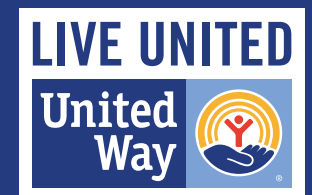




CHANGING GENERATIONS

2017 ANNUAL REPORT TO THE COMMUNITY

United Way of Southern Kentucky



DEAR SUPPORTERS,

Together, over the past year, we have been focusing efforts on the elements that are key to a successful life: Education, Income, Health and Safety Net. No longer content with only treating symptoms, we are pursuing lasting social change on some of the most difficult challenges we face as a community. With a significant emphasis on changing the course of the future by investing in education through programs designed to improve kindergarten readiness and college & career readiness, we are laying the foundation for long-term change in our community. And the transformation has begun with positive movement forward!

We are very proud of the progress we are making together with dedicated partners, donors, advocates and volunteers that are working tirelessly to find new solutions to old problems. By putting children and families at the center of our work, implementing shared goals and making data-driven decisions, we are truly creating long-term change. There is a new and exciting energy for our shared goals. The successes we've seen this year would not have been possible without your commitment to join together in changing our community for not only today, but for generations to come.

This report highlights only some of the innovative work that has happened over the past year. We hope you will be encouraged as you review this report and that you are proud of what has been accomplished this past year. But even more importantly, we hope you are motivated to be a part of our quest to change the fabric of the community for years ahead.

Thank you for the privilege of serving you this past year. We are both honored and humbled by your support. Please accept our sincere and heartfelt thanks for all that you have given...your time, resources and expertise to help create a better community for all. We look forward to working together in the coming year to ensure everyone in Southern Kentucky is educated, healthy and financially stable.

Best Regards,



STEVE THURMOND
2017 Chairman of the Board



DEBBIE HILLS
President & CEO



2017 BOARD OF DIRECTORS

Proud to lead. United Way of Southern Kentucky is a volunteer-directed organization. Our Executive Committee, Board of Directors, and staff members are deeply committed to creating the greatest impact wisely, locally and effectively.

OFFICERS

Chairman: Steve Thurmond, Executive Director, Franklin-Simpson Chamber of Commerce

Chairman Elect: Donna Harmon, CFO, Trace Die Cast

Treasurer: Mike O'Kelly, Executive VP, Commercial Banking, Farmers National Bank

Immediate Past Chairman: Brad Odil, Vice President & General Manager, WBKO

BOARD OF DIRECTORS

Tommy Adams - President, Charles M. Moore Insurance

Ken Campbell - Engineering Manager, Ventra Plastics

Rob Clayton - Superintendent, Warren County Public Schools

Thad Connally III - Owner/CEO, First Choice Home Medical

Gary Fields - Superintendent, Bowling Green Independent Schools

Mike Grubbs (Ethics Officer) - Human Resources Director, City of Bowling Green

Sherry Howell - Director, HR Business Partner, Fruit of the Loom

Stacey Hughes (Ethics Officer) - HR Manager, Logan Aluminum

Kirby Jordan - Vice President, Corporate Communications, Fruit of the Loom

Lindsey McClain - AVP Business Development/Marketing Specialist, American Bank & Trust

Milli McIntosh - Human Resources Director, Simpson County Schools

Dewayne McDonald - VP Operations, Warren RECC

Tad Pardue - Partner, Bell Orr Ayers & Moore, PSC

Ann Puckett - Partner, BKD LLP

Heather Rogers - Foundation Executive Director, Southcentral Kentucky Community and Technical College

Nora Roper - Assistant Plant Manager, GM - Bowling Green Corvette Assembly

Mike Sherrod - CEO, Greenview Regional Hospital

Steve Sinclair - Associate Administrator, Graves Gilbert Clinic

Todd Stewart - Director of Athletics, Western Kentucky University

Tamara Vogler - Vice President and Manager, BB&T

Darren Woodruff - Community President - District Manager, U.S. Bank

STAFF

President & CEO: Debbie Hills

Senior Director of Resource Development: Ellie Harbaugh

Senior Director of Marketing & Communications: Mandy Hicks

Director of Community Impact: Ashley Carter

Director of Administration: Sheila Simmons

Donor Relations Manager: Stacie Lee

Administrative Assistant: April Owens

Marketing Coordinator: Emily Anne Pride

Community Impact Coordinator: Logan Creger

2-1-1 Contact Center Director: Chris Dressler

2-1-1 Contact Specialist: Samantha Blevins

2-1-1 Coordinator: Kenan Mujkanovic

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

EDUCATION

KINDERGARTEN READINESS

BIG BOLD GOAL:

