

LIVE UNITED

United
Way



United Way of Southern Kentucky



2018 ANNUAL REPORT



OUR MISSION

To be the leader in bringing together the resources to build a stronger, more caring community.

OUR VISION

A Southern Kentucky where all residents are educated, healthy, and financially stable.

Dear Supporters,

Looking back at the accomplishments of 2018, it has become apparent that now more than ever, business leaders, policymakers, community leaders, nonprofits, and individuals are collaborating to affect change on a scale that no single organization can achieve on its own.

What binds us together is a powerful sense of belonging to each other, to our mission, and to the communities we serve. This is what United Way is all about: the notion that we are greater than the sum of our parts, and that we all reap the rewards of the change we create together.

When we work as one, we create solutions that benefit us all:

EDUCATION: Children deserve a strong start in life. Together, we are helping to make that possible by empowering parents to support their kids, improving the quality of their learning environments, and offering solutions to challenges outside the classroom. And to build a competitive economy, the next generation needs to be equipped for the jobs of tomorrow. We are ensuring youth have the skills, experience, and education to find a job that will support themselves and their families.

INCOME: People of all ages should have an opportunity to improve their economic status. Together, we are giving people the tools to better manage their money, get on more solid financial ground, and find a career with potential for advancement.

HEALTH: A community is only as healthy as the people who call it home. By working collectively, we are expanding access to quality, affordable care, giving parents the tools they need to raise healthy children, and providing the resources necessary for a safe home and community.

SAFETY NET: There are thousands of people in our ten-county BRADD area living in poverty every day. Often they go without food, necessary medical care, and, sometimes, a place to call home. Extreme poverty has long-term ramifications for the whole family, especially children. These children are more likely to incur problems with Education, Income, and Health. Through our combined efforts, we are providing a safety net of services to those who need a hand up, not a hand out.

Thank you for joining us on this journey towards a Southern Kentucky where all residents are educated, healthy and financially stable. It has been an honor to serve you. We look forward to working alongside you to continue the progress that was made in 2018 into 2019. Please feel free to contact either of us anytime to find out more about how together, we can ensure Southern Kentucky is a place filled with opportunities for success for all.

