

# Our partners

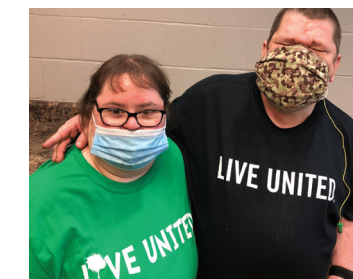
We partner with 28 non-profit health and human service agencies that help the hungry, the homeless, the powerless...seniors, babies, children and adults with disabilities...families torn apart by drug addiction, struggling to put food on the table, or recovering and rebuilding their lives after the devastation from a tornado, flooding or pandemic. We are United in our vision that together we should fight for a better future for all.

and mental health challenges. United we confront illiteracy and provide mentorship programs. No matter the obstacles. No matter the odds. We surround our community's most critical problems. And we fight. We fight for our neighbors, our co-workers, our families and our friends. We fight for those who need a voice and those whose names we do not know. Because transformation doesn't happen alone. We have one life. To live better, we must Live United.

Thanks to our partner agencies, we are making sure that youth have a mentor to help them reach their full potential, and low-income families have affordable day care so they can go to work or school and leave their children in a safe place where they will become kindergarten ready. Middle schoolers are receiving extra reading help so they don't fall behind, foster children are finding their forever homes, and seniors are able to stay independent in their homes because meals are delivered to their doorstep. Children have a safe place to go after school, and abused and neglected children have an advocate and voice in the courtroom. Children with disabilities are receiving intensive physical therapy, and those struggling with mental health issues have access to quality counseling.

We are more than the fundraisers. We are the handraisers. We raise our hands not only to lead the fight, but to reach out to people who need our help... and hope. United we face food insecurity. United we battle for those struggling with addictions

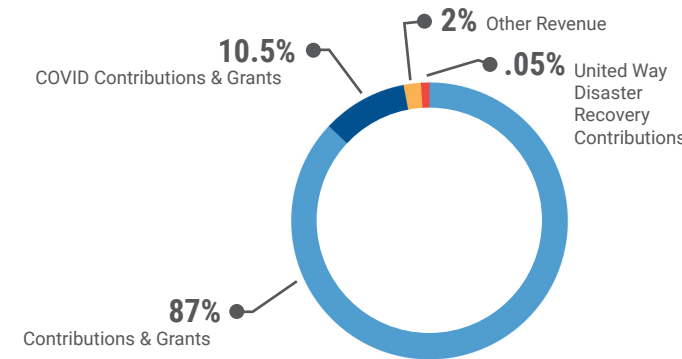
Visit [unitedwaycemo.org](http://unitedwaycemo.org) to learn more about how our partners are helping people live their best possible lives.



## PARTNER AGENCIES & INITIATIVES

- 4-H Youth Program
- ABLE
- American Red Cross
- Big Brothers Big Sisters
- Boy Scouts
- Boys & Girls Club
- Capital City CASA
- Capitol Projects
- Central Missouri Foster Care & Adoption Association
- Community Health Center
- Compass Health Network
- Council for Drug Free Youth
- Dreams to Reality
- Early Childhood Initiative
- FamilyWize
- Girl Scouts
- Homemaker Health Care
- Jefferson City Area YMCA Child Development Center
- Little Explorers Discovery Center
- Osage County Community Living
- Rape & Abuse Crisis Service
- Salvation Army
- Senior Nutrition Council
- Special Learning Center
- The Food Bank for Central & Northeast Missouri
- The Sneaker Project
- Tri-County YMCA
- United Way 2-1-1

# Our financials



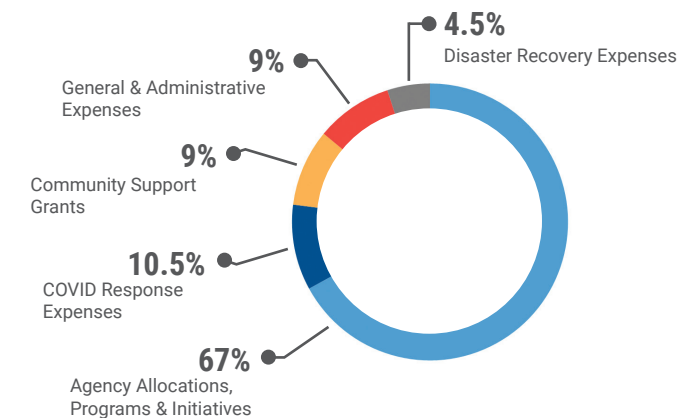
**2020 Revenues**  
\$2,616,335

**Contributions & Grants** are funds donated to United Way of Central Missouri to support our mission and programs that promote health, education, financial stability and basic needs.