Increase BRADD Area Kindergarten Readiness Scores from 49.4% (2014) to 75% by the year 2020

Update:

2016/17 BRADD Kindergarten Readiness Scores: 53.4%

HOW YOUR DONATION IS MAKING AN IMPACT

- Training parents to be their child's first and best teacher
- Providing high-quality early learning classrooms equipped with language-rich play and discovery
- Connecting families with social and developmental services needed for school success
- Eliminating transportation barriers for preschoolers to attend readiness camps
- Increasing access to high-quality licensed childcare
- Mentoring and relationship building with in-classroom volunteers



UNITED WAY'S DOLLY PARTON'S IMAGINATION LIBRARY

To assist with getting books in the hands of children, United Way of Southern Kentucky adopted the Dolly Parton Imagination Library in 2011. Any child, from birth to age 5, can enroll in the program. Once enrolled, the child will receive one age appropriate book in the mail every month until their fifth birthday free of charge to the family!

NUMBER OF CHILDREN BEGINNING ENROLLMENT IN 2017: 2,531 (676 more than 2016)

TOTAL NUMBER OF BOOKS MAILED IN 2017: 51,857 (8,050 more than 2016)

NUMBER OF CHILDREN WHO GRADUATED IN 2017: 1,647 (710 more than 2016)

2017 IMAGINATION LIBRARY SUPPORTERS:

Businesses:

Baugh Insurance
Bendix Spicer Foundation Brake
Bowling Green Jr. Women's Club
Dolly Parton Imagination Library of Tompkinsville
Fruit of the Loom
Hart County Chamber of Commerce & Businesses
Logan Aluminum
Morgantown Bank & Trust

Individuals:

Anonymous Donor (\$10,000)
Butler County United Methodist Women
Browning Family – Edmonson County Head Start
Stacey Hughes & Family: Adoption of Austin Tracy Elementary Pre-School
Many individuals

Grants:

Barren County Community Early Childhood Council
Butler-Edmonson County Community Early Childhood Council
The Community Foundation of South Central Kentucky
Dart Foundation
Hart-Metcalf-Monroe County Community Early Childhood Council
RBG Foundation
Warren County Community Early Childhood Council





KINDERGARTEN READINESS AWARENESS

In order to truly move the needle in Kindergarten Readiness and reach its Big Bold Goal, United Way of Southern Kentucky launched a Kindergarten Readiness awareness campaign in 2017 to help educate parents about how to better prepare their children for day one of kindergarten. As part of this effort, United Way worked to encourage parents to READ, PLAY, COUNT, and LOG OFF with their children. Parents are able log onto the United Way microsite MyChildIsReady.com to find information to determine if their child is kindergarten ready and if not, how they can adapt everyday activities to increase the level of their child's readiness.



EARLY CHILDHOOD BREAKFAST

Building a stronger Southern Kentucky by investing in quality early childhood programs was the focus of the Early Childhood Education Breakfast that drew more than 150 area business and community leaders to the Sloan Convention Center on August 17th. United Way of Southern Kentucky partnered with The Prichard Committee for Academic Excellence in hosting the event which featured a presentation by Nicki Patton Rowe, an Early Childhood Education Professional and Advocate.



KINDERGARTEN READINESS PROGRAMS

- Allen County Health Department HANDS
- Barren County Schools Kindergarten Readiness Camp
- Butler County Schools Playschool/ Early Childhood Education
- Butler County Schools Early Childhood Program
- Community Action Head Start/ Children's Services
- Community Action Foster Grandparent Program
- Family Enrichment Center In-home Parent Education
- Family Enrichment Center Wee Care Childcare Center
- The Foundry Preschool Academy
- Logan County Schools Born Learning Academy
- Logan County Schools Little Cougar Academy
- Russellville Schools Little Panther's Academy
- Russellville Schools Poca academia de Pantera
- Simpson County Schools Little Cats & Jump Start Academy
- Simpson County Schools Kids First Daycare
- WKU Research Foundation More Than Words – Hanen Program



COLLEGE & CAREER READINESS

COLLEGE & CAREER READINESS

BIG BOLD GOAL: Increase BRADD Area College & Career Readiness Scores from 65% (2014) to 80% by the year 2020.

