

CELEBRATING THE SPIRIT OF THE HOLIDAYS
IN DOWNTOWN IOWA CITY

THE GIVING BOOK

**EVERY GIFT
GIVES TWICE**

NOV. 30 - DEC. 8



WELCOME TO THE GIVING BOOK!



With the holiday season before us, the Iowa City Downtown District and the University of Iowa Community Credit Union (UICCU) have partnered to put more meaning into the hustle and bustle of shopping frenzy. This is not your ordinary gift catalog. Not only do the products highlighted within these pages make great stocking stuffers and gifts, but it's also a model for supporting and giving back to the community.



United Way of Johnson and Washington Counties describes the united way our community comes together to create social change and improve lives. United Way partners with donors; nonprofit organizations; public policy makers at the local, state and national levels; community leaders; and area businesses; to address the challenges we face as a community. Together, we support a vision of a strong, supportive, safe and healthy community.

HOW THE GIFTS OF THE GIVING BOOK KEEP ON GIVING

- 1. With each gift purchased, downtown businesses and the UICCU donate to the United Way of Johnson and Washington Counties**
The UICCU will match donations up to \$5,000 from these gift purchases and donations made in stores between Small Business Saturday on November 30 through the following weekend on December 8 to the United Way of Johnson and Washington Counties.
- 2. Your purchase supports Downtown Iowa City**
Where we shop, where we eat and have fun—all of it makes a community home. Downtown Iowa City's one-of-a-kind businesses are an integral part of the distinctive character of this place.
- 3. Your purchase prioritizes sustainability**
Downtown Iowa City businesses make more local purchases requiring less transportation in a sustainable center as opposed to developing on the fringe. This generally means less sprawl, congestion, habitat loss and pollution. Downtown businesses also require comparatively little infrastructure investment and make more efficient use of land and public services than “big box” stores.
- 4. Your purchase ensures locally driven investments**
Most of downtown Iowa City's businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.
- 5. Your purchase encourages local prosperity**
A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

EVERY GIFT GIVES TWICE
GIFTS FOR
HER



“The chance to give back to the community through the gifts shown in this book is exciting. It allows the purchaser to give a tactile gift to someone while supporting a worthwhile cause.”

Abby Restko, Glassando

10% OF ALL WOMEN'S PATAGONIA PURCHASES WILL GO TO UNITED WAY
ACTIVE ENDEAVORS

\$15 FOR EVERY PAIR OF SALT COMPANY EYEWEAR SOLD WILL GO TO THE CRISIS CENTER
DISCERNING EYE

\$5 FOR EVERY HEARTS ACROSS IOWA SOLD WILL GO TO UAY
WHITE RABBIT

10% OF ALL LATICO HANDBAGS SOLD WILL GO TO UNITED WAY
DULCINEA

GIVING HELPS UNITED WAY PROVIDE MORE THAN \$1.1 MILLION EACH YEAR DIRECTLY TO OUR 31 PARTNER AGENCIES

10% OF ALL WOODEN SHIPS WEAR SOLD WILL GO TO UNITED WAY
REVIVAL

\$1 FOR EVERY BLESSING BRACELET SOLD WILL GO TO UNITED WAY
CHAIT GALLERIES

GIVING HELPED UNITED WAY PROVIDE MORE THAN \$500,000 IN DIRECT RELIEF DURING THE FLOODS OF 2008

\$10 FOR EVERY NIKE SPORTWATCH GPS SOLD WILL GO TO UNITED WAY
RUNNING WILD

10% OF ALL WOMEN'S TAVANNES WATCHES SOLD WILL GO TO UNITED WAY
HERTEEN & STOCKER

10% OF BRECKELLE'S BOOTS SOLD WILL GO TO UNITED WAY
MAYFAIR

10% OF ALL HOBO INTERNATIONAL SALES WILL GO TO UNITED WAY
TEXTILES

EVERY GIFT GIVES TWICE
GIFTS THAT SPARKLE



“Giving back always comes back around.”

