



IMPACT: Key Talking Points



Heart of Illinois
United Way

Heart of Illinois United Way Community Impact Fund

1-In-3 people in central Illinois utilize an education, financial stability, or health program supported by the Heart of Illinois United Way Community Impact Fund.

- Whether it's a child learning to read, a senior living independently, or a family making healthy choices, your decision to give to the Heart of Illinois United Way Community Impact Fund changes lives.
- Programs funded by the Heart of Illinois United Way Community Impact Fund must meet knowledge and behavior benchmarks (outcomes) set by the United Way; programs are evaluated year-round for how well they reach their outcomes, deliver services, utilize budgets, and engage staff and volunteers.

Community Impact Fund Outcomes

Through more than 75 Community Impact Fund programs, the Heart of Illinois United Way is committed to ensuring the people of central Illinois have access to a quality education essential to a livable wage, financial stability leading to increased independence, and access to healthcare promoting wellness at all ages. A few examples of the Heart of Illinois United Way's Community Impact Fund at work include:

- More than 90% of preschool and K-12 students enrolled in Heart of Illinois United Way funded education programs achieved age-appropriate academic success in core areas of reading and math.
- More than 95% of adults increased their knowledge of community resources and improved their financial stability through Heart of Illinois United Way funded vocational and supportive employment programs.
- More than 92% of individuals and families who accessed Heart of Illinois United Way funded physical and mental health programs improved their presenting health issues.

Heart of Illinois United Way Community Assessment

The Heart of Illinois United Way Community Assessment highlights critical needs in the six-county Peoria region focused on the areas of education, financial stability, and health. The assessment's data provides critical information that enables the Heart of Illinois United Way to effectively identify, assess and support key areas of social concern, as well as strengthen the organization's ability to provide leadership to the region.

Collaborations and Initiatives

Heart of Illinois United Way's community-wide collaborations and initiatives, such as the Home for All Continuum of Care assisting people experiencing homelessness and the Heart of Illinois 2-1-1 Information and Referral service connecting people in need to critical services, constantly adapt to meet changing needs.

- In 2020, the Home for All Continuum of Care and the Heart of Illinois United Way addressed changing Covid-19 needs of people experiencing homelessness by offering alternative housing, onsite vaccinations, and launching central Illinois' first mobile hygiene unit called HOWIE (Hygiene. On. Wheels. Independence. Empowered.)
- Through the Heart of Illinois United Way 2-1-1 information and referral system, the Heart of Illinois United Way (in partnership with Advanced Medical Transport) experienced a 200% increase in calls from people in need by mid-2020 and anticipates an increase in need later in 2021 as moratoria on eviction and utility shutoffs end. By using real-time data from the call center, the Heart of Illinois 2-1-1 pivoted several times last year to be a source for Covid-19 calls at the start of the pandemic to helping with vaccination appointments early 2021.

Impacting Central Illinois Since 1921

For 100 years, the Heart of Illinois United Way has proven it is built to support the people of central Illinois, no matter the challenge. By effectively stretching every dollar raised and collaborating across sectors, the United Way makes real change for all of us. By bringing together businesses, labor, government and health and human care partners, the Heart of Illinois United Way is continually adapting to critical community needs to provide the best philanthropic investment.



INVEST: Key Talking Points



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Follow Your Heart

Your investment in the Heart of Illinois United Way Community Impact Fund is the best way to ensure the people of central Illinois have continued access to programs that provide a solid foundation of support through changing situations. Whether it is a child learning to read, a senior living independently, or a family making healthy choices, your decision to give to the Heart of Illinois United Way Community Impact Fund changes lives.

Trust the Data

Using data, your donation to the Heart of Illinois United Way is continually leveraged to ensure the local network of health and human care services remain strong. Heart of Illinois United Way volunteers evaluate local, critical human care needs to ensure your charitable investment in the Heart of Illinois United Way Community Impact Fund earns the greatest return.

Invest in Your Community

No matter how much you choose to invest in the Heart of Illinois United Way Community Impact Fund, your donation becomes a part of a community-wide effort to promote positive outcomes for children, families, adults, and seniors.

- Donations of any size to the Heart of Illinois United Way Community Impact Fund improve the education, financial stability, and health of people in central Illinois.
- Donations to the Heart of Illinois United Way Community Impact Fund stay in central Illinois to support vital programs in Peoria, Tazewell, Woodford, Stark, Marshall, and Putnam counties.
- While donations to the Heart of Illinois United Way Community Impact Fund are tracked and strategically invested back into the community's most critical needs, the United Way also honors a donor's choice to direct their charitable gifts.
- The Heart of Illinois United Way's fundraising and administration expenses are less than half the national average reported by other charities.

Did You Know?