2017 BRADD College & Career Readiness Scores

ALLEN	50.7%	HART	73.1%	SIMPSON	79.6%
BARREN	71.1%	LOGAN	66.1%	WARREN	68.0%
BUTLER	61.9%	METCALFE	51.6%	-----	
EDMONSON	71.1%	MONROE	93.4%	AVERAGE 68.6%	

HOW YOUR DONATION IS MAKING AN IMPACT

- Preparing high school students to stay in school, graduate and transition to college through the development of soft skills
- Building character, leadership and life skills during out-of-school time
- Reducing individual risk factors through focus on literacy, science and math
- Expanding opportunities for hands-on learning activities in the areas of STEM
- Creating career pathways for students through a state-of-the-art learning environment

COLLEGE & CAREER READINESS PROGRAMS:

- Allen County Schools Technical Center College & Career Program
- Barren County Schools College & Career Readiness
- Boys & Girls Club of Bowling Green Teen Center
- Junior Achievement Equipped for Success
- Logan County Schools FRYSC College & Career Camp
- Logan County Schools School to Work Program
- WKU Research Foundation Soft Skills and Service
- WROTE After School & Summer Academic Enrichment



INCOME



INCOME GOAL:

People have the appropriate skills to maintain a living wage employment.

WORKFORCE DEVELOPMENT

HOW YOUR DONATION IS MAKING AN IMPACT

- Providing training skills to increase wages of single parents while simultaneously providing low cost afterschool programming for their children
- Assisting adults with obtaining academic skills and credentials needed to transition to post-secondary education, function productively in the workforce and support their families
- Supplying books and technology resources to students preparing for GED testing and career certifications
- Deliver basic academic and contextualized instruction allowing adult learners to obtain a GED and transition to a career pathway
- Provide basic English and industry related vocabulary with the goal of assisting in job placement

INCOME PROGRAMS:

Bowling Green/ Warren County Community Education Hand Up, Hand Back
Edmonson County Adult & Family Education
Hart County Adult Education
International Center Learn English & Become Self-Sufficient
Logan County Adult Education & Workforce Development

HEALTH

HEALTH GOAL:

Increase access to quality, affordable health and crisis intervention services.

ACCESS TO AFFORDABLE HEALTH CARE HOW YOUR DONATION IS MAKING AN IMPACT

- Educating elderly long-term care residents to improve health and well being
- Offering substance abuse education and counseling before treatment
- Helping individuals obtain health insurance and medical treatment
- Provide access to vision, dental, health, and mental health services
- Provide drug prevention programming to students to create a healthy and safe community and substance abuse among youth and adults

ACCESS TO AFFORDABLE HEALTH CARE PROGRAMS:

Barren River Long Term Care Ombudsman Program
BRASS Safety First
Butler County Schools FRC Family Assistance
Haven 4 Change
Community Medical Care Senior Program
Kentucky Legal Aid Benefits Counseling

SAFE HOME & COMMUNITY HOW YOUR DONATION IS MAKING AN IMPACT

- Giving victims of domestic violence and their children a safe environment in order to focus on treatment options, safety planning and eventual recovery
- Educating school age children about the dangers of bullying, sexual harassment, dating violence, and stalking
- Teaching parents and children to care for themselves and each other appropriately in order to reduce child abuse and neglect
- Providing support advocacy and intervention for abused, neglected and dependent children in the family court system

SAFE HOME & COMMUNITY PROGRAMS:

Branches of BRASS
BRASS ESCAPE
CASA (Court Appointed Special Advocates)
Family Enrichment Center Parent Education
Hope Harbor Community Violence Prevention & Education
Kentucky Legal Aid ESCAPE



SAFETY NET

SAFETY NET GOAL:

Basic needs are met in a timely manner through a coordinated system of resources

ACCESS TO BASIC NEEDS

HOW YOUR DONATION IS MAKING AN IMPACT

- Providing children with food at home for an entire school year
- Providing emergency housing to individuals who are homeless or in crisis
- Collaborating with community partners to fill in gaps for individuals in crisis by identifying causes and helping change the individuals' condition
- Helping single parents obtain stability through court action to establish child custody, housing, spousal maintenance and child support
- Resolving serious problems for individuals in financial crisis in order to increase their ability to secure basic needs for themselves and their children

ACCESS TO BASIC NEEDS PROGRAMS:

