



**Opportunity**  
creating prosperity for all



# Opportunity Summit

creating prosperity for all



- *The Summit* brought together diverse, dedicated people to learn through data and stories about the realities of living in poverty.
- Participants heard about the amazing opportunities and the daunting challenges of many people who live in our community.
- The common understanding that it is possible to create change to reduce poverty now provides the path for interested members of our community to continue the work in the months ahead.

# Summit Attendees

**114 people attended representing:**

- **business & philanthropy**
- **schools & government**
- **non-profits & faith community**
- **lived experience in poverty**

**Facilitator:**

**Paul Born from Tamarack Institute**



# Summit Goals

- To achieve a greater understanding of real community concerns we have here in central Iowa.
- To find hope and learn new way to solve poverty issues.
- To achieve unity by combining resources.
- To have honest conversations and develop real solutions.

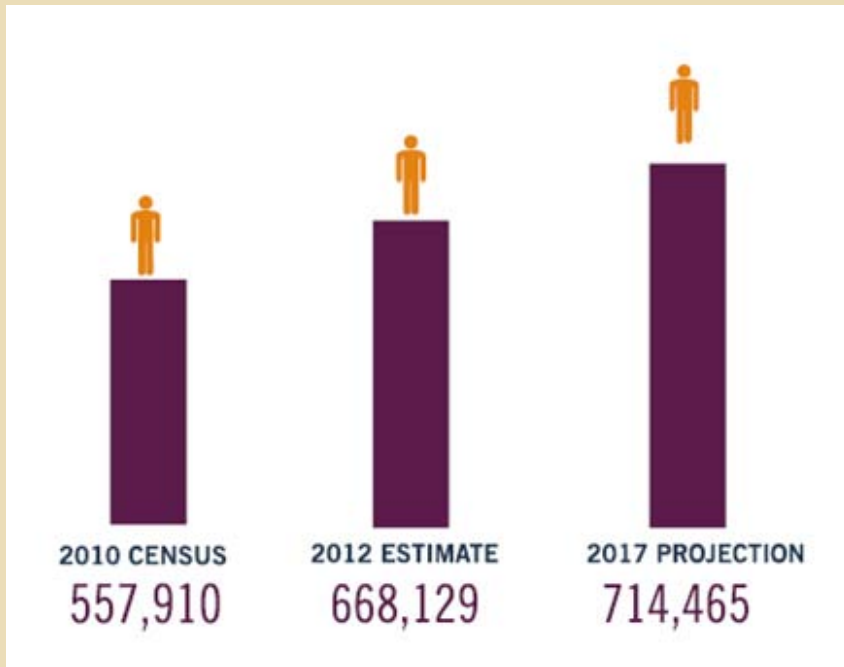




# We know that there are opportunities in our community...

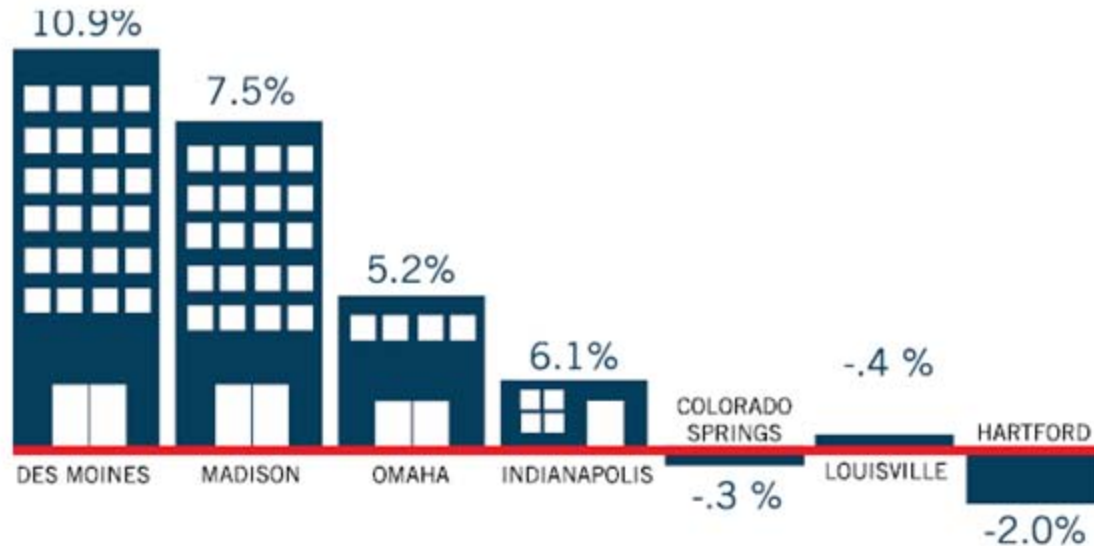
<i>The Street</i> , 2013	<b>#2 Best Cities to Start a Business</b>
<i>Policom</i> , 2013	<b>#2 Strongest Local Economy</b>
<i>Forbes</i> , 2013	<b># 3 Top 15 U.S. Cities' Emerging Downtown</b>
<i>Forbes</i> , 2013	<b>#5 Best Cities for Jobs</b>
<i>Forbes</i> , 2013	<b>#1 Best Places for Business and Careers</b>
<i>NBC's TODAY Show</i> , 2014	<b>#1 Wealthiest City in America</b>
<i>Nerdwallet</i> , 2014	<b>#1 Best medium-Sized Metro Area for Homeownership</b>
<i>Techie.com</i> , 2013	<b>10 Unexpected Cities for High-Tech Innovation</b>
<i>The Business Journals</i> , 2013	<b>#1 "Best Midwest Cities for Young Adults"</b>