Kindest Regards,



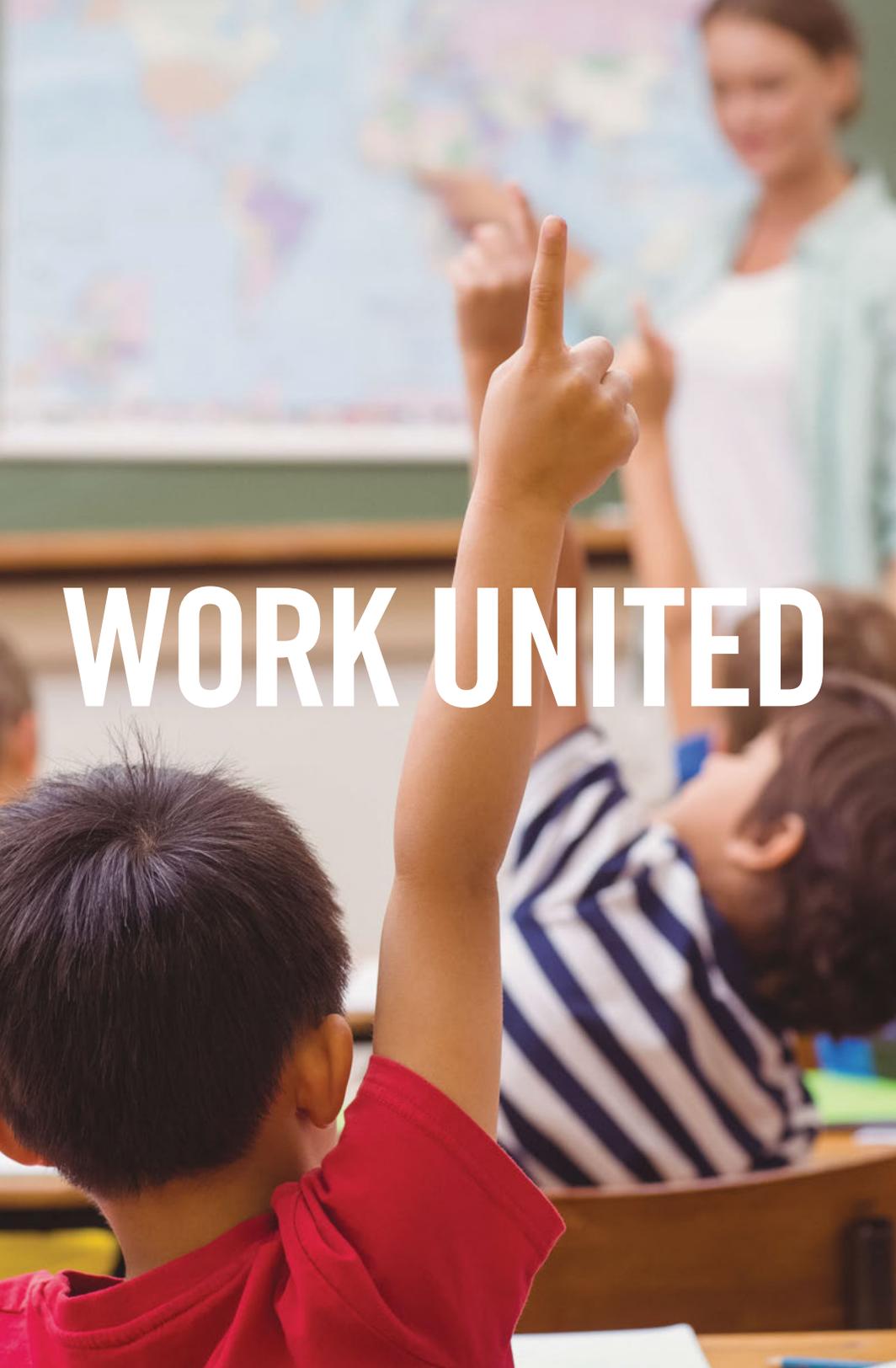
Debbie Hills
President & CEO



Donna Harmon,
2018 Chairman
of the Board of Directors

PROUDLY SERVING

ALLEN, BARREN, BUTLER, EDMONSON, HART, LOGAN, METCALFE, MONROE, SIMPSON, AND WARREN COUNTIES



WORK UNITED

FIRST WE ORGANIZE. THEN WE MOBILIZE.

United Way of Southern Kentucky unites communities to change lives. We bring people, organizations and resources together to create solutions to our community's most complex challenges. We provide leadership that creates collective impact, and we participate in meaningful partnerships. Together, we solve problems that no one organization can address alone, unified as the largest organized local community effort in Southern Kentucky.

LEADING THE WAY

Here's how we do it:

GIVE

Workplace Campaigns
Tocqueville Society,
Major Giving & Leadership Circle
Endowment Gifts
Planned Giving
In-kind Sponsorships

ADVOCATE

LIVE UNITED Day at the Capital
Legislator Breakfast
WKU LIVE UNITED White Out

VOLUNTEER

Feed the Need
Day of Caring
Allocations Teams

MOBILIZE RESOURCES

Retire United
WKU Student United Way
Funded Partner Programs



OUR FOCUS

CLOSE TO HOME

We work with many partners to provide opportunities for a successful life for all. Times have changed dramatically and today's problems are more widespread, more complicated and more difficult to treat. United Way of Southern Kentucky links solid, research-based community strategies to the resources needed to implement them. Our areas of impact include:

EDUCATION

KINDERGARTEN READINESS

BOLD GOAL:

Increase Kindergarten Readiness scores in the BRADD from 49.4% (2014) to 75% by the year 2020 (2017/18 update: 53.4%)

Dolly Parton Imagination Library
Born Learning Trails • Handbags for Hope
MyChildIsReady.com • Early Childhood Education Events

COLLEGE & CAREER READINESS

BOLD GOAL:

Increase College & Career Readiness scores in the BRADD from 65% (2014) to 80% by the year 2020 (2017 Average: 68.6%)

INCOME

Workforce Development

HEALTH

Access to Affordable Health Care • Safe Home & Community

SAFETY NET

Access to Basic Needs • Transportation

SOUTHERN KENTUCKY 2-1-1



Get Connected. Get Answers.

2-1-1 is a number anyone can call 24/7/365 to find quick and easy access to information about health and human services. All calls are free and confidential.

