

CHANGE DOESN'T HAPPEN ALONE.



2019-2020 CAMPAIGN CABINET

United Way of Johnson & Washington Counties
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UnitedWayJWC.org

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UWJWC

2019-2020 CAMPAIGN

MEET THE TEAM



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UWJWC 2019-2020 CAMPAIGN MEET THE TEAM



2019-2020 CAMPAIGN CABINET CONT'D

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UnitedWayJWC.org/Campaign-Leadership



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MEET THE BOARD

UnitedWayJWC.org/Board-Directors

UWJWC 2019-2020 CAMPAIGN MISSION & POSITION DESCRIPTION



UWJWC MISSION

To improve lives by uniting the caring power of community in Johnson & Washington Counties.

ABOUT UNITED WAY OF JOHNSON & WASHINGTON COUNTIES

Founded in 1919, United Way of Johnson & Washington Counties is celebrating its 100th year. United Way is the go-to-place for social impact. United Way's relationship with business, government organizations, nonprofits, faith groups and caring individuals provides a unique perspective into the needs of our local communities and can take stock of the gaps in services. To help drive impact, innovative strategies with the right partners from the for-profit, nonprofit and public sectors can deliver long-term solutions to Education, Income, Health and Basic Needs challenges:

- Education – Improve school readiness, student success and preparation for higher education and the workforce
- Income - Increase access to basic needs and financial stability
- Health and Well-being- Advance peoples' health, development and safety

HOW DO YOU CONNECT?

- Do you have a passion about reducing food insecurity?
- Have you had an elderly friend or relative who has needed special care or services in order to age with dignity?
- Are you concerned about children falling behind academically and never getting the real help they need to succeed?

CAMPAIGN CABINET POSTION DESCRIPTION

The Campaign Cabinet consists of approximately 20 members. Cabinet members work with organizational leadership from business, government and nonprofits to customize fundraising tactics that ensure a successful and educational workplace campaign.

PURPOSE

To plan and implement the strategies essential to engage and fundraise with individuals and corporations who want to improve lives in our communities.

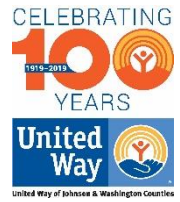
CABINET MEMBERS

- Will receive cabinet orientation and training.
- Participate in planning and assignments of accounts to team members.
- Analyze campaign data with staff.
- Prepare a customized approach to each account working in team with business leadership, Employee Campaign Coordinators and United Way staff.
- Assist in conducting presentations, events and other fundraising activities within the workplace.
- Prospect and contact new donor accounts and individuals.
- Communicate with Cabinet members and UWJWC Director of Development, Marketing & Communications to report on workplace accounts and seek assistance if needed.
- Attend Campaign Cabinet meetings to report progress, assess effectiveness of tactics and receive campaign updates.
- Serve as a champion and ambassador for United Way in the greater community.

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2019-2020 Campaign

TIME COMMITMENT



THE CALENDAR

UWJWC manages 70 to 80 workplace campaigns between early August and mid-February. Time commitment includes Campaign Cabinet training, monthly Cabinet Meetings and active involvement in assigned workplace campaigns plus additional “fun” events. United Way’s peak campaign season is September through November.

The Campaign Cabinet will meet once a month from September through February. Meetings will be held at a UWJWC Partner Agency with a tour provided after the meeting:

Campaign Cabinet Orientation 2.0	Wednesday, July 17 th	Vesta	4:30-5:30pm
Campaign Kickoff	Tuesday, August 27 th	Terry Trueblood Lodge	4pm
Campaign Cabinet Meeting	Tuesday, September 17 th	Abbe Center	8am-8:45am
Campaign Cabinet Meeting	Tuesday, October 15 th	Shelter House	8am-8:45am
Campaign Cabinet Meeting	Tuesday, November 19 th	ARC of Southeast IA	8am-8:45am
Campaign Cabinet Meeting	Tuesday, December 17 th	Prelude Behavioral Services	8am-8:45am
Campaign Cabinet Meeting	Tuesday, January 21 st	Habitat for Humanity	8am-8:45am

Beginning Mid-January, the Cabinet Co-Chairs will reach out to the Cabinet every 2 weeks as we near the end of the campaign.