Allen County Schools FRC Family Support Services
The Community Relief Fund - Direct Assistance
Community Action of Southern Kentucky - Supportive Housing Program
Feeding America Backpack Program
Franklin-Simpson Good Samaritan Utilities Help
Kentucky Legal Aid Emergency Legal Assistance
Logan County Good Samaritan Emergency Assistance
Metcalf County Schools FRYSC
The Salvation Army Homeless Program
The Salvation Army Soup Kitchen and Food Box Program
Scottsville-Allen County Faith Coalition - Temporary Shelter

TRANSPORTATION

HOW YOUR DONATION IS MAKING AN IMPACT

- Supplying residents with options to assist with transportation to employment or employment related activities
- Offering transportation options to allow residents access to basic needs (i.e. food, housing, healthcare, etc.)

TRANSPORTATION PROGRAMS:

ARC of Barren County Shaw Transportation Program
Association of Rescue & Intervention Dispatch & Transportation
BRASS – goBG Transit Passes
Housing Authority of Bowling Green – goBG Transit Passes

FEED THE NEED

United Way of Southern Kentucky collected a record breaking more than 109,000 items in a region wide food drive titled "Feed the Need" across Allen, Barren, Butler, Hart, Logan, Simpson, and Warren counties in the spring of 2017. This represents a more than 11,000 item increase in donations from what was collected in the previous year and the most that the drive has collected in any one year since it began. This year, more than 80 companies and organizations in Allen, Barren, Butler, Hart, Logan, Simpson, and Warren Counties participated by holding internal food drives February 1st – March 18th. As well, each year volunteers are recruited to assist with passing out flyers and collecting donations at local participating grocery stores to supplement the collected items from organization drives. This year, approximately 400 volunteers assisted with the in store drives across the 7 participating counties.



**FEED
THE
NEED.**



Get Connected. Get Answers.

2-1-1 is a free and confidential service that helps people find local resources to assist with basic needs. In July of 2017, 2-1-1 services in Southern Kentucky were expanded to 24 hours a day, seven days a week. 2-1-1 is an information and referral helpline and website that can be accessed by a phone or computer. It provides quick and easy access to health and human services available in the local community.

Nationally, 2-1-1 coverage is a little over 93%. However, prior to July 1, 2016, Kentucky had less than 43% coverage. Since Southern Kentucky 2-1-1's launch, Kentucky has reached over 63% coverage by expanding coverage and providing services to residents in a 10 county region of Southern Kentucky.

Residents are encouraged to call 2-1-1 which is a toll-free number that connects them with a trained Contact Specialist who can assess needs, determine options and provide contact information for local organizations and agencies in the area who can provide assistance. They may also access this information from their computer by going to www.211center.com and searching online for resources in their area.

Efforts to improve and expand Southern Kentucky 2-1-1's database continue and remain on-going. In addition, Southern Kentucky 2-1-1 plans to offer texting as another mode of communication in 2018 as we continue efforts to better serve residents in the region.

Success Story

Southern Kentucky 2-1-1 received a call from a Butler County resident seeking food assistance and assistance in obtaining short term disability on behalf of her son who is diabetic. Our office provided information and referrals for supplemental insurance programs and food stamps. During a follow-up call with the client a week later, the client confirmed she was able to obtain services on behalf of her son and stated, "The lady I spoke with was so helpful. My son is a diabetic and we didn't know what to do. We appreciate 2-1-1- so much, thank you."

Thank you to the following generous donors in 2017:

- Butler County Fiscal Court
- City of Bowling Green
- City of Glasgow
- Many Individual Donors
- Hart County Chamber of Commerce
- Warren County Fiscal Court
- City of Scottsville

LOOKING AHEAD

In its first full year of operation (7/18/16 - 7/18/17), the Southern Kentucky 2-1-1 Contact Center received more than 6,300 calls. With the expansion of 24/7 live call service in July 2017, the center is on track to receive more calls during its second year. Stay tuned for details about full call volume for Year 2 to be released in July 2018 as part of the 2018 2-1-1 Report to the Community.

2-1-1 connects you to information about:

- | | |
|----------------|------------------------|
| Childcare | Housing |
| Education | Employment |
| Health Service | Parenting Resources |
| Legal Help | Emergency Preparedness |
| Transportation | Energy Assistance |
| Counseling | And Much More |
| Food | |



STUDENT UNITED WAY

Young people across the country are helping to improve their local communities by giving, advocating and volunteering. This powerful movement called Student United Way, is helping to advance the common good. Currently, Student United Ways exist on more than 60 campuses across the United States.

