



# RISE UNITED

== 2030 ==

**A 10-YEAR BLUEPRINT**  
for improving  
**education, income and health**  
in the Quad Cities

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



May 6, 2021



# TOGETHER, WE HAVE THE POWER to create lasting change.

At United Way Quad Cities, we aspire to make lasting impact on the lives and communities of the Quad Cities. But change only happens when organizations and individuals join together to power the type of impact that improves lives for the long term.

## WE HAVE A VISION FOR CHANGE...

Every Quad Citizen, regardless of race or ZIP code, has the opportunity and access needed to develop their full potential.

Together, we can support the building blocks that work toward this aspiration so that all:

- ▶ Quad Cities students will graduate high school prepared for success in college or career.
- ▶ Quad Cities families are financially stable.
- ▶ Quad Citizens are living long, healthy lives.

Rise United is a roadmap designed to inform all United Way investments, programs, partnerships and advocacy that will deliver measurable improvements across the Quad Cities in our impact areas of education, income and health.

These 10-year goals are the result of eighteen months of community input, planning, researching and creating models with corporate, philanthropic and nonprofit partners, as well as community leaders and content experts. Rise United was informed by and is in alignment with Q2030 Regional Vision.



# RISE UNITED LEVERS

## TO ACHIEVE THESE COMMUNITY GOALS,

United Way Quad Cities will focus on three key levers to drive progress over the next 10 years:



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.

## WE MUST ADDRESS THE BUILDING BLOCKS OF EDUCATION, INCOME AND HEALTH TOGETHER.

Because when we tackle the root causes of important issues versus the symptoms, we improve lives, whole neighborhoods, communities and groups. We invite you to explore this report to learn more about how we arrived at the Rise United 2030 Goals and key levers. We encourage you to sign on to support United Way.



# EDUCATION

**GOAL:** More Quad Cities students graduate prepared for success in college or career.

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**LEVER:** Increase by 30% the number of students reading on grade level by third grade.

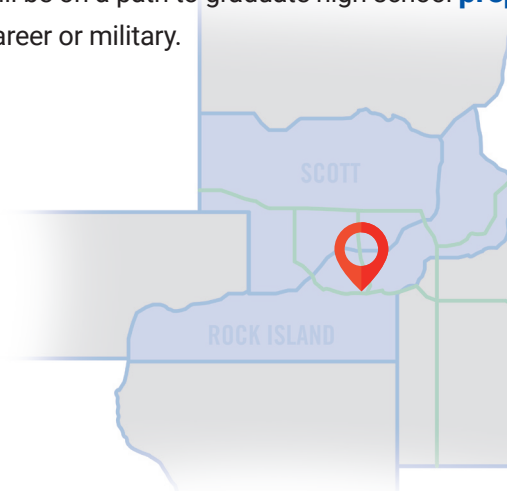
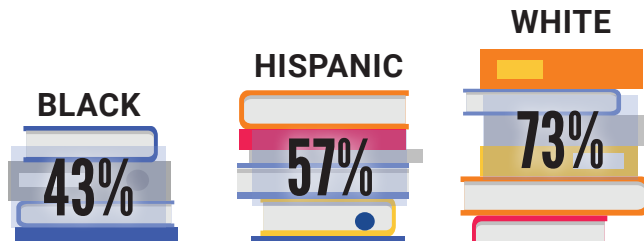


The ability to read opens the door to essentially all opportunities for a child's future education and career. Recent research indicates that students reading proficiently by the end of third grade are five times more successful at achieving college readiness as their non-proficient peers.<sup>(6)</sup>



**IT IS CRITICAL THAT CHILDREN ARE READY TO START KINDERGARTEN,** so they are reading on grade level by third grade. With this solid foundation, they will be on a path to graduate high school **prepared for success** in college, career or military.

Third graders reading on level<sup>(2)</sup> in Scott and Rock Island counties:



**CURRENTLY**  
**ONLY 61%**  
of third graders are reading at their grade level in the Quad Cities.<sup>(2)</sup>



# INCOME

**GOAL:** Quad Citizens are able to find and maintain work that provides financial stability.



**LEVER:** Increase by 20% the number of young adults earning living wages.

Financial stability is a key ingredient to a steady, successful life.