Calendar invites for the above meetings, as well as additional activities will be emailed.





NEED HELP? Use the United Way 2-1-1 App, visit the 2-1-1 website or call 2-1-1 on your mobile phone and a trained professional will assist to determine the best local options to connect you to the help you need.

DISASTER ASSISTANCE - In times of disaster, United Way of Johnson & Washington Counties provides volunteer coordination and resources to aid in relief and recovery efforts. Long-term recovery from disasters takes time, money, volunteers and strong partnerships, and we stand ready to facilitate providing resources to those who need it most.



EDUCATION INITIATIVES - Reading proficiency by third grade is one of the most powerful predictors of future academic and career success. In fourth grade children switch from "learning to read" to "reading to learn."

My Very Own Book Drive: A community-wide book drive from which over 8,000 books were donated in 2019 and are currently being distributed.

Reading Buddies: This program partners community volunteers with young student readers to help develop language and literacy skills.

Literacy Kits: A "Literacy Kit" is comprised of a book and a game or activity designed to make reading interactive.

Summerships: Provides 84 Summership scholarships for children who otherwise could not afford to go to a summer camp.

HEALTH INITIATIVES – Helping children and adults in our community thrive through an integrated approach to health and wellness creates good habits for life.

Healthy Kids: Healthy Kids is an initiative that provides health services to school-aged children with unmet health needs to improve access to health care and reduce barriers to learning.

Mindfulness: United Way trains/supports student-led Mindfulness Teams in area high schools to provide peer support, lead activities and to increase awareness of the benefits of self-regulation and mindfulness strategies.



FINANCIAL STABILITY INITIATIVE - Financial education and literacy aim to increase the ability to make decisions regarding the management of money.



Money Smart Johnson & Washington Counties: United Way of Johnson & Washington Counties provides the *Money Smart* program which outlines the foundation for financial literacy to low-to-moderate income individuals and families including basic banking terms, basic checking, savings, money management and financial goal setting.

UnitedWayJWC.org/Campaign-Tools

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2019-2020 Campaign

UNITED WAY PARTNER AGENCIES...CAUSES WE FUND

UnitedWayJWC.org/Partner-Agencies



Education

- 4Cs Community Coordinated Child Care
- The ARC of Southeast Iowa
- Big Brothers Big Sisters of Johnson Co.
- Girl Scouts of Eastern Iowa and Western Illinois
- Hawkeye Area Community Action Program (HACAP)
- Joan Buxton School Children's Aid
- Neighborhood Centers of Johnson County
- United Action for Youth (UAY)



Financial Stability

- CommUnity Crisis Center & Food Bank
- Coralville Community Food Pantry
- Free Lunch Program
- Goodwill of the Heartland
- The Housing Fellowship
- Iowa Legal Aid
- Iowa Valley Habitat for Humanity
- North Liberty Community Pantry
- Shelter House
- Table to Table



Health

- Abbe Mental Health Center
- Domestic Violence Intervention Program (DVIP)
- Geriatric & Special Needs Dental Program
- Healthy Kids School-Based Clinics
- Hillcrest Supported Living
- Iowa City Free Medical & Dental Clinic
- National Alliance on Mental Illness—Johnson Co.
- Aging Services/Pathways Adult Day Health Center
- Prelude Behavioral Services
- Rape Victim Advocacy Program (RVAP)
- Visiting Nurse Association (VNA)



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2019-2020 Campaign

CONNECTING WITH OUR COMPANIES & PROSPECTS



2018-19 Employee Campaign Coordinators (ECC)

Each company's ECC leads the workplace campaigns for their respective companies and serves as the primary contact.

PRE-CAMPAIGN

As a 2019-2020 Campaign Cabinet member, we ask you to complete a Company/Prospects List. The information you provide will allow United Way to align local companies and prospect companies with each cabinet member. These assignments will then be placed in a Google document and shared with Cabinet members enabling them to update their campaign information. Cabinet members will also be provided with the campaign history, contact information for the company's Employee Campaign Coordinator, etc. for each assigned company. Each Cabinet member is encouraged to set up a 1:1 meeting with Trisha Smith to review their accounts.

