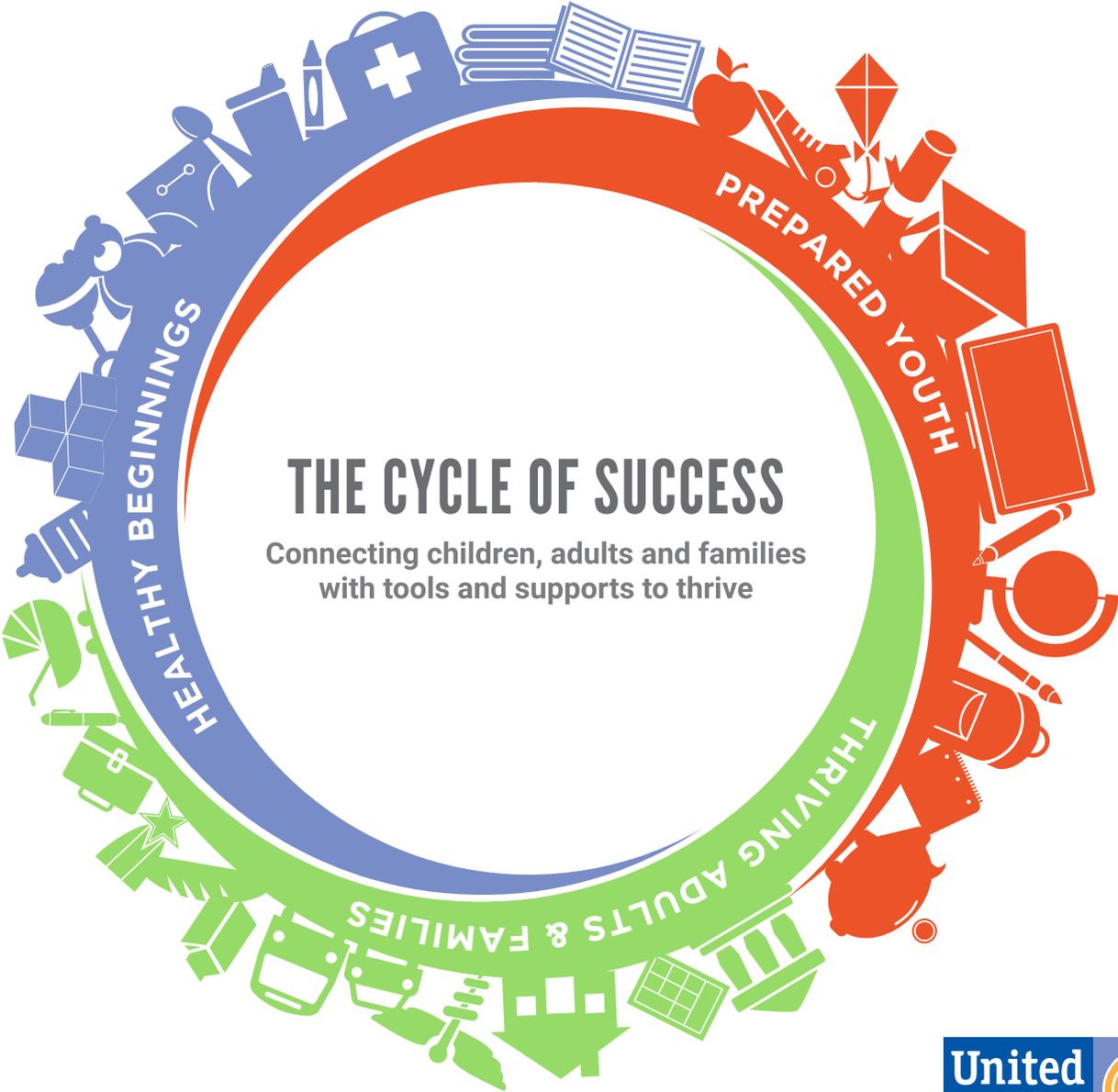


OUR WORK. YOUR IMPACT.

Each year with your help, United Way of Greater Kansas City works to create the best version possible of our community.

We stand alongside our donors and our volunteers as the leaders capable of understanding the community's unique needs and then addressing them in ways that create real change.

