

WHAT WE DO

Unite the collective power of our community to improve lives.

HOW WE DO THAT

- 1. ASSESS THE NEEDS OF THE COMMUNITY**
- 2. RAISE FUNDS AND INVEST IN PROGRAMS**
- 3. MOBILIZE PEOPLE TO ACTION**
- 4. MEASURE RESULTS**

CURRENT FOCUS

- Literacy Project** – In Winnebago County, only 37% of our 3rd graders can read at grade level or above. United Way is working with 25+ local agencies to change this staggering statistic. We are utilizing the power of collective impact to remove barriers to literacy, thereby lifting our whole community! A reading community decreases poverty, increases a viable workforce, reduces crime, and brings strong mental health.

\$21
provides six books to one child in Winnebago County
- 211 & 988** – Designed to connect residents to community resources for their most critical needs, 211 and 988 field thousands of calls every year from residents of Winnebago County. The lines are free, confidential, and open 24/7 and callers are able to gain access to help and resources for mental health care, personal crises, rent and utility assistance, childcare, clothing, food, and more.

\$12
provides access and resources to one resident in Winnebago County through 211, 988. or Strong Neighborhoods
- Strong Neighborhoods** – This initiative helps improve the quality of life of families in our community. United Way operates three Strong Neighborhood Houses in Winnebago County. Through partnerships with other local impact organizations, programs and services are offered to neighborhoods that provide educational opportunities and activities, mental health and addiction support and services, and more.

AGENCIES FUNDED SUMMER 2022

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| • Barbara Olson School of Hope | • Rock House Kids |
| • Children’s Advocacy Center | • Rockford Area Habitat for Humanity |
| • Family Peace Center | • Rosecrance |
| • Hub City Senior Center | • Serenity Hospice and Home |
| • Ken-Rock Community Center | • Severson Dells Education Foundation |
| • Lifescape Community Services | • Shelter Care Ministries |
| • Northern Illinois Food Bank | • Shining Star Children’s Advocacy Center |
| • Northwest Community Center | • The Liam Foundation |
| • NW Home Start | • The Salvation Army Winnebago County |
| • Patriots Gateway Community Center | • Winnebago County Court Appointed Special Advocates (CASA) |
| • RAMP | • Youth Services Network |

LITERACY PROJECT COLLABORATORS

- | | |
|------------------------------|--------------------------------------|
| • Alignment Rockford | • Rockford Rotary |
| • Blackhawk Day Care | • Severson Dells |
| • Cherry Valley Library | • St. Rita Catholic School |
| • Circles of Learning | • SwedishAmerican Hospital/UW Health |
| • City of Rockford | • Trinity Day Care |
| • Discovery Center | • United Way of Rock River Valley |
| • Durand Charm | • Winnebago County Health Department |
| • Easter Seals | • Winnebago Schools |
| • Harlem School District | • YMCA of Rock River Valley |
| • Junior League | • YWCA of Northwestern Illinois |
| • Literacy Council | • Youth Services Network |
| • Milestone | |
| • Patriots Gateway | |
| • Rockford Boys & Girls Club | |
| • Rockford Public Library | |
| • Rockford Public Schools | |

FREQUENTLY ASKED QUESTIONS

Who is United Way of Rock River Valley (UWRRV) and who do you serve?

Local, independent, 501(c)3 non-profit organization established in 1919. Our territory includes Winnebago County.

Why should I give to UWRRV?

To become a “Community Superhero” by investing in United Way to help support and expand initiatives and services that are working to improve lives and help our community thrive. Join us and make Winnebago County a better place to live, work, and play!

What is the cost of UWRRV’s overhead?

100% of our expenses are necessary for us to provide support to the community, nothing is wasted! We have a 4-star rating on Charity Navigator. This rating is awarded to charities that have no more than 35% of their budget going to overhead expenses and a strong financial health and commitment to accountability and transparency.

84.4% of our budget goes to support community initiatives and services, and 15.5% of our budget goes to administrative and fundraising costs.

We are well above charitable organization standards and have received a 100% rating for accountability and transparency. When you give to UWRRV, you can feel confident that your investment will be maximized to support life changing solutions that are helping our community thrive.

Where does my contribution go?

Contributions to UWRRV remain local and are utilized to support the following collaborative initiatives:

- Literacy Project
- 211 & 988 Helplines
- Strong Neighborhoods

How does UWRRV support local agencies?

UWRRV works to support local agencies through collaborative and financial efforts. In July 2022, UWRRV’s Community Wide Impact committee awarded \$400,000 across 22 local agencies through a post-COVID grant. The list of our collaborative and funded partners can be found on the front of this page.

Does UWRRV allow for designations?

Yes, we do allow for designations to a different United Way or another Winnebago County human services 501(c)3 organization. However, if you are passionate about organizations coming together to solve our community’s toughest issues, then we feel we are worthy of your support. For more information related to designations, please visit our website at unitedwayrrv.org or refer to the information contained on your pledge card.

How can I receive acknowledgement and a receipt of my contributions?

We make every effort to thank you for your contribution to UWRRV. Please be sure to provide your full name and address upon making your donation. This allows us to send you correspondence that will serve as both an acknowledgement and receipt of your contributions. The total amount of your contributions and the recipient of your charitable donation will be listed in the correspondence.

We respect your privacy, and your information will be utilized to provide you with an acknowledgement and receipt of your contributions, and to keep you informed on how your investment continues to help our community thrive. Please note that several employers may be unable to release your contact information due to privacy laws, which will prevent us from sending an acknowledgement, receipt, or additional correspondence to you.

What if I have additional questions?

United Way staff are happy to help with any questions you may have. For additional information, call the office at 815-968-5400 or visit our website at unitedwayrrv.org.