Households earning a living wage by race in Scott and Rock Island Counties: <sup>(1)</sup>

**BLACK**



**HISPANIC**



**WHITE**



A community where residents enjoy long, productive lives requires financial stability. Growing our region requires an economy that supports self-sustaining jobs that enable workers to build savings and secure credit.

Achieving the Rise United 2030 goal of 86% of those aged 25 to 44 earning a living wage will produce an additional \$116M in gross wage income each year.<sup>(1)</sup> Each of these 7,415 Quad Citizens will see their annual income increase by approximately \$15,000, which is significant to their family and will have a profound effect on their quality of life.

- ▶ **Workers will increase savings** to be more prepared for emergencies and be less reliant on consumer credit for basic needs, such as food and clothing, decreasing the real cost of these items.
- ▶ **They will have increased access** to employer-sponsored health coverage that may help reduce out-of-pocket medical expenses, freeing up resources for other necessities.

### Living Wage Calculation for Scott and Rock Island counties. <sup>(12)</sup>

1 ADULT		2 ADULTS (1 WORKING)		2 ADULTS (BOTH WORKING)	
0 Children	1 Child	0 Children	1 Child	0 Children	1 Child
\$27,980	\$60,516	\$47,974	\$56,979	\$46,576	\$66,545



**When at least 86% of Quad Citizens aged 25-44 earn a living wage,** the region's gross income will increase by **\$116 million.**



# INCOME

(CONT.)

One of the clearest paths to economic self-sufficiency is training and education. Job training and readiness programs remain critical to advancing low-wage, low-skilled workers into self-sustaining jobs.

Young adults who receive certification or graduate from college can earn between \$18,000 to \$36,000 or more a year, giving them the capacity to save for the future.<sup>(7)</sup>

## CURRENTLY

Adults with Post-Secondary Credentials<sup>(3)</sup>

53%

## 2030

Jobs require some post-secondary education<sup>(7)</sup>

71%



## IN 2018

27,454 Estimated number

66% Estimated percentage

Quad Citizens aged 25 - 44 currently with living wage jobs in Scott and Rock Island counties.<sup>(11)</sup>

IF OUR 20% GOAL IS ACHIEVED WE'LL INCREASE THE NUMBER OF LIVING WAGE WORKERS BY:

7,742

## IN 2030

34,987 Goal number

86% Goal percentage

Quad Citizens who will have living wage jobs in 2030, adding \$116 million in wages to the economy annually.<sup>(12)</sup>

**+** PLUS economic spin-off impact of \$565 million<sup>(5)</sup>



# HEALTH

**GOAL:** Quad Citizens have access to physical and mental health care to lead long, healthy lives.

**RISE  
UNITED**

**LEVER:** Increase to 95% the percent of Quad Citizens receiving routine health care.

When it comes to accessing health services, a person's ZIP code should never be a deterrent to success, nor should it be a barrier to improved health. Yet for many, that's a daily reality.

Physical and mental health builds the foundation for school success for children and economic outcomes for adults. Yet, health remains one of our most significant challenges.

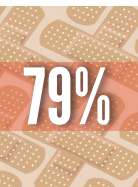
Rise United aims to make a positive impact through investments, partnerships and programs that bring about physical and mental health wellness and routine and preventative health care.

Positive health outcomes and access to quality health care is as critical to the lives of Quad Citizens as they are to the economic health of our region.

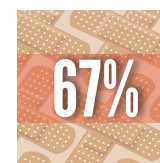


**Residents with routine primary and clinical care in Scott and Rock Island counties <sup>(8)</sup>**

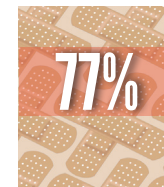
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**HISPANIC**



**WHITE**





# HEALTH

(CONT.)