Here are just a few ways your donation to the Heart of Illinois United Way Community Impact Fund can make a difference:

- Everyone needs safe, decent, and stable housing. Many individuals and families need supportive services that address physical and mental health, substance abuse, and other underlying issues in order for them to remain housed. *- If you give \$1 a week to the Heart of Illinois United Way Community Impact Fund, you can provide a previously homeless family with a year of vital case management services to help them remain in safe, stable housing.*
- Adults with intellectual and developmental disabilities are often unemployed or underemployed, despite their ability, desire, and willingness to work. *- If you give \$5 a week to the Heart of Illinois United Way Community Impact Fund, you can provide 12 hours of job coaching to an adult with an intellectual and/or developmental disability.*
- Children and youth who have an adult mentor are more likely to enroll in college, hold leadership positions as adults, and have more positive social relationships. *- If you give \$10 a week to the Heart of Illinois United Way Community Impact Fund, you can provide one semester of mentoring to help youth improve grades and self-esteem.*

Benefits of an Employee Campaign

Participating in the Heart of Illinois United Way Campaign provides local employers an easy charitable giving option for employees leading to increased awareness of community needs, and ultimately, a healthier and economically stronger community. The Heart of Illinois United Way helps companies of all sizes navigate the art and science of philanthropy. Through a Heart of Illinois United Way workplace campaign, employers can:

- Promote a healthier and economically stronger community
- Offer leadership development and team-building
- Improve employee morale and retention
- Create awareness of community needs
- Provide an easy charitable giving option with low admin costs
- Increase brand awareness and loyalty
- Engage employees with local volunteer needs



ENGAGE: Key Talking Points



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Volunteering is “the heart” of the Heart of Illinois United Way’s Work

The Heart of Illinois United Way knows we are better together and stronger united. Since its founding in 1921, the Heart of Illinois United Way has focused on engaging volunteers and community leaders from across central Illinois to work towards equity in schools, jobs, and healthcare.

- Each year, thousands of individuals volunteer for the Heart of Illinois United Way. This vibrant and diverse group provides more than 30,000 hours of service representing one of the organization’s most powerful forms of philanthropy.
- More than 85 local volunteers, with 500+ years in combined grant review expertise, review Heart of Illinois United Way Community Impact Fund programs for how well the programs deliver services, utilize budgets, engage staff, and impact clients’ lives.
- Through the campaign cabinet, board of directors, and department and event committees, Heart of Illinois United Way volunteers with years of experience are engaged in every aspect of the organization’s work.
- Not only does volunteering for the Heart of Illinois United Way provide an excellent opportunity for leadership development through community-wide engagement, but it also helps the small staff at the United Way make a big impact and keep fundraising and administrative costs low.

Young Leaders and Professionals

The Heart of Illinois United Way is dedicated to engaging the future generation of philanthropists and volunteers. Through the organization’s Youth United for area high school and college students and GENEration United for young professionals (livegenu.org), these emerging leaders learn more about the Heart of Illinois United Way’s work to address critical community needs and engage with community leaders while having fun and networking.

AFL-CIO Partnership

Since the 1940s, the Heart of Illinois United Way has partnered with the AFL-CIO through a cooperative working relationship to provide services to members of labor unions, their families, and the communities they call home. Heart of Illinois United Way AFL-CIO Labor Volunteers help with special events such as blood drives, food drives, the West Central Illinois Building and Construction Trades Council Golf Outing, the annual United Way Campaign and much more. With their fellow union members, they provide thousands of hours and dollars of in-kind service.

Corporate Volunteer Council

The Heart of Illinois United Way Corporate Volunteer Council offers multiple benefits to local companies, nonprofits, the community, and United Way, including:

- Networking and knowledge sharing
- Encouraging best practices for employee volunteerism
- Identifying and collaborating to address critical needs
- Establishing and reporting volunteer outcome data
- Increasing professional development through educational opportunities
- Fostering/supporting employee volunteer programs
- Enhancing quality of life through volunteerism

Online Volunteer Center (volunteer.hoiunitedway.org)

- The Heart of Illinois United Way’s online volunteer center, volunteer.hoiunitedway.org, is available 24/7 to connect employees, retirees, students, and many more to community needs.
- In addition to reaching volunteers from the community and local businesses, volunteer.hoiunitedway.org is connected to volunteer programs at Bradley University, Methodist College, University of Illinois College of Medicine, and SERVE Illinois.
- Through volunteer.hoiunitedway.org, the Heart of Illinois United Way provides opportunities to collaborate with local companies, supports employee volunteer teams, and addresses changing community needs.
- The Heart of Illinois United Way’s new volunteer network, Skills Link (volunteer.hoiunitedway.org/skillslink), provides volunteers with the opportunity to create a profile sharing their skills, availability, and experience in order to help nonprofits discover new talent and utilize skills-based volunteers in their work. The United Way invites you to login and create your profile to make an impact.