The WKU Student United Way is a student-run branch of the United Way of Southern Kentucky. Through our efforts, we hope to encourage other students to become both active members of our clubs and volunteers within their own community. Ultimately, our goal is to inspire our members to continue giving and volunteering beyond their careers at WKU.



WKU STUDENT UNITED WAY ACTIVITIES

- 2/15 Volunteer event at The Salvation Army food kitchen
- 2/27 Fundraiser at Buckhead Cafe
- 3/5 Volunteer event at Hope Harbor garden
- 3/9 Volunteer event at Hotel Inc.
- 3/25 Volunteer event at Family Enrichment Center 5K
- 3/28 Volunteer event at Curbside Ministries
- 3/28 Fundraiser at Azzip
- 4/12 Volunteer event at BRASS
- 4/18-4/19 Bargains for a Benefit fundraiser
- 4/21 Adopt-a-Highway clean up
- 5/10 Grant presentation to BRASS
- 9/14 Volunteer event at The Salvation Army Thrift Shop
- 9/21 Volunteer at SOKY Spirits for Big Brothers Big Sisters
- 10/19 Fall Festival and Cornhole Tournament
- 10/29 Adopt-a-Highway clean up
- 11/2 Volunteer event at The Foundry



RETIRE UNITED

RETIRE UNITED was established in 2017 as a new initiative to engage retirees by offering ways to continue to Give, Advocate & Volunteer. One of the initial projects established by the group was to build and maintain Book Swap Boxes as a way for community members to return, exchange, and donate children's and adult books to encourage a love of reading throughout the year.



CONGRATULATIONS AS YOU STEP OUT TO A NEW PHASE OF LIFE!

We can help you explore different activities and create new passions!



SPECIAL EVENTS

WKU LIVE UNITED WHITE OUT SEPTEMBER 23, 2017 WKU VS BALL STATE

Thanks to sponsors U.S. Bank, WKU Athletics, and Fruit of the Loom, more than 2,000 LIVE UNITED shirts were distributed to fans!



U.S. BANK HANDBAGS FOR HOPE

More than 400 individuals gathered on June 8, 2017 for the U.S. Bank Handbags for Hope Silent & Live Purse Auction presented by Erie Insurance to raise \$54,410 in support of United Way's Early Childhood Education efforts. An additional more than \$13,000 was also raised to support United Way's Dolly Parton's Imagination Library directly on this one night.



HANDBAGS *for* HOPE
LIVE & SILENT PURSE AUCTION



DAY OF CARING

The United Way Day of Caring is a structured day of volunteer opportunities that provide participants with a peek at volunteering. As part of the Day of Caring, businesses and organizations can make a commitment to offer their employees a chance to "step away from their desks" to provide hands-on, volunteer labor for a wide variety of projects.

Wednesday, July 26, 2017, marked United Way of Southern Kentucky's ninth annual Day of Caring. On this one day, more than 1,000 volunteers representing more than 70 companies and organizations across Allen, Barren, Butler, Hart, Logan, Simpson, and Warren Counties joined local non-profit organizations to complete more than 70 projects! Following in line with United Way's Community Impact focus, all Day of Caring projects were designed to impact issues in Education, Income, Health, and Safety Net.

**THE IMPACT WAS IMMEDIATE...
BUT THE EXPERIENCE WILL LAST A LIFETIME!**



MAJOR GIFTS



ALEXIS DE TOCQUEVILLE SOCIETY \$10,000 +

Alexis de Tocqueville was a French philosopher and philanthropist who traveled America in 1831. His journals record his thoughts on democracy and his observations about the remarkable commitment Americans make to the improvement of their communities. The name Tocqueville Society was chosen in honor of his admiration for the spirit of voluntary association and effort towards its advancement. United Way of Southern Kentucky's Tocqueville Society is composed of philanthropists who contribute an annual gift of \$10,000 or more to United Way with the same commitment to improving our community that has built the foundation of our country:

Troy & Ann Puckett

Laura Goad Turner Charitable Foundation

Anonymous

CHAIRMAN'S SOCIETY \$5,000 - \$9,999

A major gift today can literally change the lives of hundreds – even thousands – of vulnerable children and families in our community. As those lives are changed today, so too are the lives to follow for generations to come. These community leaders and philanthropists are investors who want to create significant impact with their contributions that will result in concrete and measurable changes.