CAMPAIGN

Cabinet members are to reach out to their assigned companies/prospects to discuss how they can support or initiate a United Way Campaign/Gift. Please cc: Trisha Smith, Director of Development, Marketing & Communications at Trisha.Smith@UnitedWayJWC.org on all campaign communication. Cabinet members will attend Company Campaign Kick-Offs and be encouraged to share why you support United Way and market the opportunity to invest in our community through United Way.

POST CAMPAIGN

Cabinet members thank everyone for their support and provide updates on campaign results.

REMEMBER: The staff of United Way of Johnson & Washington Counties are here to assist you every step of the way!

UnitedWayJWC.org/Campaign-Leadership

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2019-2020 Campaign

A GUIDE TO INVESTING IN UNITED WAY



THANK YOU FOR JOINING OUR TEAM

As a United Way Cabinet member, your job is vital to the success of our campaign.

GETTING STARTED

Many people have difficulty getting started with solicitation because they are uncomfortable asking for donations. This is natural. **Remember, you are not asking for donations for yourself, but for an investment in the causes which benefit others every day.** United Way and the 29 partner agencies work year-round providing needed solutions to problems of homelessness, substance abuse, safety, hunger, education and health issues.

BEFORE YOU ASK

Learn all you can about United Way and the impact of its partner agencies. **Review all materials and become familiar with our website** so that you can make a powerful statement and be prepared to answer questions.

- Develop a case for supporting the community through United Way. Personal stories are best. United Way staff can assist and provide success stories.
- Make sure you have made your personal giving decision so when you talk to others, you can ask them to join you in supporting United Way.

ASKING FOR AN INVESTMENT

People give to people. Set up a face-to-face meeting to ask for a donation with those leaders you already know. Prior to the meeting, identify the individual's or business's interests in the community. Find out if they volunteer for any organizations in the area or have in the past. You then can use this information during the meeting to connect the company/donor's interests with United Way impact. Remember that you're asking for those in need in the community, which may include friends, family and neighbors.

- Discuss your own observations or first-hand knowledge of the impact of United Way dollars at work. Explain it in terms of actual people and how their stories have changed.
- Emphasize the convenience and affordability of payroll deductions.
- Ask previous donors to consider increasing their gifts to respond to emerging needs.
- Remember that giving is a personal decision. Thank the person for their time regardless of whether they give.

YOU CAN DO IT!

People on your list may express their concerns or questions about United Way. They may have hesitations about making a charitable pledge. Usually they only need a better understanding of where their money will go and how it will help.

Be positive and confident, never pressuring or coercing. The best way to get pledges is to inform others about United Way Initiatives and the local programs United Way supports. Always keep in mind, whether a person gives to United Way or not may depend on factors other than the worthiness of the charity. The ultimate decision is up to them. Please respect their decision and **thank everyone** for his or her time.

TOCQUEVILLE SOCIETY



The Tocqueville Society is a powerful group of business, civic and individual philanthropists who embody the spirit of the group's namesake, Alexis de Tocqueville. Their annual gifts of \$10,000 or more and their passion for investing in the community empower us to fight for the health, education, financial stability and safety of every person in every neighborhood across the region.

LEADERSHIP CIRCLES



Leadership Circles include special recognition for donors who give annually between \$1,000 and \$9,999. Leadership givers demonstrate their commitment to our community and allow United Way to leverage their gift to multiply local impact.

Platinum: \$7,500-\$9,999

Gold: \$5,000-\$7,499

Silver: \$2,500-\$4,999

Bronze: \$1,000-\$2,499

ENDOWMENT



We invite you to invest in the causes you care about now and forever by:

- Designating \$1,000 or more to United Way's Innovation & Sustainability Fund to support community disasters, agency emergencies and the future growth of United Way.
- Donating \$1,000 or more to the United Way of Johnson & Washington Counties' Endowment Fund sustaining United Way's work for the next generation.*
- Establishing a \$10,000 Named Family Fund or giving a minimum gift of \$2,000 over a five-year period, providing permanent support each year toward your annual campaign gift.*

*Held at The Community Foundation of Johnson County

Learn more about Leadership Giving by contacting Lois Buntz, Director of Major Gifts & Leadership Giving, at Lois.Buntz@UnitedWayJWC.org or (319)338-7823.