U M E I K C



WHAT WE DO

At United Way of Greater Kansas City, we are part of a global network that fights for the health, education and financial stability of every person in every community. But our focus is solely here at home. What we raise in Kansas City stays in Kansas City.

Here's what YOU helped accomplish in 2016:

88,999 children and youth were connected to quality out-of-school time programs

60,555 victims of violence, abuse and neglect received the support they need to heal from the effects of trauma

3,232 people with disabilities received support to live independently and reach their full potential

109,208 uninsured and low-income residents received healthcare from one of a network of community-based health clinics

The need for more help is real. More individuals and families than ever rely on United Way.

You can join the fight. **UNITED WE FIGHT. UNITED WE WIN.**

HOW WE DO IT

We have been the trusted experts in meeting Kansas City's needs for nearly a century.

United Way began its Community Impact work more than 10 years ago. Our impact-based focus within the Cycle of Success shows our dedication to working the right way.

Partner agencies must undergo a rigorous 28-point review and accountability process. We spend more than 4,000 hours every three years ensuring that they operate to our standards and are meeting the health and human services needs of the community.

The way United Way operates in our area works for the people in our community because it was created by the people in our community. Kansas Citians told us what they wanted and needed from our initiatives, and we listened. Then we took action.

Again and again, we have seen that health, education and financial stability are the areas of greatest need—and we've got the research to back it up.

WHY UNITED WAY

Our history and research mean that when you get involved with United Way, you know your investment is being spent in an impactful way to address some of our community's most pressing needs—such as poverty, homelessness, child abuse and literacy.

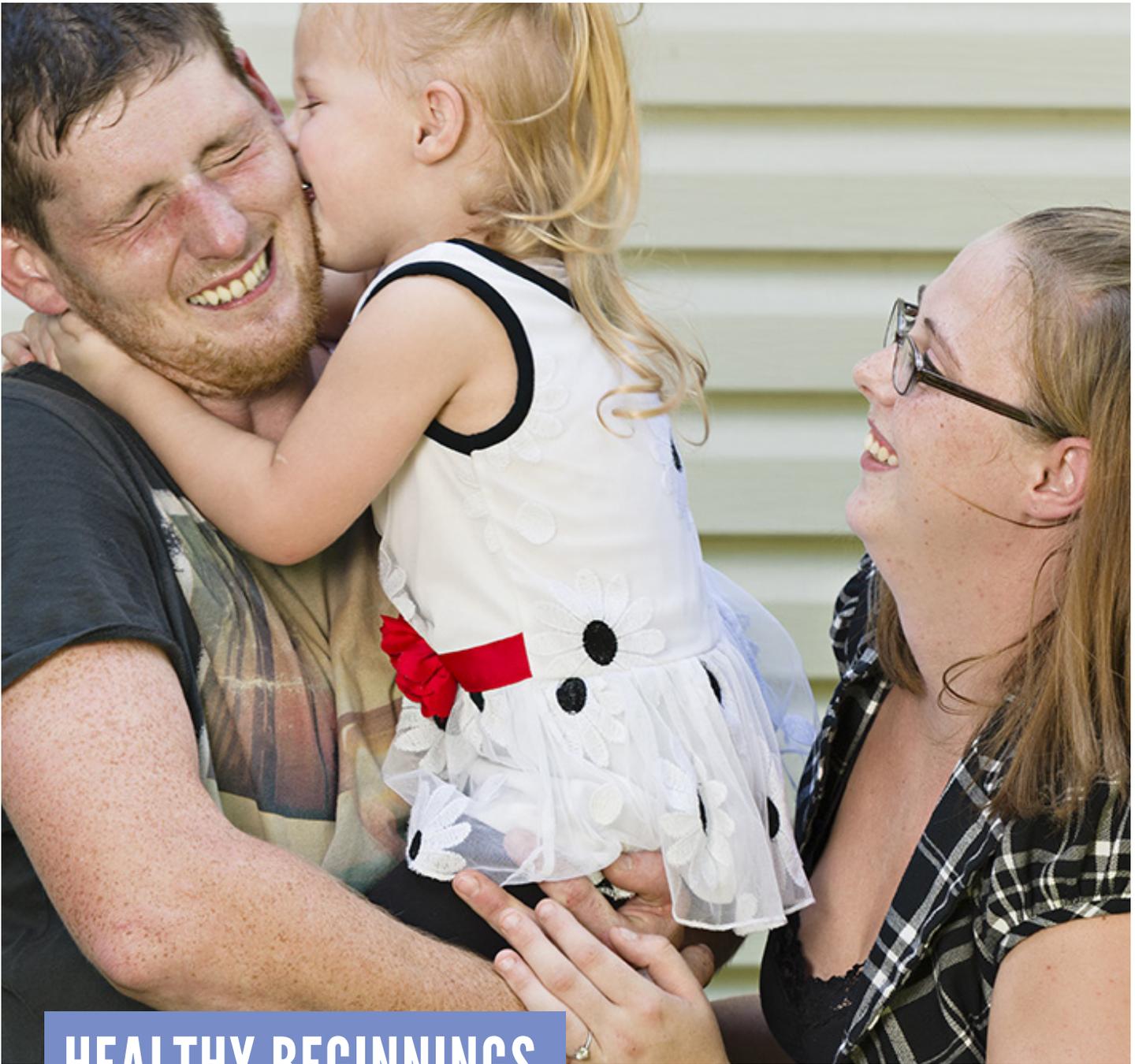
Plus, we take great pride in responsible distribution of funds raised. Consider: The Better Business Bureau recommends that all nonprofit organizations should have administrative costs of 25 percent or less. Our administrative costs are half that!