Willa Dickens, Herteen & Stocker

50% OF SALES OF TREE OF LIFE FOR SHOP JAMI NECKLACES SOLD WILL GO TO UNITED WAY
CATHERINE'S

\$3,500 FOR EVERY ERICA COURTNEY DIAMOND NECKLACE & PENDANT SOLD WILL GO TO UNITED WAY
HANDS JEWELERS

\$50 FOR EACH MICHELE WATCH SOLD WILL GO TO UNITED WAY
M.C. GINSBERG

\$5 FOR EVERY PAIR OF PEARL STUD EARRINGS SOLD WILL GO TO UNITED WAY
GLASSANDO

\$500 FOR EVERY 18K WHITE GOLD OVAL SAPPHIRE & DIAMOND RING SOLD WILL GO TO UNITED WAY
M.C. GINSBERG

\$50 FOR EVERY DIAMOND LOVE LETTER PENDANT SOLD WILL GO TO UNITED WAY
M.C. GINSBERG

GIVING HELPED SERVE MORE THAN 41,000 MEALS AT THE FREE LUNCH PROGRAM OVER THE PAST YEAR

10% OF ALL 14K BENY SOFER DIAMOND JEWELRY SOLD WILL GO TO UNITED WAY
HERTEEN & STOCKER

\$300 FOR EVERY 18K WHITE GOLD OVAL PAVE PENDANT SOLD WILL GO TO UNITED WAY
HANDS JEWELERS

GIVING HELPED MORE THAN 1,100 JOHNSON COUNTY RESIDENTS RECEIVE COUNSELING AND SHELTER SERVICES FROM THE DOMESTIC VIOLENCE INTERVENTION PROGRAM



“Active Endeavors believes in United Way and its mission to make our community a better and safer place to live. By contributing to United Way we’re helping improve the lives of many.”

Mark Weaver, Active Endeavors

10% OF ALL MEN'S PATAGONIA PURCHASES WILL GO TO UNITED WAY
ACTIVE ENDEAVORS

\$15 FOR EVERY PAIR OF SALT COMPANY EYEWEAR SOLD WILL GO TO THE CRISIS CENTER
DISCERNING EYE

\$1 FOR EVERY GIFT BASKET SOLD WILL GO TO UNITED WAY
DONNELLY'S PUB

\$1 FOR EVERY IOWA CITY FITNESS MEMBERSHIP SOLD WILL GO TO UNITED WAY
IC FITNESS

\$5 FOR EVERY BOW TIE SOLD WILL GO TO UNITED WAY
AUSTIN BURKE

GIVING HELPED MEALS ON WHEELS DELIVER MORE THAN
113,000
MEALS TO RESIDENTS OF OUR COMMUNITY LAST YEAR

ALL PROCEEDS FROM JOHN'S GROCERY TULIP BEER GLASSES WILL GO TO UNITED WAY
JOHN'S GROCERY

GIVING HELPED MAKE 2,000 PATIENT VISITS TO IOWA CITY FREE MEDICAL CLINIC POSSIBLE LAST YEAR

10% OF ASICS RUNNING SHOES SOLD WILL GO TO UNITED WAY
RUNNING WILD

10% OF MEN'S IOWA HAWKEYE ZIP SWEATERS SOLD WILL GO TO UNITED WAY
EWERS

\$1 FOR EVERY JAVA HOUSE MUG SOLD WILL GO TO UNITED WAY
JAVA HOUSE

\$1 FOR EVERY IOWA HAYDEN FRY T-SHIRT SOLD WILL GO TO UNITED WAY
ZEPHYR

EVERY GIFT GIVES TWICE
**GIFTS FOR
 ART LOVERS**



“My mom’s Alzheimer’s disease absolutely tortured my father, overwhelming him with grief. Having the love of your life physically present but no longer the same person inside is devastating. Elder Services was our lifeline. After my mom’s death, my dad moved back to his home community, and the very special man who counseled him continues to write him letters 5 years later. We never thought our family would need a United Way agency, but I don’t know what we would have done without Elder Services.”

