



POWERED BY

# COMMUNITY



# UNWELED

**IN A RAPIDLY  
CHANGING  
WORLD,  
UNITED WAY  
IS A CONSTANT  
FORCE FOR GOOD**

**TOGETHER,  
SERVING 1 IN 3  
KANSAS CITIANS**

United Way of Greater Kansas City mobilizes people and resources to create a **healthier community, enhance youth opportunity, and foster financial security**. We're enabling a generation of change agents, who we call Waymakers™, to join us. This movement is energized by you —

**POWERED BY THE STRENGTH OF OUR COMMUNITY.**

# OUR MISSION



# OUR UNITED IMPACT

2023-2024

*“There is no playbook for changing the world. Systems-level impact comes one day at a time. Through collective impact, United Way is creating a healthier community, enhancing youth opportunity, and fostering financial security in our community.”*

**CHRIS ROSSON**

**PRESIDENT & CEO**  
United Way Greater Kansas City

At United Way of Greater Kansas City, we believe in the power of community. Our community is facing tough challenges: from soaring costs for housing, utilities, food, and medical care to increased violent crime. Our community is also strong, resilient, and together, finds a million ways to be united.

2023 was a year of building upon a dynamic roadmap of thoughtful and progressive action toward a better Kansas City. We listened and responded to our community’s needs with real-time solutions, which was especially evident as we began 2024.

### KC STRONG

A call to turn our collective outrage into action showcased the true power of our community. In response to the February 14th mass shooting following the Chiefs parade, United Way partnered with the Chiefs to create the KC Strong fund to quickly and responsibly deploy over \$2M in direct assistance to victims and their families, while also supporting work in the areas of violence prevention and mental health, and to assist first responders.

### INFLATION RELIEF TO FAMILIES

Thanks to support from generous community donors, we delivered more than \$5.7M in direct assistance, including \$1M in prepaid debit cards averaging just more than \$900 each to individuals and families in need. While funds were not restricted, we saw the vast majority of dollars were utilized to meet basic, everyday needs including housing, clothing, food and transportation. This is on top of our ongoing commitments in the areas of eviction prevention and utility assistance.

Sincerely,

Chris Rosson  
United Way of Greater Kansas City President & CEO

### KC CURRENT

This year we were also named Kansas City Current’s Official Charity Partner, and are proudly displayed on the front of kit. This is just one of the exciting new ways we are reaching new audiences and getting creative about how we enhance our impact and reach. As a part of this partnership, a percentage of all ticket and kit sales are directly reinvested back into the community through United Way. Moving forward, United Way and KC Current will be working hand in hand on projects to advance our community.

### CATALYZING THE WORK

In addition to the nearly \$8.8M in grants made through Impact 100 and individually designated grants, United Way also invested more than \$2M into small nonprofits led by or primarily serving communities of color. This funding has been game-changing for organizations that often face significant challenges in accessing capital. Grant dollars have helped nonprofits hire staff, add programming, expand physical space and so much more. We know it takes diligence, patience, and passion to get where we’re going. Thank you for your ongoing support and dedication to our mission to create a Kansas City where all can thrive.

# BOARD OF TRUSTEES

2023-24 UNITED WAY BOARD



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Parris Communications

**CHAIR**



**GREG SWEAT**  
BCBS Kansas City

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## DEVELOPMENT COUNCIL

**Julee Koncak** | Burns & McDonnell  
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**Anne Wright** | JE Dunn



## UNITED BY STYLE

If you're looking for a fun way to show your support for our work, you can wear it proudly and support small, local businesses at the same time. This year, we launched a United Way online merchandise shop, collaborating with two apparel companies to launch co-branded items. When you purchase these items, 100-percent of the proceeds support our work to improve the lives of our fellow Kansas Citians.

Browse and buy looks at [shop.unitedwaygkc.org](https://shop.unitedwaygkc.org).