A gift to United Way leverages the expertise and problem-solving capabilities of many people and institutions in the community who, when working collectively to address the needs of our community, have much greater impact than any one of them could ever have on their own.

“If someone lends a helping hand to another and that person helps someone else, this creates a phenomenal chain of actions. As a community we can all benefit if we simply find it within ourselves to make any size donation, because any donation can truly make a difference in someone's life.”

ERICK P.

**FORMER UNITED WAY SERVICE RECIPIENT
CURRENT UNITED WAY DONOR**



HEALTHY BEGINNINGS

With Healthy Beginnings initiatives, children get the social, emotional and developmental support they need to thrive in their earliest years.

Your contributions will set the foundation for health, learning and success.

Ararah with her parents Nick Brown and Cherokee Atkins, who received support through Promise 1000 home visitations. "There is no such thing as a perfect parent but there is such a thing as a better parent," Cherokee says.





OUR OBJECTIVES

New parents receive support through home visitation during their child's first three years to nurture healthy development and counteract early childhood trauma. The earlier the investment, the greater the return. Ninety percent of brain growth is completed by age three, and disparities in child outcomes can be seen as early as 9 months of age.

Children get quality early learning opportunities so they enter kindergarten with the social, emotional, cognitive, language and physical skills needed for success in school.

Parents and caregivers gain the tools and understanding they need to provide the most effective early learning and developmental support for their children. By 18 months, children born to educated parents can have vocabularies 2-3 times higher than peers born into lower income households. By age 3, it is believed that children growing up in poor neighborhoods may hear up to 30 million fewer words than their counterparts. Smart investments in early childhood development can close the gap and course correct to avoid long-term burdens in education, health, and criminal justice systems.

OUR WORK

Take a look at just a few of the programs and initiatives we support to reach our objectives:

BORN HEALTHY & SCHOOL READY PROMISE 1000

Connects Greater Kansas City’s vulnerable families to supports that nourish the lives of young children during their first 1,000 days. Visitation provides a coordinated system of care for early childhood, encompassing child health and well-being, family well-being and stability, school readiness and the medical home.

Last year, 414 children prenatal to age one were enrolled thanks to you.

“I wanted to know the correct way to raise kids. It raised my self-worthiness and my confidence. I became a better person, a better mom.”

GWEN

MOTHER
PROMISE 1000 SERVICE RECIPIENT

FAMILY & CAREGIVER ENGAGEMENT SUCCESS BY 6 RESOURCE CENTERS

These centers provide parents and caregivers early learning tools and resources for child development during their child’s critical early years with a focus on early literacy.

Last year, 5,776 children received educational toys and books thanks to the generosity of our donors.