UnitedWayJWC.org/Leadership-Circle

UWJWC 2019-2020 Campaign VOLUNTEERING & LEADERSHIP DIRECTORY



**LEND A HAND.
TOUCH A LIFE.
VOLUNTEER TO CREATE LASTING CHANGE IN OUR COMMUNITY.**



Volunteering is at the heart of United Way's mission. Mobilizing volunteers is a core service of United Way through the United Way Volunteer Center. We are here to help individuals and/or businesses help others. Whether you're interested in mentoring a young person, offering your skills as a financial advisor, spending an afternoon with a senior or setting up a corporate volunteering event, you've come to the right place. If you have a few hours a month or one day a year, we can help you find a volunteer opportunity that matches your skills and interests.



A LEADER IS ONE WHO KNOWS THE WAY, GOES THE WAY & SHOWS THE WAY

The newly published Leadership Directory is a collaborative effort between United Way, Iowa City Area Chamber of Commerce and community partners to create a region-wide hub of task force, committee, commission and board opportunities for community leaders who want to get involved. Find opportunities to come together to fill important positions in the community at LeadershipDirectory.org

UWJWC PROGRAM



BEGINNING JULY 2019 - 55+ RSVP PROGRAM

The 55+ RSVP program connects volunteers 55+ to meaningful volunteer opportunities in our community. The Program serves Johnson, Des Moines and Muscatine Counties.

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2019-2020 Campaign

FREQUENTLY ASKED QUESTIONS



WHAT DOES UNITED WAY DO?

At United Way we fight for the education, financial stability and health of every person in our communities. Working directly with the best and most effective partners in the community, United Way finds solutions to today's biggest problems. United Way connects the donor and volunteer to causes that make the most direct impact and provides transparency, fiscal responsibility and accountability.

WHAT HAPPENS TO MY DONATION?

Your donation will be amplified with other contributions and the total will be distributed across vetted agencies and collaborative initiatives to address critical community needs. Community volunteers provide oversight of the investment of campaign funds, focused on meeting community needs. The United Way Community Impact Council reviews each funding request and makes recommendations for funding to United Way of Johnson and Washington Counties' Board of Directors. All United Way contributions are tax deductible.

IS IT POSSIBLE TO DESIGNATE MY GIFT?

Yes. The pledge form gives you the option to designate your gift to a specific cause which you are passionate about. Designations can be made to a local partner agency, a United Way serving another community, or to any other 501(c)(3) non-profit organization. Each designation must be a minimum of \$50.

WHY WOULD I GIVE TO UNITED WAY INSTEAD OF GIVING DIRECTLY TO AN AGENCY?

United Way's comprehensive approach to addressing community problems allows your gift to have the maximum impact, tackle community challenges and improve lives. United Way is the only non-profit in our area that exists to assess community needs, target resources and monitor results.

WHAT IS THE ADMINISTRATIVE FEE FOR UNITED WAY?

Based on the most recent IRS 990, United Way's operating expenses are 16% of total revenue, meaning 84 cents of every dollar goes directly to the community or designation. This is competitive with the top 100 nonprofits in the U.S. and well below the industry standard & recommendations from the Better Business Bureau Wise Giving Alliance and Charity Navigator. United Way of Johnson & Washington Counties has earned its third consecutive 4 Star Charity Navigator rating, the highest possible and only achieved by 24% of all charities evaluated. United Way keeps a close eye on expenses, while making sure we have the talent, expertise and systems to raise and invest resources for maximum impact.

UnitedWayJWC.org/Accountability

DOES UNITED WAY HAVE AN ENDOWMENT FUND?

Yes, United Way Endowment Funds are held at the Community Foundation of Johnson County.



OTHER QUESTIONS...

Please view our website at www.UnitedWayJWC.org, or contact us at 319-338-7823.



UWJWC
2019-2020 Campaign
SAMPLE EMAIL – CURRENT COMPANY



Hi Joe,

In addition to my work at Kirkwood, I serve on the United Way of Johnson & Washington Counties’ Campaign Cabinet. This is a special year for United Way of Johnson & Washington Counties as we are celebrating 100 years of service in our community. With this momentous event, we are looking to make this year’s campaign stronger than ever!

Change Doesn’t Happen Alone and we are counting on your investment in United Way to help fight for the education, financial stability and health of every person in our community and support 29 local non-profit partner agencies. AW Welt Ambrisco has been a great United Way supporter, both through your corporate gift and employee campaign, and below were your results from last year.