**COVID Contributions & Grants** are funds donated or awarded to the United Way of Central Missouri to provide immediate and short-term support for those impacted by COVID.

**Other Revenue** includes income generated from the sale of promotional materials, special events and miscellaneous activities.

**United Way Disaster Recovery Contributions** are funds donated to United Way of Central Missouri to provide intermediate and long-term support to disaster survivors and the community.



**2020 Expenses**  
\$2,573,601

**Agency Allocations, Programs & Initiatives** are costs related to funding United Way of Central Missouri's programs that promote health, education, financial stability and basic needs.

**COVID Response Expenses** are costs related to immediate and short-term COVID response efforts.

**Community Support Grants** are costs related to grant investments to any qualifying health and human service 501(c)(3) to address immediate, critical, unmet needs or to help with an emerging need or COVID recovery programs.

**General & Administrative Expenses** are costs related to administering the day-to-day activities of United Way of Central Missouri.

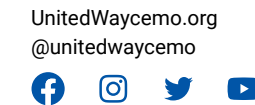
**Disaster Recovery Expenses** are costs related to intermediate and long-term disaster recovery efforts.

**Unaudited Fiscal Year 2020 Results**  
2020 Audit Results Available April 2021



United Way of Central Missouri

205 Alameda Drive  
Jefferson City, Missouri 65109  
573.636.4100  
UnitedWaycemo.org  
@unitedwaycemo



# Our impact

## 2020 ANNUAL REPORT



# Our work

## OUR CREDO

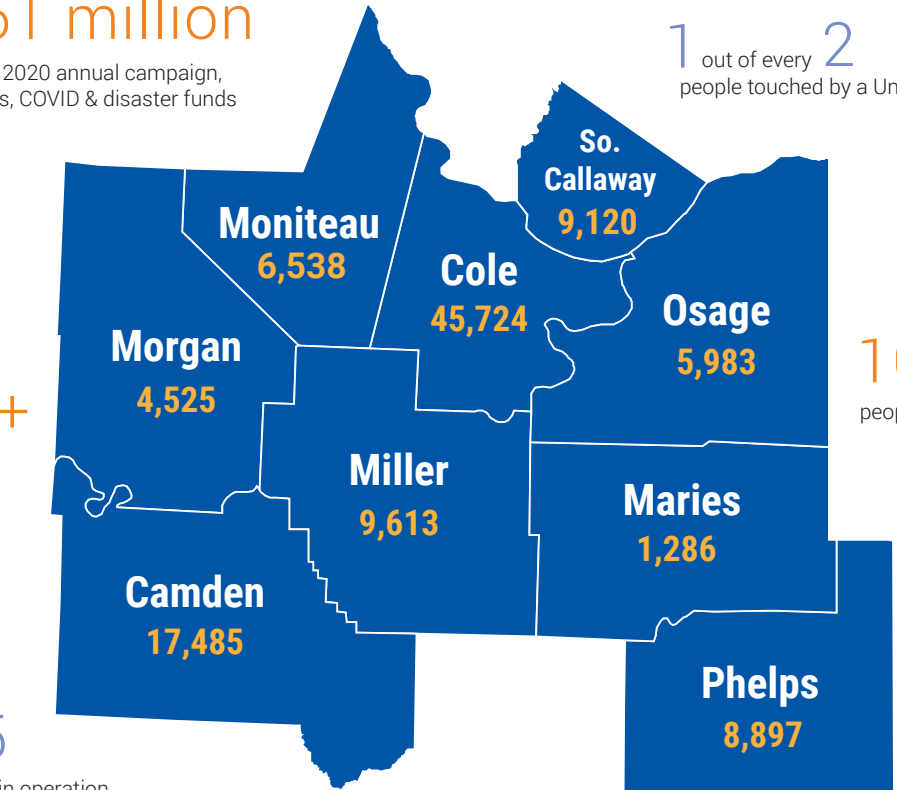
UNITED WAY OF CENTRAL MISSOURI FIGHTS FOR THE HEALTH, EDUCATION, FINANCIAL STABILITY & BASIC NEEDS OF EVERY PERSON IN OUR COMMUNITY.