**9,071**  
SURVIVORS

CRIME PREVENTION & INTERVENTION

**23,945**  
INDIVIDUALS

FINANCIAL SECURITY PROGRAMMING

**380,939**  
ADULTS  
& CHILDREN

PRIMARY OUTPATIENT HEALTHCARE

**1,953**  
INFANTS  
& PRESCHOOLERS

EARLY CHILDHOOD SERVICES

**14,399**  
SENIORS

OLDER ADULT SERVICES

**14,128**  
CHILDREN  
& ADULTS

SUPPORTED THROUGH FOSTER CARE, PROVIDED ABUSE/NEGLECT TREATMENT & INTERVENTION

# YOUR IMPACT AMPLIFIED

Whatever cause you are passionate about, we are here to help Amplify Your Impact™. Thanks to 25,000 individual donors and more than 250 corporate partners, support from nonprofits, foundations and government organizations, United Way of Greater Kansas City pours into 600 nonprofits each year—providing critical resources to help build a healthier community, enhance youth opportunities, and foster financial security for every member of our community.

**500K**  
MEALS

TO FEED NEIGHBORS IN NEED



# IMPACT 100

2023

United Way of Greater Kansas City's annual Impact 100 is comprised of one hundred of the most **vital health and human service organizations** we invest in and partner with to bring real-time solutions to our community. Selected nonprofit organizations submitted applications, which were reviewed by our community investment advisory council—a **diverse panel of community and business leaders** over the course of several weeks. The group evaluated organizations for their demonstrated work and outcomes to address the **critical challenges facing the Kansas City region** today, as well as for their fiscal responsibility. Final selections were approved by the United Way Board of Trustees. Impact 100 organizations receive **unrestricted funding** from United Way to address their individual nonprofit's most pressing needs.

Ability KC  
AdHoc Group Against Crime  
Amethyst Place  
Avenue of Life  
Beacon Mental Health  
Bethel Neighborhood Center  
Big Brothers Big Sisters of GKC  
Bishop Sullivan Center, Inc.  
Boys & Girls Clubs of GKC  
BoysGrow  
Caritas Clinics Duchesne Clinic  
CASA (of Jackson, Johnson and Wyandottes Cos)  
Cass Community Health Foundation  
Catholic Charities (of KC/St. Joe & NE KS)  
Center for Conflict Resolution  
Center of Grace  
Child Abuse Prevention Association  
Child Protection Center  
Children's Center for the Visually Impaired  
Children's Mercy Hospitals and Clinics  
City Year Kansas City  
Community Action Agency of GKC  
Community Housing of Wyandotte Co  
Community LINC  
Community Services League  
Cornerstones of Care  
Cross-Lines Community Outreach  
Cultivate KC  
Della Lamb Community Services  
Drumm Farm Center for Children  
EarlystART  
El Centro  
Empower Missouri  
First Call

Food Equality Initiative  
FosterAdopt Connect  
Giving The Basics  
Grandview Assistance Program  
Growing Futures Early Education Center  
Guadalupe Centers, Inc.  
Harvesters-The Community Food Network  
Health Partnership Clinic  
High Aspirations  
Hope Haven of Cass Co  
Hope House  
Inclusion Connections  
Jewish Family Services  
Jewish Vocational Service  
JoColHN  
Journey To New Life  
KC CARE Health Center  
Kearney Enrichment Council  
KidsTLC  
KVC Missouri/KVC Niles  
Legal Aid of Western MO/KS Legal Services  
Level Up Kids, Inc./Miles of Smiles  
Literacy KC  
Mattie Rhodes Center  
Mental Health America of the Heartland  
Metro Lutheran Ministry  
Metropolitan Organization to Counter Sexual Assault (MOCSA)  
Mother's Refuge  
Mt. Carmel Redevelopment Corp.  
Newhouse  
Northland Health Care Access  
Northland Neighborhoods  
Operation Breakthrough

