages.

### HEALTH

21% OF BLACK  
33% OF HISPANIC  
23% OF WHITE



Residents **have difficulty** accessing and receiving health care.

## RISE UNITED 2030 GOALS

United Way has collaborated with a broad spectrum of community partners to develop a set of 10-year targets to drive transformative change and advance racial equity in the areas of education, income and health. To achieve this aspiration, we will focus on three key levers to drive progress in the Quad Cities.

INCREASE BY



the number of students reading on grade level by third grade.

INCREASE BY



the number of young adults earning living wages, adding \$116M in wages per year to the economy.

INCREASE TO



the percent of Quad Citizens reporting having routine health care.



## WHY DOES UNITED WAY FOCUS ON EDUCATION, INCOME AND HEALTH?

The time in which we live equally distributes talent but it doesn't equally distribute opportunity. Our paths are not always the same. Imagine what education, income and health mean to you and your family. Think about how your life would change without even one of those. Together, they make up the building blocks of opportunity that enable you — and our entire community — to succeed and thrive. We believe access and opportunity can change everything. More students get the education they deserve, adults find a job that utilizes their talents and, we prove that health is the greatest wealth of all.

### Last year, we put opportunity in the hands of 50,000 Quad Citizens.

Working collectively with community leaders, volunteers, implementing partners and supporters like you, **we helped:**

- ▶ **11,411 students** lay the groundwork for ongoing educational success
- ▶ **13,923 secure a solid foundation** for economic stability
- ▶ **24,060 get the resources needed** to live longer, healthier lives



## HOW DO I KNOW I'M MAKING A DIFFERENCE WHEN I GIVE TO UNITED WAY?

From improving childhood education and strengthening workforce development to supporting community partnerships and fueling social innovation, your contribution is an investment in proven, data-driven impact.



**DONATE AT  
UNITEDWAYQC.ORG**



## OPPORTUNITY CAN CHANGE EVERYTHING.

You change lives with your contribution to United Way. Exposing people to options and opportunities that challenge their current realities can change everything. **Thank you!**

## What makes United Way Quad Cities DIFFERENT?

### 1. We find solutions to our community's biggest social challenges.

With our local network and position in the community, we have a 30,000-foot view of the resources and gaps in the Quad Cities' social challenges. We study and step into these gaps, bringing together the best people and ideas to build initiatives that fill these needs and create opportunity where it didn't exist before.

**2. Largest nonprofit funder.** As one of the largest nonprofit funders in the Quad Cities, we are responsible for the private investments into efforts that can improve education, income and health and advance equity.

**3. 100% of funding decisions determined by local people.** The funds raised by our United Way are invested in local programs to solve the very real challenges that people face in our community, which is why real people just like you help determine how those dollars are invested.

**4. We prove our impact.** We track every dollar we raise, and show the impact you helped fund with photos, stories and data.

**5. We're an open book.** We know it's important that your donation is being used effectively. It's important to us, too. We work hard to receive the highest grades available for accountability and transparency.