**\$2.461 million**

raised through 2020 annual campaign, foundation gifts, COVID & disaster funds

**1,800+**  
volunteers

**95**  
years in operation



**1** out of every **2** people touched by a United Way agency

**109,171**  
people served

**7,000+**  
donors

## OUR VISION

UNITED WAY OF CENTRAL MISSOURI ENVISIONS A COMMUNITY WHERE ALL INDIVIDUALS AND FAMILIES ACHIEVE THEIR POTENTIAL THROUGH EDUCATION, INCOME STABILITY AND HEALTHY LIVES.

## OUR MISSION

UNITED WAY OF CENTRAL MISSOURI IS A LOCAL, VOLUNTEER-DRIVEN ORGANIZATION THAT IMPROVES LIVES BY MOBILIZING THE CARING POWER OF OUR COMMUNITY.

## our board of directors

### EXECUTIVE COMMITTEE

**Chairman**  
Greg Meeker  
Modern Litho-Print

**Vice Chairman**  
Matt Tollerton  
Central Bank

**Past Chairman**  
Chip Webb  
Ameren Missouri

**Treasurer**  
Ryan Henry  
Williams-Keepers

**Secretary**  
Claudia Kehoe  
Community Volunteer

**Member-at-Large**  
Gaspere Calvaruso  
Capital Region Medical Center

**Member-at-Large**  
Andy Fechtel  
Fechtel Beverage & Sales

**Member-at-Large**  
Mark Mueller  
Jefferson Bank

### BOARD MEMBERS

Corey Backus  
GFI Digital

Gregg Bexten  
Hawthorn Bank

Sharon Campbell  
Missouri Farm Bureau Insurance

Tammy Chute  
Scholastic

Ryan Freeman  
Freeman Mortuary

Ryann Gildersleeve  
ABC17/KMIZ

Mike Hoelscher  
Legends Bank

Dr. Larry Linthacum  
Jefferson City School District

David Meyer  
Central Bank

Ben Musholt  
Armstrong Teasdale

Lori Simms  
State of Missouri

Beverly Stafford  
SSM Health St. Mary's Hospital

Stacey Sturm  
Modine Manufacturing

Connie Vaughan  
Candlewood Suites

Sheriff John Wheeler  
Cole County Government

Dr. Jerald Woolfolk  
Lincoln University

### EX-OFFICIO

**Communications Chairman**  
Mike Downey  
KJLU, Lincoln University

**Fund Allocation Chairman**  
Britt Smith  
City of Jefferson

## our covid response

In a challenging year, our commitment to being central Missouri's safety net meant we found innovative ways to be responsive and partner with community organizations and provide help in the nine counties we serve - in addition to executing our annual fundraising campaign that provides critical ongoing funding support to our partner agencies.

From mobilizing volunteers to developing new relief funds to collecting and distributing critical supplies, United Way of Central Missouri was—and continues to be—committed to protecting and serving our community during unprecedented times caused by the global pandemic.

In 2020, we needed to be agile and pivot in order to address the gaps experienced by health and human service agencies and be responsive to these unprecedented, changing needs. We understood COVID was causing a surge in demand for services, and that it was critical that agencies and community organizations have the resources needed to continue to operate at the highest capacity and to offer additional services when appropriate.

<b>\$244,894</b> in COVID relief grants to area health & human service agencies through 3 phases of grant distributions	<b>\$43,100</b> in 168 COVID relief gifts to local restaurant/bar employees through the Central Missouri Food Service Industry Relief Fund	<b>\$13,200</b> in 50 COVID relief gifts to local healthcare employees through the Central Missouri Medical Personnel Relief Fund	<b>2,667</b> masks, hair covers & surgical caps collected & distributed to local hospitals & other essential employees	<b>119</b> assistance requests connected to area agencies & faith-based partners through the Cole County COVID Assistance Helpline
<b>146</b> units of blood collected through 4 blood drive partnerships with American Red Cross to relieve the low blood supply due to COVID	<b>24,000</b> gallons of free milk distributed to community members in partnership with USDA Farmers to Families Program	<b>1,425</b> healthy meals provided to children in pockets of poverty through the Food 4 Kids Program	<b>200</b> calls made to 2019 tornado & flood survivors to survey if additional resources were needed due to COVID	<b>696</b> volunteers mobilized to work the 6 mobile food pantries in Cole County to ensure food would continue to be provided to the hungry during COVID

## our dr. seuss campaign

### 2020 Pacesetters

A huge thank you to this exemplary group of businesses that 'jump start' our annual campaign!

