

IT TAKES A VILLAGE

COMMUNITY LITERACY PARTNERS

Funded Partners
Alignment Rockford
Boys & Girls Club of Rockford
Brightpoint
Brooke Road United Methodist Church
Durand Charm
Easterseals
Harlem Community Center
Harlem School District
Junior League of Rockford
Patriots Gateway
Rockford Public Library
Rockford Public Schools #205
Rockford University
Regional Office of Education
South Beloit School District
Trinity Day Care
Wild Roots Nature Center
YMCA
YWCA

Tiny Turners Program:
Books for birth-3 year old children
Harlem School District Prevention Initiative
Rockford School District Home Visiting
Easterseals
Trinity Day Care
La Voz Latina
Rockford Head Start
Brightpoint
Winning Start Winnebago
High Risk Home Visiting (through WCHD)
UW NICU

Page Turners Program:
Books for 3-5 year old children
Rockford Public Schools Early Childhood
Centers: Beyer, Fairview, Marsh-Montessori,
Nashold, Summerdale, Roosevelt
Donald C. Parker Early Education Center
Winnebago School District Early Childhood
Kinnikinnick School District Early Childhood
South Beloit School District Early Childhood
Durand School District Early Childhood
Rockton School District Early Childhood
Catholic Diocese of Rockford Early
Childhood Centers: Holy Family, St. Bridget,
St. Rita, All Saints

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Reach Out and Read Sites
UW North Bell School
UW Newburg
UW North Main
UW Roscoe
UW Charles Street
UW Marchesano
OSF Parkview
OSF Rockton
OSF Villagreen
OSF Cherry Valley
Crusader North 2nd
Crusader Alpine
Crusader West State
Crusader Broadway
Crusader Linden
Mercy Family Medicine Residency
Mercy Cherry Valley

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WE ARE
STRONGER
TOGETHER
THAN
WE COULD
EVER BE
ALONE.



Today, United Way is a multiplier of impact. We unite business leaders, individual donors, corporate partners, philanthropic organizations, government resources, and community organizers to make meaningful progress.

SUPPORTING ROCK RIVER VALLEY FOR OVER 100 YEARS



WE ARE YOUR LOCAL UNITED WAY

See our mural in person!
It's at the northeast corner of
Fairview Blvd. and E. State St.





“SO, WHAT DOES UNITED WAY DO AGAIN?”

We hear this question a lot.

LET'S START WITH OUR MISSION STATEMENT

United Way Rock River Valley unites the collective power of our community to improve lives.

WE IDENTIFY CHALLENGES FACING OUR COMMUNITY

When you donate to United Way Rock River Valley your giving is maximized. We establish a clear plan for every dollar, track results to see what's working, and can shift quickly when our community needs something new.

For over 100 years, United Way Rock River Valley has stood beside Winnebago County through every challenge and every change.

We've never been an organization that does things one way and stops. We evolve, because our community's needs evolve. We raise money to address these key challenges.

Right now, we're facing a crisis. Too many of our kids can't read at grade level. This is a community-wide problem. When a child can't read, it affects their confidence, their ability to learn, and their future.

We've also identified a new need: Winnebago County is filled with employed people who earn above the Federal Poverty Level but not enough to afford a bare-bones household budget. The cost of living outpaces what they earn. Yet these workers perform jobs that are critical to the functioning of our local communities. We're launching a pilot program to help.



211 Information Line



In-School Reading Mentors



Workplace Engagement



Book Distribution Programs



Volunteer Opportunities



Community Events

IN ACTION
HERE IS WHAT THE WORK LOOKS LIKE, RIGHT HERE IN WINNEBAGO COUNTY.

WE CONTINUE OUR MAIN FOCUS ON LITERACY AND 211



Read to Succeed

United for Literacy is our core initiative focused on improving the reading skills of children in our community and educating parents about why reading matters for the success of their children. This work includes funding literacy programs with partner agencies and organizations,

distributing books directly through internal programming, and by funding Dolly Parton's Imagination Library that mails books directly to children.

We are working to improve literacy through direct family engagement: distributing books and literacy kits (from prenatal through school-age); building home and unit libraries; and hosting family literacy nights, read-alouds, and tutoring programs at schools, childcares, and community sites. We also invest in the systems behind literacy: training educators in Science of Reading methods; funding literacy coordinator and specialist positions; and launching targeted initiatives like mobile neighborhood outreach, prenatal literacy pilots, and reading-focused summer programs.

175,474 BOOKS DISTRIBUTED JULY 2025-JUNE 2026

211

United Way Rock River Valley funds the 211 information line for Winnebago County. When people dial 2-1-1 or visit 211il.org they are able to get helpful referrals to local resources in our community.

It's free and confidential. 211 connects people to local agencies for food, housing, utility assistance, healthcare, mental health support, and more.

3,833+ CALLS AND TEXTS FROM JULY 2025-JUNE 2026



NEW PILOT PROGRAM FOR 2026-27



UNITED FOR
ALICE

Asset
Limited
Income
Constrained
Employed

HELPING FAMILIES MEET BASIC NEEDS HELPS CHILDREN SUCCEED

United Way Rock River Valley remains committed to helping more children read at grade level by third grade. The recent data collected through our 211 Information Line raised questions we couldn't ignore. Do children struggle with reading because their families are struggling to meet basic needs? Can alleviating stresses of parents free up even a little more time and mental energy for reading together at home?

We are exploring this strategy with a United for ALICE pilot program. ALICE is a national United Way model that stands for Asset Limited, Income Constrained, Employed. These are working families who earn too much to qualify for many forms of assistance, but not enough to comfortably afford housing, childcare, transportation, healthcare, and other essentials.

In Winnebago County, 41% of households live below the ALICE Threshold, including families living in poverty and thousands of working households who still can't afford the basics. By helping families become more stable, we're giving children a better chance to arrive at school ready to learn.

YOUR GIFT
SUPPORTS
ALL OF THIS.

A donation to United Way strengthens literacy, connects residents to help through 211, and invests in solutions that help local children and families thrive.

Thank you!