



United Way of Johnson & Washington Counties CEO Breakfast

Thursday, August 25, 2022



United Way of Johnson & Washington Counties

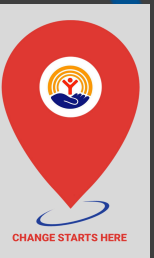


Jacki Townsend, Director of Operations,
P&G Power Oral Care &
UWJWC Board Chair

Special Thanks To:



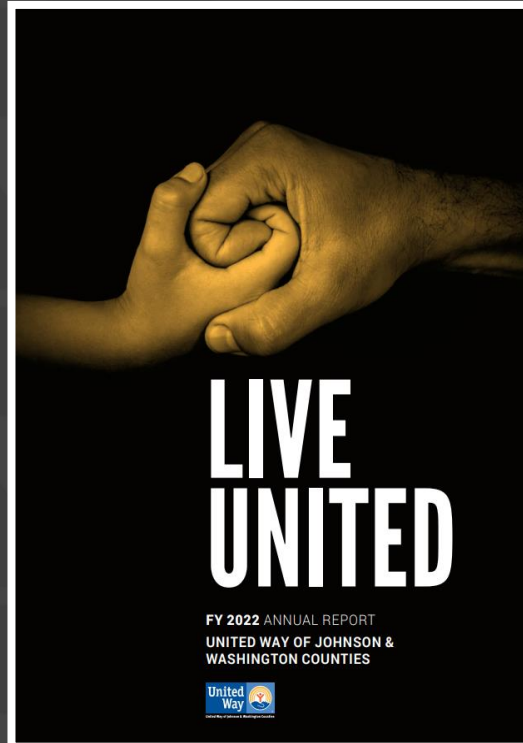
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2021 Annual Report



Mary Westbrook
UWJWC Interim President & CEO



OUR IMPACT

Diversity Equity & Inclusion

Our commitment to diversity, equity, and inclusion rests on certain principles that influence our decision-making, guide our interactions with others, and determine the measure of our success. We strive to continually improve our understanding and application of inclusion and equity to address racial disparities in the communities we serve alongside our partners and within our strategies and investments.

Choosing To Challenge

This unique event reflected on the focus topics from United Ways of Iowa's 21 Day Equity Challenge. Community participants joined our panel discussion with four accomplished local leaders to promote equity and inclusivity through their commitment to dismantling barriers.

1 Day Challenge

The 21-Day Equity Challenge was a powerful opportunity to learn about the barriers to opportunity Iowans face. Through the 21 Day Equity Challenge, participants joined thousands of other Iowans in a journey of discovery, learning, and growth. In addition, we were able to identify small steps we can take to help create a more equitable community for all.

Holiday Adopt a Family

The Adopt a Family Program allows businesses, community members, groups, and organizations to provide local families with food, necessary items, and gifts during the holidays. Families are identified by service agencies as experiencing extraordinary needs due to health issues, financial instability, or other major circumstances.

147 families adopted

411 children	207 adults	618 total
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VOLUNTEER CENTER

58% of Iowans age 12-17 who have depression did not receive any care in the last year.

55+ RSVP

55+ RSVP is one of the largest volunteer networks in the nation for people 55 and better. Hosted locally by United Way of Johnson & Washington Counties, the 55+ RSVP Program serves four counties - Des Moines, Johnson, Muscatine, and Washington and engages community members 55 and better in meaningful volunteer opportunities. Volunteer activities include providing transportation for medical appointments, participating in Pen Pals for local elementary students, and special projects such as making fleece tie blankets, educational kits, and more!

