

**United Way
of the Quad Cities Area**

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News Release

For Immediate Release

April 10, 2009

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United Way to invest \$6.5 Million in the Quad Cities from 2008 Annual Campaign

Total dollars up over 3% from last year

United Way of the Quad Cities Area will be investing over \$6.5 Million in programs in the community thanks to the generosity of donors to the 2008 campaign. The total dollars invested represent a 3% increase in total dollars impacting the community over last year. Included in that total are \$3.7 Million for United Way Funded Programs, over \$1.8 Million directed by donors to go to specific agencies, and \$331,000 designated to the Birth to Work Fund.

This is the first year for the Birth to Work Fund at United Way. It allows money to be distributed through a granting process to any non-profit in the community doing specific work on issues related to preparing children to be ready for school, ready to graduate, and ready for work. It is part of United Way of the Quad Cities Area's strategic plan to prepare area youth for success in school and in life. This fund opens the door to organizations that have not traditionally received funding through United Way.

One of the unique aspects of the United Way campaign is the level of choice offered to donors. People donating to the campaign can choose to direct their dollars to United Way Funded Programs to benefit the traditional safety net of services. They can also choose to donate to the Birth to Work Fund or any specific health and human service non-profit agency. The Birth to Work Fund represents the first time donors were given the option to invest in United Way's strategic plan.

"Our Birth to Work agenda has energized our donor base and brought new people and organizations to United Way. They agree with the direction we've taken to lead this community in helping make our youth successful," stated Crane. "We will continue to collaborate with organizations to find ways to achieve this goal."

While overall dollars being distributed have increased, United Way Funded Programs, the money allocated to local agency programs through the Community Investment process has decreased \$617,000 to \$3.7 Million. Every two years, volunteers from the area come together to review programs and make funding recommendations. These recommendations are based on the need and effectiveness of the program, as well as the efficiency of the agency. These
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investment panel volunteers are in the final stages of their process and will be making final recommendations to be reviewed by the Resource Investment Committee, and finally reported to the United Way Executive Committee for final approval. While these final funding decisions will be reported to the agencies late in May, United Way has been communicating with agencies for the past two years that they should prepare for a shift in funding.

“We are very pleased that through the diversity of our community impact we are putting more money into the Quad Cities than ever, but we also recognize that some of our traditionally funded programs are going to see less money this year,” stated Scott Crane, president of United Way of the Quad Cities Area. “We believe that the work we are doing to impact the Quad Cities is getting to the root cause of issues and will make our community stronger long-term. At the same time, we are aware of the budget shortfalls this could create and are sensitive to those issues.”

United Way will announce the final allocations decision to agencies on May 21. Grant requests for the Birth to Work Fund will be accepted through an RFP process this summer.

More about United Way

United Way of the Quad Cities Area has a mission to improve lives and make a positive impact in our community by mobilizing people and resources. United Way has a long history of being a resource to the community in areas of health and human services. Among our programs is 2-1-1, an information and referral service connecting people in need with the community programs and services designed to meet that need. 2-1-1 can be reached by simply dialing 211 or 563.355.9900 24 hours a day, 7 days a week.

United Way is working to advance the common good by creating opportunities for a better life for all. Our goal is to create long-lasting changes by addressing the underlying causes of the problems. In 2007, we adopted a new strategic plan that includes leading a Birth-to-Work community agenda to prepare all Quad City area youth for success in school and life. For more information on United Way of the Quad Cities Area, visit www.unitedwayqc.org.

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