Pete & Dixie Mahurin

Jim & Eva Martens

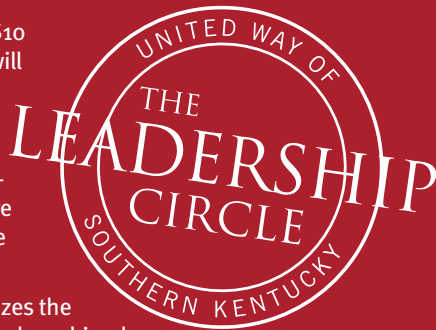
Gail B. Martin

Rocky & Pat Price

LEADERSHIP CIRCLE

If you have ever given to United Way – whether it be \$10 or \$10,000 – you have helped to create change that will endure, grow, and lift people across Southern Kentucky. Together, we make up a larger community that transcends county lines. We are a community where every member's contribution – great or small – makes a difference, and where each of us gets to leave our fingerprints on a legacy of change that will endure long after we're gone.

United Way of Southern Kentucky particularly recognizes the extraordinary generosity of the following individual and combined spousal gifts of \$1,000 or more known as the Leadership Circle.



On May 11, 2017 the United Way of Southern Kentucky Leadership Circle members converged at Olde Stone to celebrate the more than \$312,500 they have invested together in United Way's work in Education, Income, Health, and Safety Net.

VISIONARY SOCIETY

\$2,000 - \$4,999

Anonymous
Charles Adams
Tommy Adams
John & Cara Benningfield
Vince & Kathleen Berta
Craig & Deborah Browning
Ray Carcione
Mac & Stephanie Coleman
Brent & Kathy Fackler
The Ogawa Family
Lucille P. Gartman
Tom & Joanne Gilliam
Spike & Donna Harmon
Norman E. & Carole B. Harned
Debbie Hills
Barry & Joy Howard
Chris & Cindy Krebs
Tracey T. Madison
Steve J. McDonald
Dale & Carol Miller
Randy Schumaker
Brent & Sandy Sealey
Kai Spande
Gary Sprinkle
Anna Swierkosz
Dana & Melissa Taylor
Joe & Katy Tinius
John Yonts

IMPACT SOCIETY

\$1,000 - \$1,999

Anonymous
Cortez & Janice Adams
Jon Andrews
Robert Armstrong
David A. Barker
Darrell Bellar
John Berry
Bob & Cindy Blitz
Douglas Bower
Jeremy Breden
Dan & Sandy Brown
Justin Browning
Jody Bryant
Kristine Radke-Butts
Michael Byrley
Ken & Melissa Campbell
Mr. & Mrs. Patrick Carter
Chris & Anne Champion
Jere Chapman
Rob Clayton
Matt & Julie Coffey
Lee Coleman
Tevin Coleman
Thad & Pam Connally
Lesa Cooke
Lis & Kenny Cravens
Kenneth Crawford
Scott & Tricia Crocker
Tony Crossland
Nathan Holaday & Cheryl Davis
Chad Davis
Daniel Denihan
Lavette Dice

John M. Dix
Les Dooley
Dr. & Mrs. Richard A. Dressler
James S. Dunne
Kenneth & Kathleen Duvall
Jeanene Edwards
Mr. & Mrs. Gary Ellis
George & Pam Fields
Thomas & ZoAnn Flynn
Carey Gardner
Linda Gensler
Dudley & Kimberly Gentry
Stan Gish
Jim Green
Bill & Carol Greer
Scott Gregory
John & Barbara Grider
Mike Grubbs
Phillip & Brenda Guest
Chris Guthrie
Richard & Barbi Hamilton
Michael Hammers
Claire Hammond
John P. Hans
Joe & Ellie Harbaugh
Altricia C. Harrell
David & Jeana Harrer
Mark Hartman
Roger D. Haycraft
Mandy Hicks
Kyle Hines
Mark Hoban
Sherry Howell
Stacey Hughes
John K. Humkey
Jeff & Kathy Hunt
Mark & Amy Hunter
Frank Iannuzzi
Lawrence Pike III
Mac Jefferson
Harvey & Sarah Johnston
Kirby Jordan
Fred Russell Cherry Jr.
Buddie Jones Jr.
Sharon Kreke
David & Trellice Krupa
Owen Lambert
Mark & Toni Langevin
John & Stacie Lee
Ryan & Dana Leisey
Rodger Light
Drew Lindsey
Marc Lively
Roger Longest
David & Susan Lyng
Jack & Jenny Marquardt
Stephanie H. Marsh
David & Javene Martin
Cecil Martin
Gary McClure
Craig & Deborah McCormick
Dewayne McDonald
Rick & Janie Medlin
Beth & Mark Minotti
Mark T. Mitchell
John A. Morgan
Matthew Murphy