“Reading is very important – my mother instilled that in me. I want to open my daughters’ minds to the variety of what’s going on.”

ELISHA

MOTHER OF
DOLLY PARTON’S IMAGINATION LIBRARY RECIPIENT

DOLLY PARTON’S IMAGINATION LIBRARY

This initiative of the Women United Donor Network provides a free book every month to children from birth to age 5. This helps children develop better language skills, higher self-confidence, and a stronger parent-child relationship.

Last year, more than 2,700 children participated in the Kansas City metro.

MY VERY OWN LIBRARY

A total of 23,460 books were distributed to 2,346 children at seven high-poverty elementary schools through My Very Own Library, giving children an important gift – the love of reading.

YOUR IMPACT

WHAT THE GENEROSITY OF OUR DONORS AND VOLUNTEERS MADE POSSIBLE LAST YEAR

Last year, more than 5,000 parents gained access to information on child care options and early development.

These resources have a real-world impact on the futures of these children:

- The kinds of positive interactions experienced during proper early childhood education increase a child's social competency score. For every one-point increase in a child's score, they become twice as likely to graduate from college and nearly 50% more likely to be employed full-time by age 25.
- 414 infants, toddlers and their parents received help from Promise 1000
- 1,002 preschoolers made developmental gains through early-learning programs

WHAT IT ALL MEANS

When children and their parents are given the tools to succeed, they thrive. Our community sees the benefits for decades to come.





PREPARED YOUTH

Our Prepared Youth initiatives help school-age children and young people meet academic and developmental milestones that ultimately lead to success in college/workforce training, their careers and throughout their lives.

Courtney Calhoun found a sense of belonging and security through out-of-school programs at United Way funded agencies. Courtney is now attending a private college with almost 75 percent of the cost covered by grants and scholarships. "These programs open the door to a world of possibilities," she says.



OUR WORK

Take a look at a few of the programs and initiatives we support to reach these objectives:

QUALITY MATTERS

Children and youth in our region spend only 27 percent of their time in school. One in three are on their own after school.

This program increases quality out-of-school-time learning and developmental opportunities. It provides a safer, more supportive environment for learning, and demonstrates quality practice by increasing interaction and higher engagement.

More than 7,900 kids were positively impacted last year.

LAUNCH: COLLEGE AND CAREER SAVINGS ACCOUNTS

More than one in six young adults struggle to gain a foothold in the labor market and either drop out of high school or become disconnected from education beyond high school that they need for a pathway to a productive life and career.

This program creates opportunities for youth to save for college. Research shows that having even \$100 saved for education increases a young person's chances to attend college and thrive in their future careers.

“The assistance given to me by United Way reinforced the fact I am in control of my life and accomplishments.

As a young professional it brings me a great amount of pride and satisfaction knowing that my contributions are helping families and future students achieve their dreams.”

ERICK P.

**LAUNCH COLLEGE AND CAREER SAVINGS ACCOUNT
PROGRAM RECIPIENT**

UNITED WAY ALSO CONNECTS NEIGHBORS WITH THE FOLLOWING LIFE-CHANGING RESOURCES:

- Career pathways for school-age youth programs
- Services for transition-age youth programs
- Youth development and mentoring programs
- Child/Youth trauma and abuse programs—advocacy, intervention and treatment

YOUR IMPACT

WHAT THE GENEROSITY OF OUR DONORS AND VOLUNTEERS MADE POSSIBLE LAST YEAR

The lives of children and young people in Kansas City are enhanced by these initiatives. Without United Way's investments, these are people who would not have access to the hope and dignity we all deserve.

