

# RISE UNITED

2030



**WHEN WE RISE UNITED,**  
we give every student the education they deserve,  
help all adults find a job that utilizes their talents  
and prove health is the greatest wealth of all.

At United Way, we aspire to a future in which all Quad Citizens, regardless of race or ZIP code, have the opportunity and access to achieve their full potential.

As a community and as individuals, we can join together to support the building blocks that work toward this aspiration, so that all Quad Cities students graduate high school prepared for success in college or career, all Quad Cities families are financially stable and all Quad Citizens are living long, healthy lives.

## 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 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.



**CAN WE COUNT YOU IN**  
to Rise United?

We invite you to join the Rise United movement and sign on in support of these community goals.  
[RiseUnitedQC.org](https://RiseUnitedQC.org)



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

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. That’s why United Way focuses on education, income and health simultaneously, bringing together the resources and partners to build solutions that address their interconnectedness.

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

Working collectively with community leaders, volunteers, service providers 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, metrics-driven impact.




**YOU CHANGE LIVES WITH UNITED WAY**  
You are making a holistic community investment that provides stackable supports that will directly impact the lives of Quad Citizens.



## What makes United Way Quad Cities DIFFERENT?

### LEADERSHIP

For nearly 50 years, United Way has led the charge to tackle the root causes of systemic issues in education, income and health. We provide data and expertise to identify the greatest community needs and opportunities to drive impact through partnerships, place-based programs, advocacy and targeted investments.

### COLLABORATION

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.

### INNOVATION

From providing capital and resources to start-up ideas that prioritize social impact to serving as a connector across our entrepreneurial community, United Way has a successful track record of supporting the design and development of new solutions to some of our community’s greatest challenges.