Shane Murphy
Dena & Robert Nelsen
Bill Newton
Matthew Nicklies
Brent & Sue Ann Norris
Brad Odil
Mike O'Kelly
Bill Osborne
Tad & Jennifer Pardue
Craig Parker
Laurinda Parrish
Cletus & Donna Payne
Chad & Nicole Payton
Tony & Jayne Pelaski
Ken Perdue
Chris Phillips
Cathy Pillow
Brenda Polley
Daniel Price
Charles & Julie Pride
Gary & Julie Ransdell
Roy & Myra Reasonover
Bill & Melinda Riedel
Melyssa Roberts
Rene Rodrigue
Mark & Lesli Rohrig
Nora Roper
Marc Ruiz
Jerry Searcy
Michael & Julia Seiler
Brian Sewell
Mike Sherrod
Fred & Christine Siegle
Sheila & Preston Simmons
Jeff Simons
Steve Sinclair
Carl Smith
Alan & Tonda Spencer
Eric Spurlock
Doug Squeglia
Fred Stevens
Cheryl Stevens
Todd, Rebecca & Blake Stewart
Kathryn Stewart
Paul Sullivan
Bruce & Natalie Sykes
Eddie Talley
Alan & Michelle Taylor
Kim M. Thomas
Steve & Brenda Thurmond
Traci Trasky
Stephen Trussell
Greg Turner
Chris Veith
Michael & Shannon Vitale
Ken & Tamara Volger
Christiaan L. & Anne Volkert
Adam & Misty Wade
Eric & Drue Walker
Greg & Melissa Wassom
John & Theresa Wells
Lanny White
Mike & Terri Wiethorn
Rick Wilson
Bryne Wiseman
Darren & Melissa Woodruff
Zak Wren

WORKPLACE CAMPAIGNS

Total Raised: \$2,029,705

Total Number of Donors: 6667

Total Number of Campaigns: 171

The United Way workplace campaign unites employees in all offices or branches of a company, and provides an opportunity to donate and speak out for causes that matter. The workforce campaign is about more than raising money for a worthy cause; it also strengthens connections between employees and the community as employees are able to experience the satisfaction of seeing their donations create impact on people's lives. When the needle moves on important social issues in our community, employees of these companies can know that their company or organization helped to make a difference, and therefore feel proud of their collective accomplishments.

TOP 50 2016/17 CAMPAIGNS Thank you to the following:

1. Fruit of the Loom
2. General Motors & UAW Local 2164
3. Logan Aluminum
4. Trace Die Cast, Inc
5. U.S. Bank - Area Wide
6. Hill's Pet Nutrition
7. Western Kentucky University
8. The J.M. Smucker Company
9. WRECC
10. Georgia Pacific-Dixie
11. Lord Corporation
12. Warren County Public Schools
13. Berry Plastics
14. City of Bowling Green
15. BKD LLP
16. Emerson Electric
17. LSC Communications
18. Warren, Simpson, Butler Water Districts
19. Dollar General Corporation
20. United Parcel Service
21. ATMOS Energy
22. Citizens First Bank-Area Wide
23. Ventra Plastics
24. Greenview Regional Hospital
25. Wells Fargo
26. Country Oven Bakery
27. Bowling Green Municipal Utilities
28. Franklin Precision Industry
29. Martin Automotive Group
30. Enterprise Rent-a-Car
31. Allen County Schools
32. Bendix Spicer Foundation Brake
33. English, Lucas, Priest & Owsley LLP
34. Bowling Green Metalforming
35. Sumitomo Electric Wiring Systems, Inc
36. Kentucky Chrome Works
37. Van Meter Insurance
38. Meritor
39. The Stupp Bridge Group
40. Kroger Riverside Center #535
41. BB&T Bowling Green
42. Halton Group of Americas
43. Hilliard Lyons
44. Charles M Moore Insurance Agency
45. AT&T
46. Meijer
47. Bowling Green City Schools
48. Logan County Schools
49. Community Action of Southern Kentucky
50. Housing Authority of Bowling Green



FINANCIAL ACCOUNTABILITY

United Way of Southern Kentucky takes our role as a trusted community leader very seriously. As a result, we have a long tradition of adhering to very high standards of accountability and transparency. As part of this commitment to these standards, our annual audit and IRS Form 990s for the current reporting term and last five years are available on our website at uwsk.org.