Our Spot KC  
PREP-KC  
Raytown Emergency Assistance Program (REAP)  
Reconciliation Services  
ReDiscover  
reStart, Inc.  
Rose Brooks Center  
Safehome  
Samuel U. Rodgers Health Center  
Saint Luke's Hospital Crittenton Children's Center  
Sheffield Place  
Shepherd's Center (Raytown/KC Central/  
KCK/Northland)  
Sherwood Autism Center  
SparkWheel  
Start at Zero  
Sunflower House  
Swope Health Services  
Synergy Services  
The Children's Place  
The Family Conservancy  
The Salvation Army of Eastern KS and  
Western MO  
TNC Community  
True Light Family Resource Center  
United Community Services of Johnson Co  
University Health  
Urban League of GKC  
Urban Neighborhood Initiative  
Veronica's Voice  
Vibrant Health  
Women's Employment Network  
Working Families' Friend  
Wyandot Behavioral Health Network  
YMCA of GKC



# VOICE OF CARE

& COMPASSION



A caring team of Community Resource Navigators (CRNs) answer our community's call every single day through United Way 211. Lenetta Warren, 211 Contact Center Manager, shares her experience of lending an ear to help the thousands of Kansas Citians who reach out to 211 when they don't know where else to turn.

My life and career were going in a whole totally different direction, when the opportunity to work with 211 on a temporary basis fell into my lap. Seven years later, I'm still here because I love this environment. I love what United Way is doing through 211.

Since COVID, we've continued to see an uptick in our volume of calls. So many people continue to be impacted by high housing costs. Some are losing their homes, or are in danger of being evicted. With the right to counsel program, we've been seeing an increase of people needing help to be connected with legal representation that can help them stay in their homes, so they're not kicked out on the streets.

You learn to be really attentive while listening, understanding where they're at. They might initially call in because they can't afford rent, but as you talk with them you learn they're also struggling with maybe prescriptions or food or clothing. So what can we do to offset these other barriers?

That's why I love 211. We have an abundance of resources. If we can't give you exactly what you need, we can try to find something else that can help. We don't always know the outcome, but when we have the opportunity to follow-up, if we know we've helped even just one person that is incredibly rewarding. It's an overall sense of joy, a sense of, 'I've done something great today.'

When people give their dollars to support United Way and the work of 211, I hope they know it can really help in opening up resources that can benefit someone in need on the other end. It's a big impact. We've been around over a hundred years, so being able to give back for such a great cause, you can stand proud to know you're contributing to what we've been able to do and what I know we'll be able to do in the future.