Corporate Gift:	\$1,500
Employee Gift:	\$1,948
Total Contribution:	\$3,448
# of Employees:	41
# of Donors:	9
% Participation:	22%
Average Employee Gift:	\$216

Looking ahead, the United Way team and myself are available to attend your campaign events to provide support, information, motivational talks and answer any questions that may arise. We have brochures, pledge cards and other helpful marketing materials available to fully engage your employees. Trisha Smith, United Way’s Director of Development, Marketing & Communications is also available to provide guidance.

We look forward to working with you on a successful and engaging employee campaign. Please contact me at your earliest convenience with any known dates and details of your campaign and to let me know how we can help. Thank you in advance for your support!

Eric

Eric Weiler, CFRE
Annual Giving Officer, Kirkwood Foundation
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2019-2020 Campaign
SAMPLE EMAIL – PROSPECT COMPANY



Good morning/afternoon <<PERSONAL NAME>>,

In addition to my work at <<YOUR COMPANY NAME>> I serve on the 2019-2020 United Way of Johnson & Washington Counties' Campaign Cabinet led by Co-Chairs Bob & Sue Dvorsky. This is a special year for United Way of Johnson & Washington Counties as we are celebrating 100 years of service in our community!

For 100 years, United Way of Johnson & Washington Counties has lifted spirits and raised the standard of living in our community. United Way helps people in every season of life –developing children and youth to their full potential, strengthening families and neighborhoods, helping seniors remain independent and supporting people rebuilding their lives. United Way is the one organization looking at the big picture and bringing people together to find common solutions to our community's toughest issues.

Change Doesn't Happen Alone and we are counting on your investment in United Way to help fight for the education, financial stability and health of every person in our community and support 29 local, non-profit partner agencies. Your investment in United Way is amplified by other contributions which address critical community needs.

With United Way, you can be certain your gift is supporting programs that make an impact. Please take a moment to view our video at <<VIDEO LINK>> and learn how we can unite together to make a difference. I would be interested in having a conversation with you to discuss how <<NAME OF PROSPECT>> and your team can support United Way of Johnson & Washington Counties during this year's special campaign.

Thanks in advance for your support!

Best,

<<CABINET MEMBER NAME>>

UWJWC 2019-2020 Campaign THE FIRST 100 YEARS



UNITED WAY OF JOHNSON & WASHINGTON COUNTIES IS CELEBRATING 100 YEARS

In 1887 a Denver woman, a priest, two ministers and a rabbi got together... It sounds like the beginning of a bad joke, but they didn't walk into a bar. What they did do was recognize the need to make Denver a better place for all. These Founders put together an idea that became the nation's 1st united campaign benefiting local area health and welfare agencies.



Collecting the funds for local charities and coordinating relief services and emergency assistance grants, the new partnership built a fundraising federation. The first year the people of Denver raised \$21,700 for the greater good and started a movement that would become United Way.



Today, United Way still fuels local solutions to communities' toughest problems by connecting resources in innovative ways. By bringing local people, organizations and communities together, we focus on a common vision and a common path for the future. But we're not your grandfather's United Way.

United Way of Johnson & Washington Counties started in 1919 as the Social Service League. Our name has changed over the years and our role is constantly evolving to meet the needs. The common thread between United Way's history and its future is that if people are hungry, children are not successful in school, and if families are in crisis, we have an obligation to act.

For the 2019-20 campaign, donors are provided the opportunity to make an additional gift above and beyond their annual gift to ensure the perpetuity of United Way of Johnson & Washington Counties for the next 100 years. Please familiarize yourself with to the 2019-2020 Pledge Form's "100th Year" section.



Pictured Above Back Row Left to Right: Stu Mullins-UWJWC Partner Agency, Susie Poulton- UWJWC Partner Agency, Jan Jensen-Past Campaign Co-Chair, Mark Nolte-Board Chair, Bob Dvorsky-2019-20 Campaign Co-Chair, Sarah Krumm 100th Year Celebration Co-Chair, Tim Krumm 100th Year Celebration Co-Chair
Front Row: Sue Dvorsky 2019-20 Campaign Co-Chair

UnitedwayJWC.org/100th-Year-Celebration