2018 NEWS HEADLINES

2017 Live United Award Winners (02.02.2018)

Southern Kentucky 2-1-1 Celebrates National 2-1-1 Day (2.11.18)

UWSK to Help "Feed The Need" of Local Food Banks (02.13.18)

National Association of Letter Carriers Food Drive (04.30.18)

United Way to Install First Born Learning Trail in Southern Kentucky (05.23.18)

Over \$52,000 in Investments in Simpson County (06.15.18)

Over \$177,000 in Investments in Logan County (06.23.18)

*U.S. Bank Handbags for Hope Raises Over \$81,500
for Kindergarten Readiness (06.26.18)*

Over \$620,000 in Investments in Warren County (06.27.18)

Over \$25,000 in Investments in Butler County (06.28.18)

United Way Mails 200,000th Book (06.29.18)

*Southern Kentucky 2-1-1 Celebrates 2 Year Anniversary;
Announces 20% Increase in Call Volume (07.18.18)*

Over \$72,000 in Investments in Allen County

Over \$41,000 in Investments in Barren County

More Than 1,000 Volunteers Participate in 10th Annual Day of Caring (07.25.18)

Over \$4,000 in Investments in Monroe County (08.19.18)

Over \$4,000 in Investments in Metcalfe County (08.09.18)

Over \$13,000 in Investments in Edmonson County (08.09.18)

*Fruit of the Loom Makes More than \$65,000 Investment
in Local Children Through Imagination Library (09.15.18)*

First Step for Programs Seeking Funding Begins September 21st (09.19.18)

*JPS Wealth Advisors of Hilliard Lyons Invests
in Future of Local Children Through Imagination Library (09.28.18)*

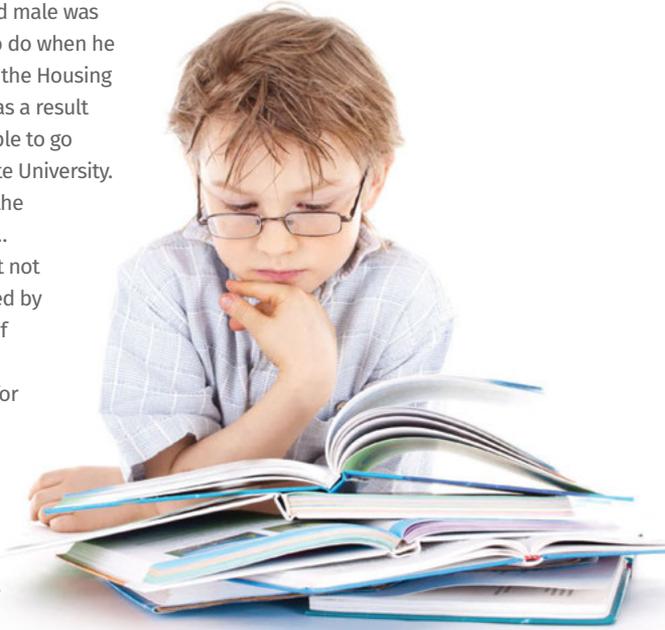
*United Way Announces \$37,000 Investment
in Transportation and Workforce Development (10.11.18)*

Join United Way for U.S. Banks WKU Live United White Out Game (10.20.18)

*United Way Provides \$40,000 in One Time Grants
for Winter Utility Assistance Programs (12.05.18)*

THE STORY OF A YOUNG MAN

In the spring of 2018, a 17 year old male was undecided on what he wanted to do when he was to graduate in May. Through the Housing Authority's Learning Center and as a result of United Way funding, he was able to go on a college trip to Kentucky State University. This young man fell in love with the campus! He applied on the spot... and got accepted that day! Had it not been for the opportunity provided by The Learning Center as a result of support through United Way, he would not have had the chance for this experience and thus be set on a very different path for the rest of his life. This gentleman's life has been forever changed as a result of the support from his community – our community.