Nancy Quellhorst

10% OF JONATHAN ADLER PRODUCTS SOLD WILL GO TO UNITED WAY
AKAR

50% OF ALL SALES ON GEOFFREY SCOTT JEWELRY SOLD WILL GO TO UNITED WAY
NORI

10% OF ALL STORY PEOPLE CALENDARS SOLD WILL GO TO UNITED WAY
IOWA ARTISANS GALLERY

10% OF ALL REVIVAL CUSTOM-MADE JEWELRY ITEMS SOLD WILL GO TO UNITED WAY
REVIVAL

**GIVING HELPED
 TABLE TO TABLE
 RESCUE MORE THAN
 500 TONS
 OF FOOD LAST YEAR
 AND PROVIDE IT TO
 AGENCIES THAT SERVE
 THE COMMUNITY**

5% OF JOHN SIMON PAINTINGS SOLD WILL GO TO UNITED WAY
STEVEN VAIL FINE ARTS

15% OF ALL SCARVES SOLD WILL GO TO UNITED WAY
VELVET COAT

**GIVING HELPED THE CRISIS CENTER
 FOOD BANK PROVIDE MORE THAN
 46,000 FOOD ASSISTS
 IN THE PAST YEAR**

5% OF ALL YARN SOLD WILL GO TO UNITED ACTION FOR YOUTH
HOME EC WORKSHOP


10% OF BUDDHA BOARDS SOLD WILL GO TO UNITED WAY
OM GIFTS

EVERY GIFT GIVES TWICE
**GIFTS FOR
 KIDS &
 TEENS**

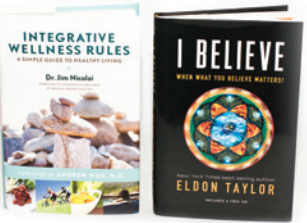


“The mission of Running Wild aligns wonderfully with that of the United Way! Our desire as a company is to have a positive presence in the community such that individuals are enabled and encouraged towards healthier, happier living. Assisting our customers in achieving their wellness goals means fitting them into the right gear, consulting on injury prevention and training goals, and all the while stepping in and giving back through avenues such as the United Way to a community that continues to support our efforts!”

Phil Young, Running Wild (right), with John Dwyer (left)



\$5 FOR EVERY SUPERMAN GRAPHIC NOVEL SOLD WILL GO TO UNITED WAY
DAYDREAM COMICS



10% OF SALES OF INTEGRATIVE WELLNESS RULES & I BELIEVE BOOKS SOLD WILL GO TO UNITED WAY
OM GIFTS

**GIVING HELPED
 SHELTER HOUSE PROVIDE
 25,000
 NIGHTS
 OF SHELTER TO
 THOSE IN NEED
 OVER THE PAST YEAR**




\$1 FOR EVERY FROGZ TICKET SOLD WILL GO TO UNITED WAY
ENGLERT THEATRE



\$2 FOR EVERY JELLY BELLY GAME SOLD WILL GO TO UNITED WAY
SWEETS & TREATS



10% OF ALL SOLMATE SOCKS SOLD WILL GO TO UNITED WAY
OM GIFTS




\$1 FOR EVERY GIFT CERTIFICATE SOLD WILL GO TO UNITED WAY
RIVERSIDE THEATRE

**GIVING HELPED THE UNITED WAY DISASTER
 COMMUNITY IMPACT PROGRAM
 TO PROVIDE REGIONAL EMERGENCY MANAGEMENT PLANNING
 AND VOLUNTEER COORDINATION FOR PAST NATURAL DISASTERS
 AND PREPAREDNESS TRAINING FOR THE FUTURE**



10% OF ALL HOODIES SOLD WILL GO TO UNITED WAY
UNIVERSITEES



FOR EVERY HISTORY YEAR BY YEAR BOOK SOLD, 20% WILL GO TO UNITED WAY
PRAIRIE LIGHTS



“United Way is a great organization to support. We have supported it in the past and will continue to do so in the future.”