# Demographics



Dallas, Guthrie, Jasper, Madison, Marshall, Polk, and Warren Counties

# Growth Comparatives



## EMPLOYMENT GROWTH TREND 2001-2012

NET PERCENTAGE CHANGE  
SOURCE: U.S. BUREAU OF LABOR STATISTICS

# Lower Costs

**CAPITAL CROSSROADS**  
A VISION FORWARD 

## OTHER COMPETITIVE ADVANTAGES

Key COSTS LOWER than national average



**\$5,000**  
PER JOB

Job training program may reimburse up to \$5,000 per job depending on the added payroll.





# We know that Central Iowa is a Caring Community

In Central Iowa in the last three years, capital campaigns totaling over \$159 million have been launched or completed to support the following:

Greater DSM Botanical Garden

Grand View University

Drake University

Cowles Commons

Des Moines Symphony

Des Moines Pastoral  
Counseling Center

Youth Emergency Services &  
Shelter

Iowa Homeless Youth Centers

Central Iowa Shelter and  
Services

Des Moines Area Religious  
Council

Des Moines Art Center

Mercy Pediatrics

Children and Families of Iowa

Des Moines Community  
Playhouse

And many more...

# Examples of Our Community's Generosity

- United Way of Central Iowa is ranked in the top 3 communities in the nation for per capita giving to United Way.
- UWCI 2013 campaign raised \$27.5 million
- 52% of Iowans donate to charity
- The Community Foundation of Greater Des Moines announced a record breaking year for 2013.

# Facts about Volunteering and Civic Engagement in Central Iowa

In 2013:

- 38.7% of residents volunteered
- 17.3 million hours of service provided
- Iowa was ranked 5<sup>th</sup> in the nation in volunteering

**Central Iowa *is* a Caring Community!**

# Do you agree?

- Central Iowa has a lot of opportunities.
- We live in a prosperous community.
- Not everyone can take advantage of the opportunities.
- We need to reduce poverty.
- We **CAN** reduce poverty!