## HYPERTENSION

- ▶ Hypertension is the leading cause of stroke and major cause of heart attacks.<sup>(10)</sup> Nearly 1 in 3 adults have hypertension with only half of these individuals having their condition under control.<sup>(8)</sup>
- ▶ Nationally, 42% of Black adults over the age of 20 suffer from hypertension compared with 28.7% of whites in 2018.<sup>(9)</sup>

## DIABETES

- ▶ Diabetes – in Rock Island and Scott County, diabetes affects 14.0% of the people, which is higher than the national average of 13.3%.<sup>(8)</sup>
- ▶ In the Quad Cities, 17.2% Blacks and 18.7% Hispanics have higher prevalence of diabetes than the Scott and Rock Island counties average of 14.0%.<sup>(8)</sup>

## LOW BIRTH WEIGHT

- ▶ There is a significant racial disparity with 6.2% of white babies being born with low birth weight and 13.8% of Black babies being born with low birth weight. That is more than 2 times as many Black babies experiencing this difficulty at birth.<sup>(9)</sup>

## GENERAL POOR HEALTH

- ▶ 22% of Blacks, 23.1% of Hispanics and 19% of whites report their health as poor or very poor.<sup>(8)</sup>

## ASTHMA

- ▶ 16% Blacks, 15% Hispanics had asthma compared with 10.3% white adults in 2018.<sup>(8)</sup>
- ▶ In the Quad Cities 7.4% of kids under 18 have asthma.<sup>(8)</sup>

## MENTAL HEALTH

- ▶ 16.2% Quad Cities kids have needed mental health services in the past year.<sup>(8)</sup>
- ▶ Mental health concerns are increasing with COVID 19, impacting children and adults.
- ▶ In 2018, 8.7% of Black adults received mental health services compared with 18.6% of white adults nationally.<sup>(9)</sup>
- ▶ Nationally, 6.2% of Black and Hispanic adults received prescription medication for mental health services compared with 15.3% of white adults in 2019.<sup>(9)</sup>
- ▶ 34.6% of Quad Citizens live with Chronic Depression.<sup>(8)</sup>





**“EVERY QUAD CITIZEN,** regardless of race or ZIP code has the opportunity and access needed to develop their full potential.”

### In the year 2030...

- ▶ **Babies born in 2021 will be third graders.** We want every one of them living in a racially equitable society where they are reading proficiently. The only thing they should be hungry for is learning.
- ▶ **Today's third graders will be high school graduates and college students.** We want every one of them to be living in a racially equitable society ready for success in the next stage of their lives – and prepared to take – on the world in college and career.
- ▶ **Current high school students will be a significant part of the workforce and the next generation of parents.** We want each of them to be living in a racially equitable society with the resources to invest in their family's financial security, health and well-being.

**United Way was built to lead** the programs and partnerships to power this type of change. We lead united. We work united. And, we **RISE UNITED**. In the next 10 years, the Quad Cities can come together to transform the region into a community that serves as a model for other mid-size urban areas across the nation.

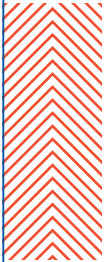
**Your commitment is essential.** Please join others who are signing on to Rise United. To add your support, visit [RiseUnitedQC.org](https://RiseUnitedQC.org).



**Rise United** is more than a hope. It is a set of achievable goals to build a

**STRONGER, MORE EQUITABLE QUAD CITIES.**





# REFERENCES

1. ALICE Project Research Center @UnitedforAlice.org (2018); American Community Survey, 2017
2. Quad Cities Educational Data Exchange (2019)
3. American Educational Research Association (2018)
4. Eviction Lab at Princeton University (2016)
5. Quad Cities Chamber/Applied Economics (2020)
6. Ohio Department of Education. Third Grade Reading and College/Career Readiness (2017)
7. American Educational Research Foundation
8. 2018 Community Health Assessment Report. Quad Cities Health Initiative
9. Health Disparities by Race and Ethnicity. Center for American Progress. (Retrieved 10/2020)
10. US Centers for Disease Control and Prevention
11. US Census Bureau 2018 American Community Survey
12. Living Wage Calculator, MIT, Metros

**May 6, 2021**



# CAN WE COUNT YOU IN to Rise United?



**By signing on the Rise United Goals,  
I COMMIT TO:**

- ▶ Learn about the state of education, income, health and racial inequity in the Quad Cities
- ▶ Engage in volunteer opportunities to create meaningful change in our community
- ▶ Use your voice and influence to advocate for systemic changes to education, income, and health.
- ▶ Make an investment to United Way and the programs that are meaningful to you.

## COUNT ME IN!

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Company (if applicable)

\_\_\_\_\_  
Email Address

Learn more at [RiseUnitedQC.org](https://RiseUnitedQC.org)

Return your completed commitment form to  
Amy Fanning at [AFanning@UnitedWayQC.org](mailto:AFanning@UnitedWayQC.org).