Dave Hanson, Zephyr

\$1 FOR EVERY MOOD RING SOLD WILL GO TO DVIP
BEADOLOGY

\$3 FOR EVERY IOWA CITY SONG PROJECT CD SOLD WILL GO TO UNITED WAY
ENGLERT THEATRE

50% OF ALL LAYLA BY SHOP JAMI NECKLACES SOLD WILL GO TO UNITED WAY
CHEAP AND CHIC

20% OF ALL GIFT CERTIFICATES SOLD WILL GO TO DVIP
BEADOLOGY

20% FOR EVERY COPY OF RAGBRAI AMERICA'S FAVORITE RIDE SOLD WILL GO TO UNITED WAY
PRAIRIE LIGHTS

GIVING HELPED UNITED ACTION FOR YOUTH TO PROVIDE NINETY-ONE TEEN PREGNANCY PREVENTION WORKSHOPS LAST YEAR

\$2 FOR EVERY MERRY CHRISTMAS FROM IOWA CITY ORNAMENT SOLD WILL GO TO UNITED WAY
GLASSANDO

10% OF ALL JEWELRY SOLD WILL GO TO UNITED WAY
RSVP

\$1 FOR EVERY HALF SEASON PASS SOLD WILL GO TO UNITED WAY
RIVERSIDE THEATRE

GIVING HELPED THE RAPE VICTIM ADVOCACY PROGRAM TO ANSWER 601 CRISIS CALLS AND ASSIST THE VICTIMS OF 184 REPORTED RAPES LAST YEAR

EVERY GIFT GIVES TWICE
**GIFTS FOR
 FOODIES**



“Discerning Eye is a family business with strong ties to the Iowa City area. We simply feel it is important to give back to our community who so generously and consciously support DE. The Crisis Center of Johnson County serves thousands of families in so many ways throughout the year; it’s a great fit for us.”

Joni Schrup, Discerning Eye

\$1 FOR EVERY BOX OF RED VELVET CHOCOLATE CHERRIES SOLD WILL GO TO UNITED WAY SWEETS & TREATS

\$1 FOR EVERY \$20 OF GIFT CERTIFICATES SOLD WILL GO TO UNITED WAY BROWN BOTTLE

10% OF ALL GIFTWARE PURCHASES ON THE 2ND FLOOR WILL GO TO UNITED WAY HANDS JEWELERS

\$5 FOR EVERY GIFT CERTIFICATE SOLD WILL BE DONATED TO UNITED WAY PAGALIA'S PIZZA

GIVING HELPED THE UNITED WAY VOLUNTEER CENTER RECRUIT AND MOBILIZE 7,718 VOLUNTEERS FOR 92,800 HOURS OF COMMUNITY SERVICE LAST YEAR

\$5 FOR EVERY WINE GIFT BASKET SOLD WILL GO TO UNITED WAY BRIX

\$5 FROM EVERY FORMOSA & TAKANAMI GIFT CARD SOLD WILL GO TO UNITED WAY FORMOSA & TAKANAMI

UNITED WAY OF JOHNSON & WASHINGTON COUNTIES IS A DRIVING FORCE IN COLLABORATIVE INITIATIVES LIKE HEALTHY KIDS, OUT OF SCHOOL TIME, BLUE ZONES, ONE BOOK, TWO BOOK AND THE 1105 PROJECT, THAT BUILD A BRIGHT AND SUSTAINABLE FUTURE

\$2 FOR EVERY BOX OF HANDMADE TURTLES SOLD WILL GO TO UNITED WAY SWEETS & TREATS

10% OF JONATHAN ADLER SALT & PEPPER SHAKERS SOLD WILL GO TO UNITED WAY AKAR

GIVING
HAS HELPED
UNITED WAY OF
JOHNSON AND
WASHINGTON COUNTIES
SERVE SINCE
1919



“Almost 4 years ago my ex-husband and I shared with our 4 daughters that we were getting a divorce. It was a decision that we knew would upset them and change their lives forever, but I knew we all had to move forward. I was so incredibly grateful to the program Kids 1st provided by United Action for Youth. This workshop provided each of them with age appropriate information, awareness and most importantly coping techniques to help get them through this life changing event. It was the first time that my 10 year old said that she felt normal and less alone. Thank you UAY, and thank you United Way.”