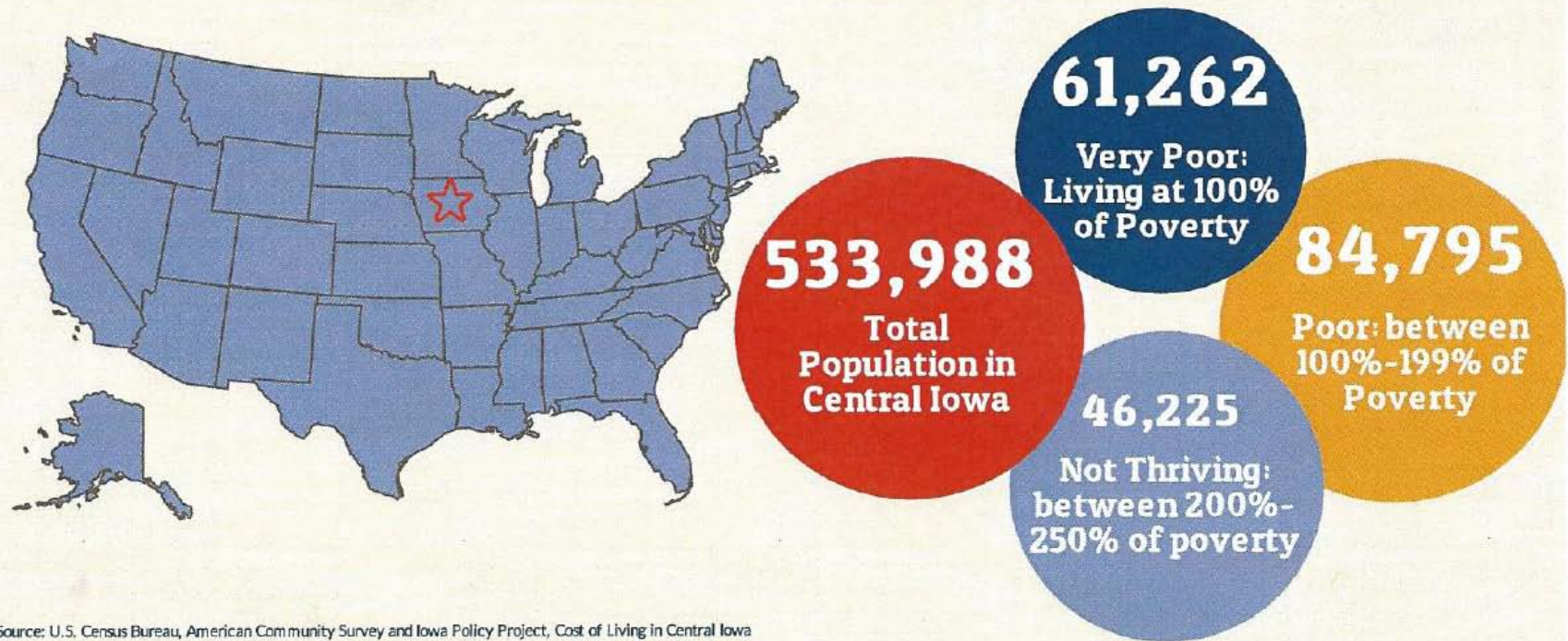
## Poverty is VERY Real in Central Iowa

- Since 2010, the percentage of central Iowans living below the federal poverty level has increased from 9.9 percent to 11.6 percent.
- The percent of the total population in central Iowa who are at the federal poverty level who have less than a high school diploma has increased from 18.8 percent in 2010 to 23.8 percent in 2013; the percent with a high school diploma or equivalency has increased from 9.6 percent in 2010 to 12.1 percent in 2013.
- We continue to see an increase in the percentage of women at or below the federal poverty level from 2010 to 2013 in central Iowa (from 11.1 percent in 2010 to 12.5 percent in 2013).
- In 2013, of the total families below the federal poverty level in Polk County, 55.8 percent are single mother families. In Iowa, 62.9 percent are single mother families.
- In Polk County, the percentages of African Americans (39.4 percent), Hispanics (28.4 percent), and two or more races (29.9 percent) living in poverty indicate disproportionate numbers when compared with the white population (10.2 percent).



# Poverty is Very Real in Central Iowa

## Poverty in Central Iowa



Source: U.S. Census Bureau, American Community Survey and Iowa Policy Project, Cost of Living in Central Iowa

# Ratio of Income to Poverty Level for Individuals (2014)

Ratio of Income to Poverty Level for Individuals		2010	2011	2012	2013
Iowa	Less than <b>100%</b> of Poverty	11.9%	12.4%	12.7%	12.8%
	<b>100% to 184%</b> of Poverty	15.2%	15.3%	15.2%	15.0%
	<b>185% to 249%</b> of Poverty	12.4%	12.2%	12.3%	12.3%
	Over <b>250%</b> of Poverty	60.5%	60.2%	59.7%	59.9%
Central Iowa	Less than <b>100%</b> of Poverty	9.9%	10.4%	11.3%	11.6%
	<b>100% to 184%</b> of Poverty	12.6%	13.0%	13.2%	12.9%
	<b>185% to 249%</b> of Poverty	10.7%	10.6%	10.9%	10.8%
	Over <b>250%</b> of Poverty	66.9%	66.2%	64.6%	64.7%

## Percent of total population at less than 100% poverty by educational attainment (2014)

Percent of total population at less than 100% poverty by educational attainment		2010	2011	2012	2013
Iowa	Less than high school graduate	20.3%	21.7%	22.7%	23.4%
	High school graduate (includes equivalency)	9.2%	9.5%	10.1%	10.6%
	Some college, associate's degree	8.0%	8.3%	8.8%	8.9%
	Bachelor's degree or higher	3.1%	3.1%	3.4%	3.4%
Central Iowa	Less than high school graduate	18.8%	21.1%	21.8%	23.8%
	High school graduate (includes equivalency)	9.6%	9.8%	10.7%	12.1%
	Some college, associate's degree	6.0%	6.5%	7.8%	8.7%
	Bachelor's degree or higher	2.4%	2.3%	2.7%	2.6%