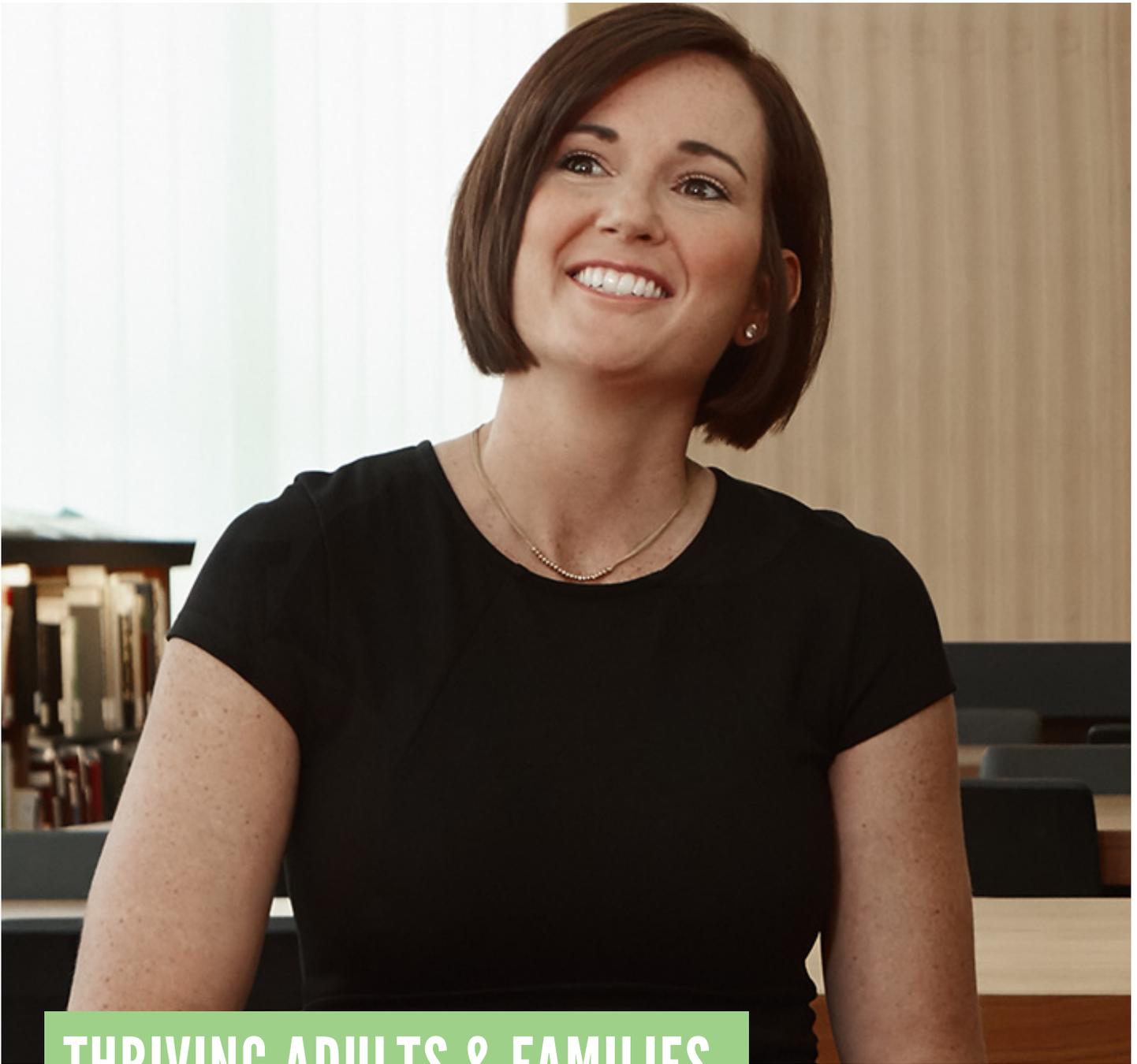
In the past year:

- More than 8,000 kids gained access to quality out-of-school-time experiences that build their social and coping skills and grow their attachment to school.
- 9 out of 10 children increased life skills through development and mentoring opportunities at United Way-funded programs.
- More than 150 at-risk teens and young adults – many first-time college goers in their families – have saved and leveraged over \$500,000 for their college or career training goal through United Way's Launch Career Readiness Savings Accounts.

WHAT IT ALL MEANS

Research has shown that giving children and young people the resources they need (college savings accounts, out-of-school development, and mentoring) has a real impact on their success as they grow up and go out into the world.





THRIVING ADULTS & FAMILIES

The Thriving Adults & Families initiatives give our region’s residents the opportunity to achieve their full potential. Your donation supports these individuals during tough times by providing access to services.