Capital Region Medical Center  
Central Bank/CTS/Central Mortgage Co.  
City of Jefferson  
Cole County Government  
Fechtel Beverage & Sales  
GFI Digital  
Genesis Company  
Hawthorn Bank  
Huber & Associates  
Jefferson Bank  
Jefferson City Autoplex  
Jefferson City Medical Group  
Joe Machens Capital City Ford  
Lutheran Senior Services  
Mid America Bank

Missouri Auto Dealers Association  
Missouri Farm Bureau  
Missouri Hospital Association  
Modern Litho/Brown Printing  
Modine Manufacturing  
Osage Ambulances  
Providence Bank  
Schmucks  
Septagon Construction  
SSM Health St. Mary's Hospital  
Target  
United Parcel Service  
United Way Agencies  
Wallstreet Group  
Williams-Keepers



### QUICK CAMPAIGN STATS

#### Total Raised

\$2.194+ million

#### Total Donors

7,000+

#### Workplace Campaigns

193

#### Corporate Gifts

208

## power of the purse

Power of the Purse is Women United's signature fundraiser of the year! This event offers an opportunity for women in our community to show their support for the United Way of Central Missouri and the over 109,000 people served through our 28 partner agencies—while enjoying the camaraderie of other caring women, shopping for purses and of course supporting a great cause!

The 2020 Power of the Purse event took on a virtual format and was hosted through an online platform over 5 days. It started with a silent auction beginning November 18 through November 22, with approximately 70 bags available for purchase—ranging from upscale, brand-name purses, to local hand-made bags and vintage collectibles. Through a live feed on the evening of November 19, gentlemen in our community had fun modeling the highest valued Live Auction purses on Facebook Live! Special thanks to Andy Fechtel, our veteran emcee of the evening!

Our goal was to raise a net amount of \$24,000—and we are thrilled to share we raised a net total of \$30,000! Funds raised will support the work of the United Way of Central Missouri to help people in our community live their best possible lives.

United Way is grateful for the many generous event sponsors, purse donors, and the Live Auction experience donors! And of course, our accolades to the ladies whose vision and dedication saw the Power of the Purse to a successful conclusion...planning extraordinaires Cassandra Atchison and Brittany Baines and their twenty-member committee of talented, compassionate women who care about our community.

Women United is an opportunity for women of all ages, backgrounds and skill sets to come together to help children, families and seniors in need through volunteering, advocating and special-event fundraising.



get involved! [www.unitedwaycemo.org/womenunited](http://www.unitedwaycemo.org/womenunited)

## our impact in numbers

**Health**  
24,637 individuals received medical, dental & behavioral health services

**19,500**  
youth participated in programs to learn the importance of staying drug & alcohol free

**Education**  
1,500+ children received Conscious Discipline instruction, a proven model of discipline to develop self-regulation skills

**3,801**  
youth participated in mentoring & leadership programs that build skills to ensure a brighter future

**Financial Stability**  
3,412 individuals attended training to gain parenting and life skills to empower them to live their best possible lives

**223**  
children's families maintained employment by accessing affordable child care

**Basic Needs**  
12,606 bed nights provided for men, women & children experiencing homelessness or abuse & neglect

**8,595,337**  
pounds of food distributed to those experiencing food insecurity

\*2020 People Served Results

## our grant recipients



### 2020 Community Support Grant Recipients Awarded June 2020

Anne Marie Project  
Big Brothers Big Sisters  
California Nutrition Center  
Capital City CASA  
Capital City Diaper Bank  
CASA of South Central Missouri  
Central Missouri Foster Care & Adoption Association  
Central Missouri Stop Human Trafficking Coalition  
Children's Learning Center of Camden County  
Citizens Against Domestic Violence  
Common Ground  
Community Building  
Council for Drug Free Youth  
El Puente - Hispanic Ministry