## Poverty by Family Type - 100% of Poverty or Below (2014)

Of total families below poverty, percent poor by family type		2010	2011	2012	2013
Iowa	married couple with children	27.2%	28.8%	28.0%	25.4%
	Single father	8.9%	9.4%	10.2%	11.7%
	Single mother	63.9%	61.8%	61.8%	62.9%
Polk	married couple with children	26.9%	30.4%	30.9%	29.9%
	Single father	9.7%	7.9%	12.3%	14.3%
	Single mother	63.4%	61.7%	56.8%	55.8%
Source: U. S. Census, American Community Survey					

## Poverty by Age - 100% of Poverty or Below (2014)

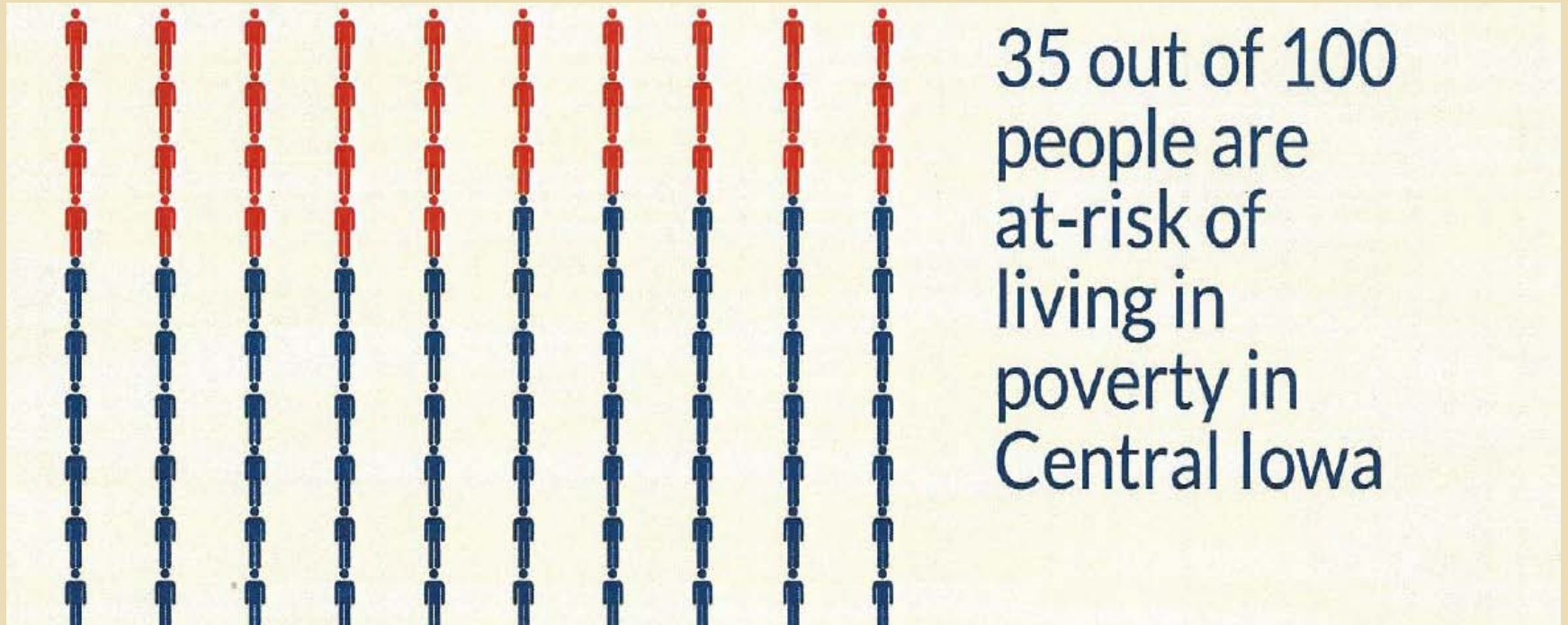
Total population in 100% poverty by age (Percent)		2010	2011	2012	2013
Iowa	Under 6	19.2%	19.8%	19.8%	19.0%
	Under 18	15.6%	16.6%	16.6%	16.7%
	18-64	11.5%	11.9%	12.5%	12.6%
	65-74	5.7%	5.7%	5.8%	6.3%
	75+	9.5%	9.5%	8.7%	9.1%
Central Iowa	Under 6	17.8%	17.7%	19.4%	18.3%
	Under 18	13.8%	14.8%	15.7%	15.6%
	18-64	9.0%	9.5%	10.6%	10.9%
	65-74	4.4%	5.1%	4.6%	6.2%
	75+	6.2%	5.8%	5.1%	7.1%