United Way of Southern Kentucky, Inc. Statement of Financial Position As of June 30, 2017

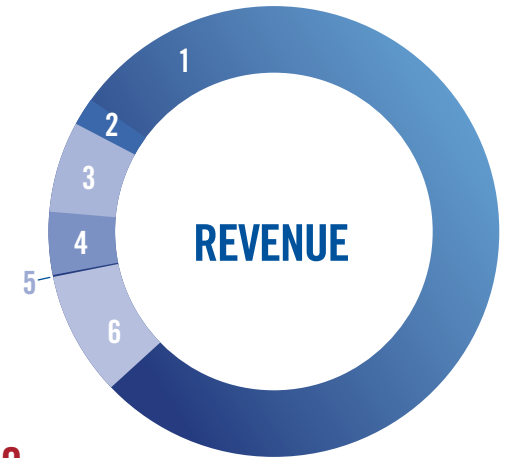
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
Assets			
Cash and Cash Equivalents	\$297,454	\$48,702	\$346,156
Investments	\$1,237,772	\$310,011	\$1,547,783
Contributions Receivable, less allowance for uncollectibles of \$162,375	\$857,943	\$1,700	\$859,643
Grant Receivables	\$4,306	-	\$4,306
Other Receivables	\$16,110	-	\$16,110
Prepaid Expenses	\$9,780	-	\$9,780
Land, Building and Equipment, net	\$201,133	-	\$201,133
TOTAL ASSETS	\$2,624,498	\$360,413	\$2,984,911

Liabilities and Net Assets

Liabilities			
Accounts Payable	\$8,369	-	\$8,369
Accrued Expenses	\$42,416	-	\$42,416
Allocations Payable	\$923,833	-	\$923,833
Designations payable, net of allowance for uncollectibles of \$14,316	\$104,689	-	\$104,689
Deferred revenue	\$384	-	\$384
TOTAL LIABILITIES	\$1,079,691	-	\$1,079,691
Net Assets			
Unrestricted			
Operating	\$1,513,301	-	\$1,513,301
Endowment fund - Board Designated	\$31,506	-	\$31,506
Temporarily Restricted	-	\$360,413	\$360,413
TOTAL NET ASSETS	\$1,544,807	\$360,413	\$1,905,220
TOTAL LIABILITIES AND NET ASSETS	\$2,624,498	\$360,413	\$2,984,911

REVENUE \$2,281,537

- 1) Campaign: \$1,771,219
- 2) Early Childhood Education: \$48,989
- 3) Endowment: \$1,679
- 4) 2-1-1 Center: \$146,856
- 5) Special Events: \$105,165
- 6) Other Revenue: \$207,629



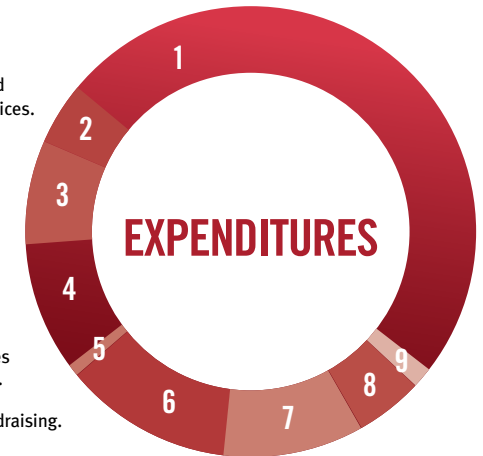
EXPENDITURES \$1,892,120

PROGRAM SERVICES: \$1,349,188 (71%)

- 1) Fund Distribution: \$940,708 (50%)
United Way impacts critical issues led by community volunteers.
- 2) Community Impact Account: \$83,773 (4%)
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: \$140,262 (7%)
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: \$177,946 (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 \$6,499 (>1%)

SUPPORTING SERVICES: \$542,932 (29%)

- 6) Management and General: \$237,504 (13%)
Includes investments in infrastructure and operations.
- 7) Fundraising: \$188,975 (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: \$93,420 (5%)
- 9) UWW Dues: \$23,033 (1%)



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

LIVE UNITED

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