First Chance for Children  
Gateway Industries of Eldon  
Girl Scouts  
Great Circle  
HALO  
Healing Horses Therapeutic Riding Program  
Jefferson City Area YMCA  
Child Development Center  
Little Explorers Discovery Center  
Missouri Mental Health Foundation  
Osage Beach Senior Center  
Prevention Consultants of Missouri  
Rape & Abuse Crisis Service  
River City Habitat for Humanity  
St. James Caring Center  
The Food Bank for Central & Northeast Missouri

\$225,000 Awarded

\$24,000 in COVID relief requests

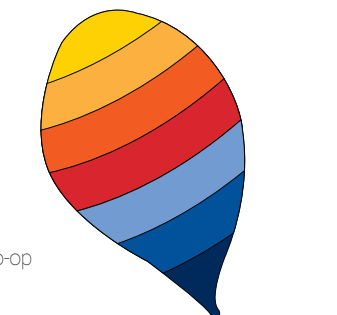
\$201,000 in critical need requests

28 health & human service agency recipients

## Top 40 Campaigns

Congratulations & thank you to our Top 40 organizations, who supported our campaign through corporate gifts and/or employee giving!

- Diamond Pet Foods
- Central Bank/CTS/Central Mortgage Co.
- Scholastic
- Ameren Missouri
- State of Missouri
- Osage Ambulances
- ITW EAE
- Hawthorn Bank
- Huber & Associates
- Jefferson Bank
- Capital Region Medical Center
- Jefferson City Medical Group
- Wallstreet Group
- SSM Health St. Mary's Hospital
- GFI Digital
- Missouri Farm Bureau
- Modern Litho/Brown Printing
- Farmer Holding Company
- Jefferson City School District
- Bartlett & West
- Mid America Bank
- Providence Bank
- Jefferson City Autoplex
- Three Rivers Electric Co-op
- Genesis Company
- Modine Manufacturing
- Fechtel Beverage & Sales
- United Parcel Service
- City of Jefferson
- Missouri Hospital Association
- Compass Health Network
- Gerbes
- Healthcare Services Group
- Williams-Keepers
- Freeman Mortuary
- Midwest Independent Bank
- Wren Solutions
- Joe Machens Capital City Ford
- Cole County Government
- Flat Branch Home Loans



## our foundation

### UNITED WAY OF CENTRAL MISSOURI FOUNDATION BOARD OF DIRECTORS

PHIL FREEMAN, PRESIDENT  
FREEMAN MORTUARY

LORI MASSMAN, VICE PRESIDENT  
SCHOLASTIC

KATHY GRAESSLE, TREASURER  
WILLIAMS-KEEPERS

ANN LITTLEFIELD, SECRETARY  
COMMUNITY VOLUNTEER

BERNIE FECHTEL  
FECHTEL BEVERAGE & SALES

JOHNNY RICHARDSON  
BRYDON, SWEARENGEN & ENGLAND

BOB ROBUCK  
CENTRAL BANK

KEN THEROFF  
JEFFERSON BANK

DAVE TURNER  
HAWTHORN BANK

The United Way of Central Missouri Foundation was established in 2003 to provide a permanent, sustainable avenue of support for the future of the United Way of Central Missouri through gifts, bequests and planned giving to ensure the United Way remains a vibrant resource in our community for future generations. The Foundation is governed by a Board of Directors and is a separate 501(c)(3) with the same high standards of fiscal accountability and good stewardship as the United Way of Central Missouri.

The founding members had the foresight and vision to understand the critical need for United Way of Central Missouri to have a safety net in case of a disaster or unforeseen event. The Foundation has been called on to fill that role many times over the last decade. The Foundation Board approved the purchase of a mobile food pantry to feed tens of thousands of hungry people; provided \$200,000 in grant funding to assist in tornado response and recovery; and continues to stand ready to provide financial assistance with unprecedented needs related to the Covid-19 pandemic.

United Way of Central Missouri's loyal donors are asked to consider remembering the Foundation through memorials, bequests and estate planning. A gift to the United Way of Central Missouri Foundation is a legacy to be proud of and a gift that blesses our community today and beyond.

Visit [unitedwaycemo.org/foundation](http://unitedwaycemo.org/foundation) for additional information & to support our Foundation today.