Kelley Drowne

**\$1 FOR EVERY CARAMEL APPLE SOLD
WILL GO TO UNITED WAY
ASPEN LEAF**

BO JAMES
Food & Drink
Emporium
Est. 1983

**\$1 FOR EVERY BIG CHEEZER SOLD
WILL GO TO UNITED WAY
BOJAMES**

**FOR EVERY \$25 PURCHASE, \$1 WILL
BE DONATED TO UNITED WAY
OASIS FALAFEL**

**\$1 FOR EVERY KOBE ROLL
SOLD WILL GO TO UNITED WAY
TAKANAMI**

**\$1 FOR EVERY ENTRÉE SOLD
WILL GO TO UNITED WAY
GIVANNIS**

**\$1 FOR EVERY LAS VEGAS ROLL
SOLD WILL GO TO UNITED WAY
FORMOSA**

**DOWNTOWN IOWA CITY
GIFT CARDS CAN BE REDEEMED AT
85 PARTICIPATING BUSINESSES.
PICK YOURS UP AT MIDWEST ONE BANK,
THE ENGLERT THEATRE OR AT
WWW.DOWNTOWNIOWACITY.COM**

**\$1 FOR EVERY TENDERLOIN SOLD
WILL GO TO UNITED WAY
IRON HAWK**

**UNITED WAY OF JOHNSON & WASHINGTON COUNTIES
FUNDS 31 PARTNER AGENCIES
WHICH PROVIDE THE HUMAN SERVICES
THAT CREATE A BETTER COMMUNITY
FOR ALL OF ITS CITIZENS**

PARTICIPATING MERCHANTS

WWW.DOWNTOWNIOWACITY.COM

Active Endeavors 138 South Clinton Street	319-337-9444	Ewers 28 South Clinton Street	319-337-3345	Oasis Falafel 206 North Linn Street	319-358-7342
Akar 25 Iowa Avenue	319-351-1227	Formosa 221 East College Street	319-338-8880	Pagliai's Pizza 302 East Bloomington Street	319-351-5073
Aspen Leaf 125 South Dubuque Street	319-351-9720	Glassando Old Capitol Mall	319-341-7887	Prairie Lights 15 South Dubuque Street	319-337-2681
Austin Burke 26 South Clinton Street	319-337-4971	Hands Jewelers 109 East Washington Street	319-351-2888	Revival 117 East College Street	319-337-4511
Beadology 220 East Washington Street	319-338-1566	Herteen & Stocker 101 South Dubuque Street	319-338-4212	Riverside Theatre 213 North Gilbert Street	319-338-7672
BoJames 118 East Washington Street	319-337-4703	Home Ec Workshop 207 North Linn Street	319-337-4775	RSVP 140 North Linn Street	319-337-4400
Brix 209 North Linn Street	319-359-1999	Iowa Artisans Gallery 207 East Washington Street	319-351-8686	Running Wild 121 East Washington Street	319-359-1018
Brown Bottle 115 East Washington Street	319-351-6704	Iowa City Fitness Plaza Towers Level 3	319-339-0348	Steven Vail Fine Arts 118 East College Street	515-309-2763
Catherine's 7 South Dubuque Street	319-338-2210	Iron Hawk 122 East Washington Street	319-333-1040	Sweets & Treats Old Capitol Mall	319-337-6361
Chait Galleries 218 East Washington Street	319-338-4442	Java House 211 East Washington Street	319-351-0012	Takanami 219 East Iowa Avenue	319-351-5125
Cheap and Chic 105 South Dubuque Street	319-354-2132	John's Grocery 401 East Market Street	319-337-2183	Textiles 109 South Dubuque Street	319-339-0410
Daydream Comics 21 South Dubuque Street	319-354-6632	Mayfair 109 South Linn Street	319-338-7166	UniversiTees Old Capitol Mall	319-338-9600
Discerning Eye 119 East Washington Street	319-338-6800	MC Ginsberg 110 East Washington Street	319-351-1700	Velvet Coat 118 East College Street	319-887-7151
Donnelly's 110 East College Street	319-338-7355	Nori 105 East College Street	319-338-7321	White Rabbit 112 South Linn Street	319-358-9557
Dulcinea 2 South Dubuque Street	319-338-9468	OM 105 South Linn Street	319-358-1282	Zephyr 124 East Washington Street	319-351-3500
Englert Theatre 221 East Washington Street	319-688-2653				