NUMBER OF VOLUNTEERS	
APRIL 1, 2020 - MARCH 31, 2022	
RSVP 55+ Johnson County	114
RSVP 55+ Des Moines County	84
RSVP 55+ Muscatine County	15
RSVP 55+ Washington County	13
RSVP 55+ Arbitrary Council	6

Literacy & Learning

Literacy is foundational to all learning experiences and a student's intellectual growth. Strong literacy skills are not only necessary to achieve academic success inside the classroom, but essential to excelling in all aspects of life beyond the classroom. United Way of Johnson & Washington Counties' initiatives provide children access to opportunities that strengthen their academic skills through:

- Literacy Kits** - A literacy kit is a children's book or an activity designed to make reading interactive and enjoyable for young children. Literacy kits bring books to life and deepen the reading experience for a child.
- Math Kits** - Math kits help children acquire the foundational skills needed for learning math, with staying engaged and having fun. Kits include: **Read Counters** to learn base 10 math, **Number Sense Sticks** to encourage learning numbers as quantity/value, counting sticks to reinforce addition and subtraction and **Money Saving** Sorting for learning coins and their monetary value, an important basic skill.
- Pen Pals** - Volunteers are paired with an elementary student and become acquainted through friendly correspondence. This initiative helps students practice the art of writing, increase literacy skills, and build positive relationships.

There is no hiding the fact that the COVID-19 pandemic increased stressors that were already present and brought up new ones. Anxiety, depression, and other mental health illnesses can affect anyone. At United Way of Johnson & Washington Counties, we are committed to putting a light on what some perceive as "invisible disorders" and work with our community to provide access to vital support services.

The following pages contain mental health stats we are trying to address.

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Managing Change . . .

Without Losing Your Mind or Your People

Amy Kristof-Brown, Ph.D.
Henry B. Tippie Dean
University of Iowa



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Introducing change in an organization is an exciting and yet formidable venture, and adventure. The lives and well-being of many are affected, including those who are at the cutting edge of driving change.

T. Jick, Managing Change



Three Groups

Change strategists:

Responsible for identifying the need for change, creating a vision for change, deciding what is feasible to change and who should carry it out.

Change implementers:

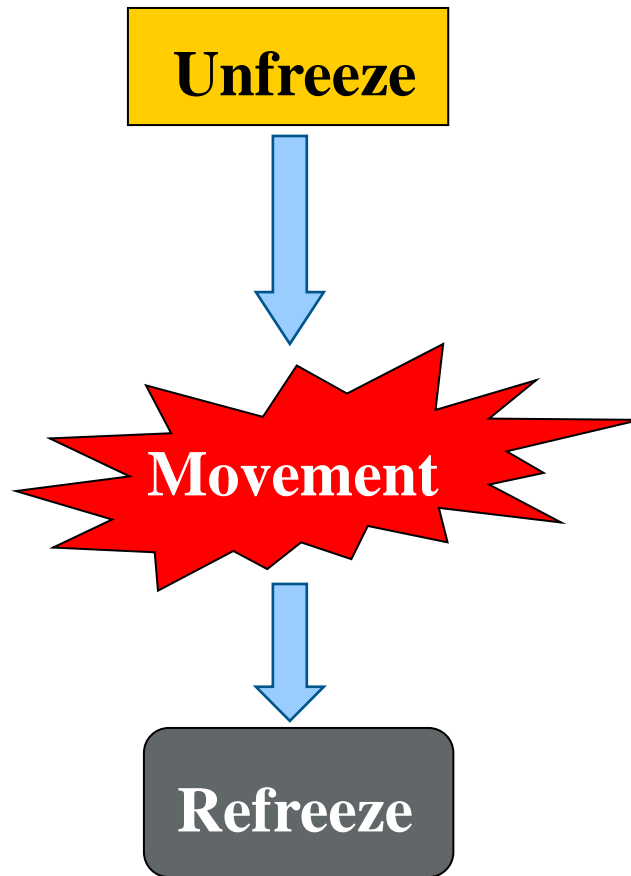
Responsible for managing the day-to-day process of change.

Change recipients:

Responsible for adopting and adapting to the change.