As a young adult, Jenny Miles was able to find treatment and help for depression through therapies and programs funded by United Way. Today, Jenny owns her own business and serves on the board of the partner agency where she sought help. “Our community is only as strong as our weakest member. It’s our responsibility as community members to help those who are the weakest,” she says.





OUR OBJECTIVES

Individuals and families have what they need to help weather financial shocks and avoid or overcome poverty.

Working families develop financial management and career planning skills to advance in the labor market and build strong futures.

People secure services for optimal health, productivity and well-being including primary care, dental care, mental health, substance abuse, and domestic and sexual violence advocacy.

Older adults and individuals with disabilities get the resources they need to live independent lives.

OUR WORK

Take a look at a few of the programs and initiatives we support to reach these objectives:

FINANCIAL OPPORTUNITY CENTER NETWORK

Coaches low-income, struggling adults and families past crisis and into long-range financial stability through job placement and retention.

FAMILY STABILITY INITIATIVE

Reducing student homelessness and mobility and strengthening family financial stability. This initiative served 147 families with 380 children and works to improve housing stability and increase financial stability—all with the goal of keeping school-age children in a stable learning environment.

NEXT STEP KC

Free tax preparation services help families save hundreds of dollars in tax prep fees, claim valuable tax credits, learn ways to save money, and avoid predatory financial products.

UNITED WAY 2-1-1

Anyone can use this service, which connects people across the life cycle with community resources ranging from counseling to health clinics, job training to food pantries. It's free, operates 24/7, and can quickly remove the despair of not knowing where to turn.

VETERANS ALLIANCE & VETERAN NAVIGATOR

Veterans can face challenges transitioning from active duty, and too many find themselves homeless, jobless, or unable to access treatment for substance abuse, brain injury, or other physical and mental health issues. Veterans Alliance and United Way Veteran's Navigator connect with the services they need.

UNITED WAY ALSO CONNECTS NEIGHBORS WITH THE FOLLOWING LIFE-CHANGING RESOURCES:

- Integrated Employment & Financial Management Programs
- Income & Asset Development Programs
- Adult Education Programs
- Basic-Needs Safety Net
- Housing & Homelessness Programs
- Health Access & Advocacy
- Maximizing Independence for Older Adults and People with Disabilities

“Once I heard the overview, I was on board. I saw how much they can help. This center really gave me direction.”

RICKY

**FINANCIAL OPPORTUNITY
PROSPERITY CENTER RECIPIENT**

YOUR IMPACT

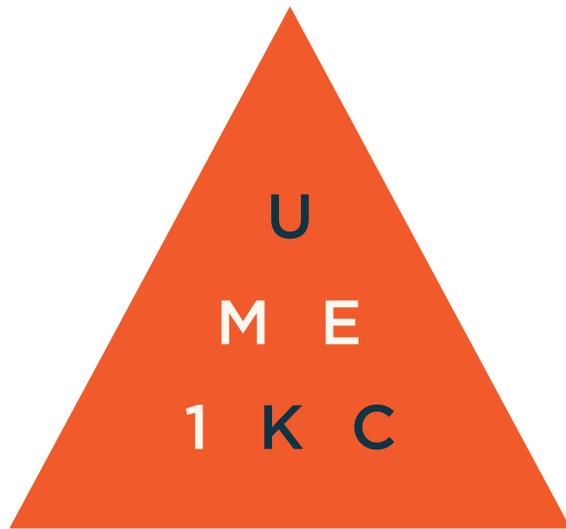
WHAT THE GENEROSITY OF OUR DONORS AND VOLUNTEERS MADE POSSIBLE LAST YEAR

- The United Way Veteran's Navigator and 2-1-1 call specialists responded to more than 2,500 calls from area veterans, directing them to services and providing advocacy to meet their needs.
- United Way 2-1-1 was contacted 168,042 times, through calls, emails and website visits, and 91% of the people who used 2-1-1 were successfully connected to resources.

WHAT IT ALL MEANS

Everyone deserves hope and dignity. When you donate to United Way of Greater Kansas City, your gift goes directly toward our mission to fight for the health, education and financial stability of every person in Greater Kansas City.





UNITED WAY OF
GREATER KANSAS CITY

UNITED WAY OF GREATER KANSAS CITY

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