REAL STORIES

AARON'S STORY

Aaron's mom dropped out of school at a young age and did not have her driver's license, so she would walk Aaron to The Foundry Christian Community Center every day. Aaron's mom became so consumed with the anxiety and guilt from the embarrassment that her past brought to light... yet she wanted the very best for her son. After some time, The Foundry was able to help her overcome her fears and learn to be a proactive mom. She has learned how to speak on her son's behalf when needed. When Aaron first started attending The Foundry, he was at an extreme disadvantage – throwing screaming fits and never stopping crying. In addition to that, Aaron was more anxious when he didn't have a piece of dirty foam that he brought from home to hold and rub while he cried. Now, as a result of his experience at The Foundry and as a product of the skills that his mom has learned, he has gotten rid of the foam and his kindergarten readiness score was one of the highest in the class. Without The Foundry Preschool – supported through United Way funding – Aaron would have started kindergarten far behind... and most likely would never have caught up.

REAL NUMBERS

REVENUE \$2,286,170

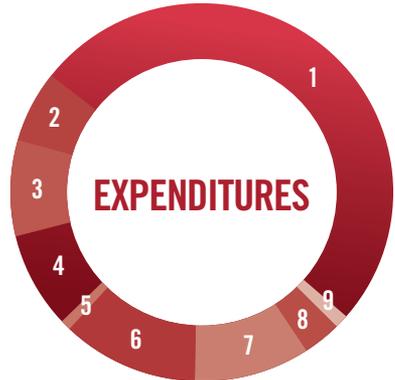
- 1) Campaign: \$1,775,031
- 2) Early Childhood Education: \$47,343
- 3) 2-1-1 Center: \$133,007
- 4) Special Events: \$115,111
- 5) Other Revenue: \$215,678



EXPENDITURES \$2,041,640

PROGRAM SERVICES: \$1,498,560 (73%)

- 1) Fund Distribution: \$1,029,521 (50%)
United Way impacts critical issues led by community volunteers.
- 2) Community Impact: \$118,459 (6%)
United Way invests in continuous learning and support for the community that aids in the identification and resolutions of community problems that impact quality of life and ensures that programs are meeting the most critical needs.
- 3) Early Childhood Education: \$174,624 (9%)
United Way has set a bold goal of increasing the number of children who are ready for kindergarten to 75% by the year 2020.
- 4) 2-1-1 Contact Center: \$173,967 (9%)
Similar to 911, 2-1-1 is an easy to remember three-digit telephone number for the purpose of providing quick and easy access to information about health and human services.
- 5) Volunteer Program \$1,989 (>1%)



SUPPORTING SERVICES: \$543,080 (27%)

- 6) Management and General: \$253,359 (12%)
Includes investments in infrastructure and operations.
- 7) Fundraising: \$206,653 (10%)
Fundraising expenses include any costs incurred in the process of or with intent of asking potential donors to contribute funds, materials or time. This investment saves fundraising overhead expenses for numerous nonprofits. The Better Business Bureau states that a charity should spend no more than 35% of related contributions on fundraising.
- 8) Marketing: \$59,109 (3%)
- 9) UWW Dues: \$23,959 (1%)

United Way's 990 tax form and annual audit are available for review at uwsk.org/who-we-are/financial-accountability

**Every time someone decides to
give, advocate or volunteer, it
inspires someone else.**

**It takes all of us. Learn more
about how you can make a difference
right here in Southern Kentucky.**



Please contact our office for more information about:

**Ways to Give • Workplace Campaigns • Major Gifts
In Kind Sponsorships • Advocacy • Volunteering
EDUCATION • INCOME • HEALTH • SAFETY NET
Kindergarten Readiness • 2-1-1 • Funded Partners
Partner Funding Process • Awards • WKU Partnership
RETIRE UNITED • County Specific Information
Small Business Partnerships**

UNITED WAY STAFF

Debbie Hills,
President & CEO

Ellie Harbaugh,
Senior Director of
Resource Development

Mandy Hicks,
Senior Director of Marketing
& Communications

Ashley Carter,
Director of Community Impact

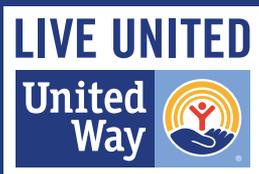
Sheila Simmons,
Director of Administration

Jennifer Richardson,
Donor Relations Manager

April Owens,
Administrative Assistant

Chris Dressler,
2-1-1 Contact Center Director

Samantha Berry,
2-1-1 Senior Contact Specialist



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