The Strategists' View: Process Model of Planned Change



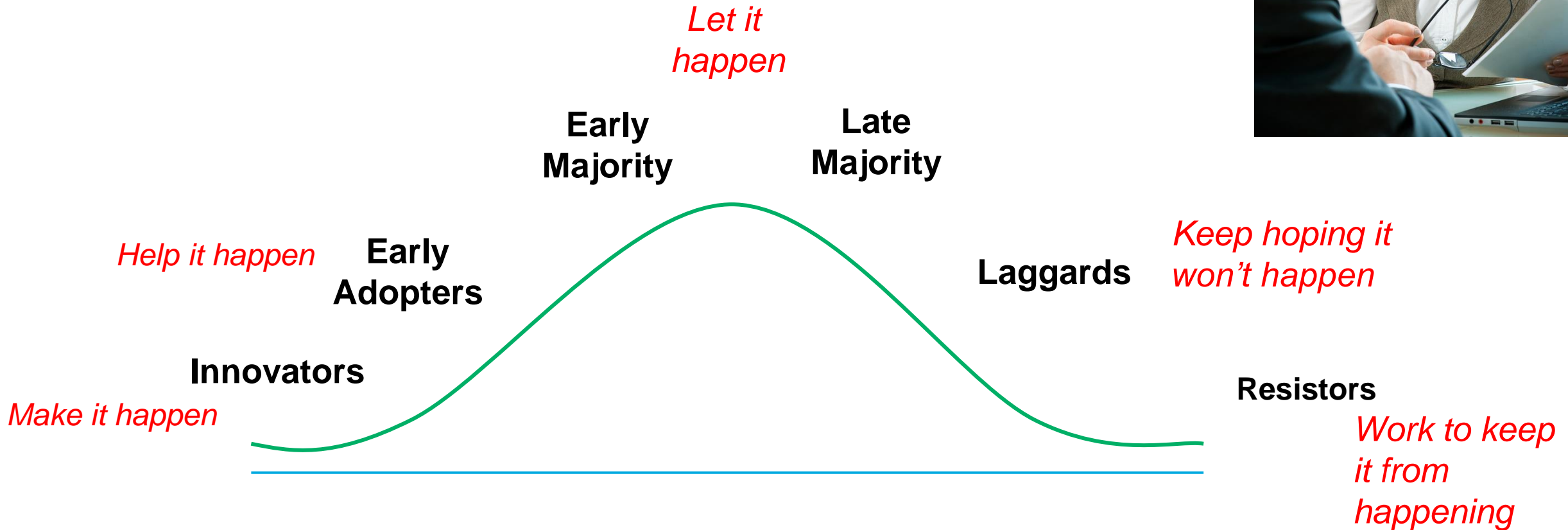
Lewin, 1947

1. Create a sense of urgency.
2. Form a powerful coalition to lead the change.
3. Create a vision.
4. Communicate the vision.
5. Empower others to act on the vision.
6. Include short-term wins.
7. Consolidate improvements, while still improving.
8. Institutionalize new approaches.

Kotter (1996), Leading Change



The Implementors' View: Employee Enrollment Curve



Not all resistance is bad. How can you tell the difference?