## Poverty by Race/Ethnicity (2014)

Total population in 100% poverty by race (Percent)		2010	2011	2012	2013
Iowa	White	10.7%	10.9%	11.2%	11.4%
	AA	37.2%	38.8%	39.7%	37.8%
	Asian	11.1%	12.6%	15.2%	18.3%
	2 or more race	27.0%	28.5%	28.2%	28.4%
	Hispanic	24.4%	27.7%	28.9%	27.6%
Polk	White	8.2%	8.8%	9.4%	10.2%
	AA	34.2%	35.7%	40.5%	39.4%
	Asian	9.7%	8.5%	12.1%	13.9%
	2 or more race	28.3%	35.0%	30.5%	29.9%
	Hispanic	23.1%	28.3%	27.6%	28.4%
Source: U. S. Census, American Community Survey					

# Risk of Living in Poverty



# How does Iowa measure up?

## *How Do Iowa's Poverty Statistics Compare to Neighboring States?*

<b>DATA POINT</b>	<b>IOWA</b>	<b>MISSOURI</b>	<b>KANSAS</b>	<b>NEBRASKA</b>
Child poverty rate	16%	23%	19%	18%
Senior poverty rate	8%	8%	7%	8%
Women in poverty	13.5%	16.1%	13.6%	13.3%
Percent of single-parent families with related children that are below poverty	33%	38%	35%	34%
Unemployment rate	4.9%	6.8%	5.7%	4.2%
Food insecurity	12.6%	16.7%	14.4%	13.4%
Minimum Wage	\$7.25	\$7.35	\$7.25	\$7.25
Percent of jobs that are low-wage	23.6%	25.1%	23%	25.1%
Percent of individuals who are uninsured	11%	14%	13%	13%
Unbanked households	4.4%	9.5%	7.1%	3.7%
Individuals with a high school degree	90.6%	86.9%	89.2%	90.4%
Individuals with a four year college degree	26.3%	26.4%	30.4%	29%
High school graduation rate	87.9%	83.7%	84.5%	83.8%
Home foreclosure rate	2.31%	1.48%	1.92%	1.05%

<http://www.spotlightonpoverty.org/>

# Processing Poverty Data

- What surprises you?
- What concerns you?
- What makes you wonder?
- What other data would be helpful?

# Opportunity Leadership Roundtable

Elisabeth Buck–United Way of Central Iowa

Mary Bontrager –Greater Des Moines Partnership

Brian Boyer –Department of Community Family and Youth Services – Polk County

Robert Brownell – Polk County

Teree Caldwell-Johnson –Oakridge Neighborhood & Des Moines School Board

Marvin DeJear –Evelyn K. Davis Center for Working Families

Gabriela Gallentine –Hispanic Educational Resources

Kimberlee Gregory –Project IOWA

Deirdre Henriquez –Primary Health Care

Tom Narak –School Administrators of Iowa

Aida Portillo –Community

Kris Schechinger –Corporate Citizenship at Nationwide Insurance

Phyllis Staplin –Drake University

Connie Welcher –DMACC

Donna Wilken -EMBARC



# Next Steps

- Leadership Roundtable met through the summer to consider next steps
- We are collecting qualitative data on small & large actions taken by individuals & organizations. Some examples:
  - ✓ Small business owner gave long-time employees livable wage because he understood better
  - ✓ Articles about Summit: Des Moines Register, Polk County Housing Trust Fund website
  - ✓ Business leader is mentoring a lived experience participant as she completes degree & seeks work
- Three work groups have formed:
  - ✓ Housing – Studying the availability of low-income housing
  - ✓ Data – Studying poverty data
  - ✓ Listening and Learning – Conducting 20+ community conversations with people living in poverty to identify needs and barriers

# Next Steps

- Focus Groups/Community Conversations will be planned with people with lived experience to ask:
  - What barriers exist for you and your family to move out of poverty?
  - What will help you improve your situation?
- Focus Groups will help to validate ideas that were suggested at the Summit
- Common themes will emerge to help identify the initial work groups
- Results of Focus Groups will help form the short and long-term plans of the OpportUNITY participants
- Unrepresented content experts and individuals representing key organizations and groups will be identified and invited to participate
- Particular areas to explore include: housing, transportation, childcare and food security.
- Additional data will be collected to inform work group priorities, low hanging fruit, and leadership of the work groups.

*Poverty is a problem that belongs to all of us, and the solution needs to come from all of us.*

**With you, we can create real, lasting change.**

**Will you join us?**

**Thank you.**

**LIVE UNITED**

**United  
Way**

