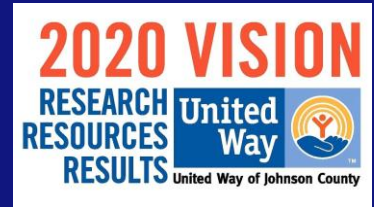


Key Messages



United Way of Johnson County unites our community to give, advocate and volunteer to change community conditions and measurably improve lives.

UNITED WAY OF JOHNSON COUNTY

RESEARCHES COMMUNITY NEEDS

Community Conditions:

- Poverty has increased
- Children living in poverty in Johnson County has increased 40% compared to an increase of 28% in Iowa and 10% in the US
 - 3,100 children in our community are living in poverty
 - 1 in 3 kids in our schools need free or reduced price lunch
- Seniors living in poverty in Johnson County increased by 63% compared to a 5% increase in Iowa and a 1% decrease in US
 - 580 seniors are living in poverty, including 400 over the age of 75
- There is a wage gap of \$3-\$6 per hour between the median income and a family supporting wage*
- Nearly 40% of households in our community are living below the income level to support their families
- 16% of adults are uninsured
- 22% of adults are obese
- Overweight and obesity among children and youth doubled in the last two decades, so that now, one in three children and adolescents are overweight or obese
- Over 23% of adults have high blood pressure
- Only 6% of children 6th grade + eat 5 or more servings of fruits and vegetables per day
- Of 11th graders, 19% report tobacco use, 32% report alcohol use and 16% report marijuana use in the last 30 days
- *Source: 2010 Community Assessment, available at www.unitedwayjc.org

DEVELOPS STRATEGIES AND TARGETS RESOURCES

United Way is working with every sector on strategies to address the root causes of complex social issues such as:

- | | |
|---|--|
| <ul style="list-style-type: none">• poverty• barriers to learning• homelessness• hunger• families in crisis• barriers to earning a living wage | <ul style="list-style-type: none">• healthy behaviors and relationships• substance abuse• domestic violence• sexual assault• access to health care |
|---|--|

DELIVERS RESULTS

- Unites the community to give, advocate and volunteer to achieve long-term sustainable changes in community conditions and measurably improve lives.
- What gets measured, gets done!

2020 VISION GOALS FOR THE COMMON GOOD

- United Way is driving change toward our community's 2020 Vision Goals for the Common Good. Over the past two years, United Way has led efforts to complete a community assessment and bring people together to create the 2020 Vision Goals; one goal for each of the three building blocks for a good quality of life: Education, Income and Health.
- The relationship and interdependence between education, income and health is clear. We all need:
 - a quality education that leads to a stable job
 - enough income to meet our family's needs today and help us save for emergencies and for the future
 - and to have the best possible mental and physical health
- If you remove any one of these building blocks, the other two become vulnerable and – just like kid's building blocks or dominoes –are likely to fall over, as well.
- The stakes are high and the goals are ambitious, but achievable.
- Working together, we can accomplish things that no single organization, no individual, no government, no business, no single sector can accomplish on its own.

2020 Vision Goals for the Common Good:

Education: Reduce by 1/3 the preparation gaps, so more kids are ready to learn when they enter kindergarten; more kids learn how to read, so they can read to learn; more kids graduate from high school and are prepared for college and job training, and then for work and life.

Income: Increase by 20% households in our community that are financially stable – reducing the gap between wages and the cost of living; increasing families' ability to obtain and maintain affordable housing; increasing financial literacy and money management and increasing earning potential through income support and workforce skill training.

Health: Increase by 1/3 the number of children and adults who are healthy; increasing the number of people with access to health care services, including those for preventive, mental, dental, prescription and vision care, and making the healthiest choices, the easiest, most attractive, most available and most affordable choices.

Why give?

By supporting the United Way Campaign for the Common Good, you are building a stronger, safer, healthier, more stable community.

- Children and youth achieve their full potential through education by making sure our community provides them with the support they need, including quality child care, mentoring, role modeling, school supplies, medications, health care services, social development programs, emergency shelter or temporary care.
- Individuals and families become independent, financially stable and self-sufficient by ensuring that anyone in need has food, safe shelter, stable housing, ability to create and manage a household budget and a chance to save for an emergency fund.
- Children, youth and adults live healthier lives by ensuring everyone in our community has access to preventive, early intervention mental and physical health care and dental care services; through programs that promote healthy behaviors and relationships; and by reducing substance abuse, domestic violence, child and elder abuse and sexual assault.

To learn more or share how you LIVE UNITED, visit www.unitedwayjc.org.