SKEPTICS



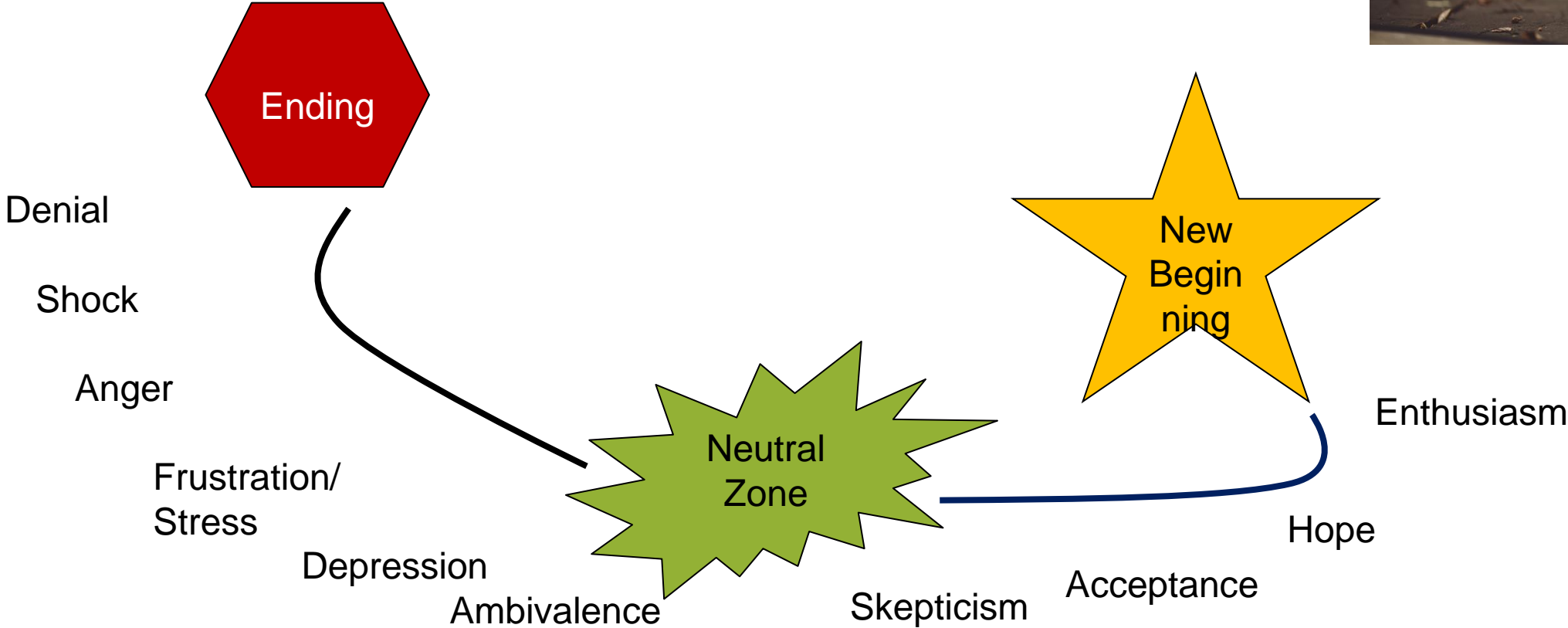
Use logic + emotion for persuasion
Start with 1-on-1 communication
Solicit involvement
Provide socio-emotional support

RESISTERS



Negotiation and incentives
Follow-through on consequences
Consider socio-emotional support

The Recipients' View: Help Movement through Transitions



Leading organizational change can be a difficult, painful process. It is akin to the transformation that a caterpillar goes through to become a butterfly:



“It goes blind, its legs fall off, and its body is torn apart as the beautiful wings emerge”

Ghoshal & Bartlett, 2000

Change leaders must have resiliency

Resilience

- Seeing even the challenges of the world as reality, interesting and messy
- Believing in one's ability to influence events
- Viewing all new experience as opportunities to learn and develop

This is particularly difficult when people are already *burned out* and *suffering from compassion fatigue*



The Making of a Corporate Athlete

J. Loehr & T. Schwartz, HBR, 2001

- Highlights that energy management is a key need for executives/change leaders, just as much as for athletes.
 - Increased performance relies on **OSCILLATION** between energy expenditure (stress) and energy renewal (recovery).
 - Rituals can be used to promote oscillation.
- Use oscillation and rituals to build capacity:
 - Physical capacity – capacity to do work
 - Emotional capacity – internal climate that facilitates work
 - Mental capacity – focus, time management & positive & critical thinking skills
 - Spiritual capacity – energy unleashed by tapping into your values and a deep sense of purpose



Dealing with Compassion Fatigue

- Find a balance between your professional and personal life and taking time off if you can
- Following self-care routines—get enough sleep, choose healthy food, exercise regularly and nurture social relationships
- Avoiding information overload and paying attention to how stressful or traumatic information affects you
- Identifying your priorities and engaging in activities that replenish and rejuvenate you
- Practicing gratitude and being in the present moment
- Understanding that suffering and pain are a part of the collective human experience, and that you do not always have control over them
- Focusing on areas that you have control over, including your thoughts and feelings, rather than having unrealistic expectations about changing things that might be beyond your control
- Seeking professional help if you need it

Yazhini Srivathsal, MD, [Banner Behavioral Health Hospital](#)



IOWA

United Way of Johnson & Washington Counties 2022-23 Campaign for Our Community



Campaign Co-Chair
Tom Rocklin



Campaign Co-Chair
Barbara McFadden



CHANGE STARTS HERE

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Your Investment in United Way



Transparent | Efficient | Trusted

Volunteering | Disaster Response | Local Impact



Take Aim | 3300 Donors | \$2.2 Million

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CHANGE STARTS HERE

thankyou