Read the 211 Annual Report  
<https://unitedwaygkc.org/211-2/>



2-1-1

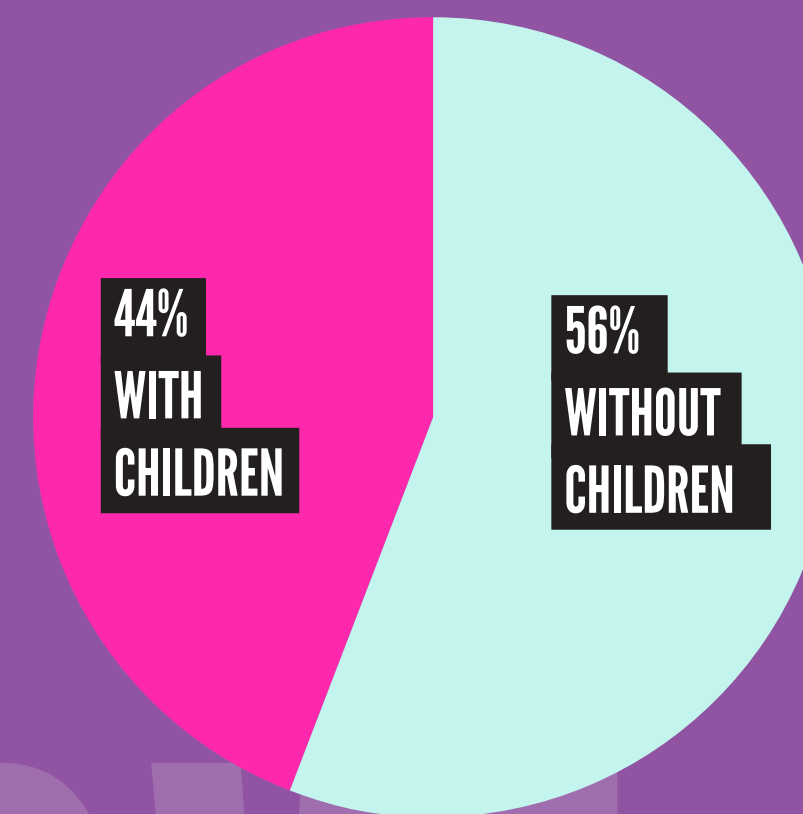
Get connected. Get help.™

Every hour of every day, residents of the 23 counties surrounding Kansas City call **United Way 211** in search of essential human services--housing, utility assistance, food pantries, legal aid, community health clinics, tax preparation, help for aging parents and more.

United Way 211 is available to ALL members of our community--whether you've fallen on hard times, just received a medical diagnosis and don't know where to turn or need mental health resources, 211 is here for YOU.

It is **FREE AND CONFIDENTIAL** by calling 2-1-1 or visiting 211KC.org.

## CHILDREN IN HOUSEHOLDS



## TOP FIVE NEEDS:

- UTILITY ASSISTANCE
- RENT/MORTGAGE HELP
- COMMUNITY SHELTERS
- LEGAL AID
- FOOD ASSISTANCE

50%  
EMPLOYED OR RETIRED

50%  
UNEMPLOYED

358,099

TOTAL 2-1-1 CONTACTS IN 2023

## HOUSING STATUS



# OUR PARTNERS

THANK YOU TO THESE PARTNERS WHO SUPPORT OUR WORK

We are united in purpose to tackle some of our world's biggest challenges and provide meaningful, equitable solutions for a stronger community. This work would not be possible without substantial support from a number of family and community foundations, corporate foundations, and public funding partners.



JOHN DEERE



HALL FAMILY FOUNDATION



## UNITED IN GIVING

The power of our community is clear when collectively, we give to propel positive change. These organizations and their employees generously pledge year after year, and we are immensely grateful for their support.





# YOUR GIVING ACTION

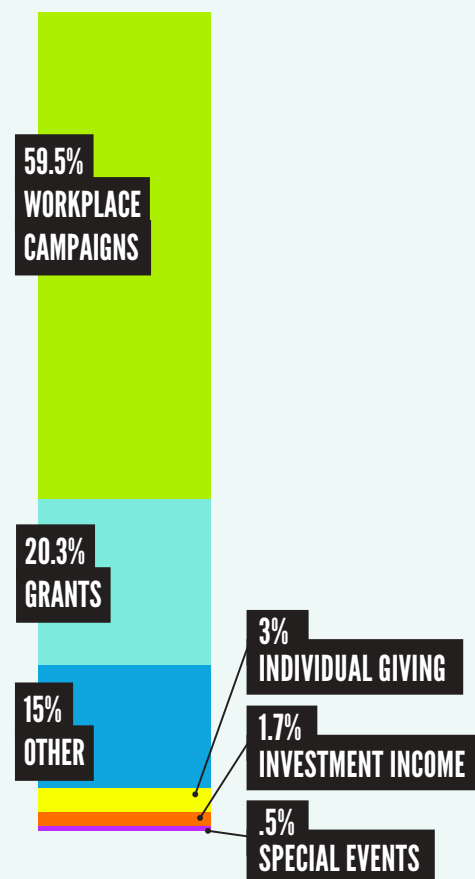


United Way of Greater Kansas City is your trusted giving advisor. The same way you utilize a financial advisor to help invest your hard earned dollars, United Way directs your philanthropic investments into the community where they're needed most, to have the greatest impact.

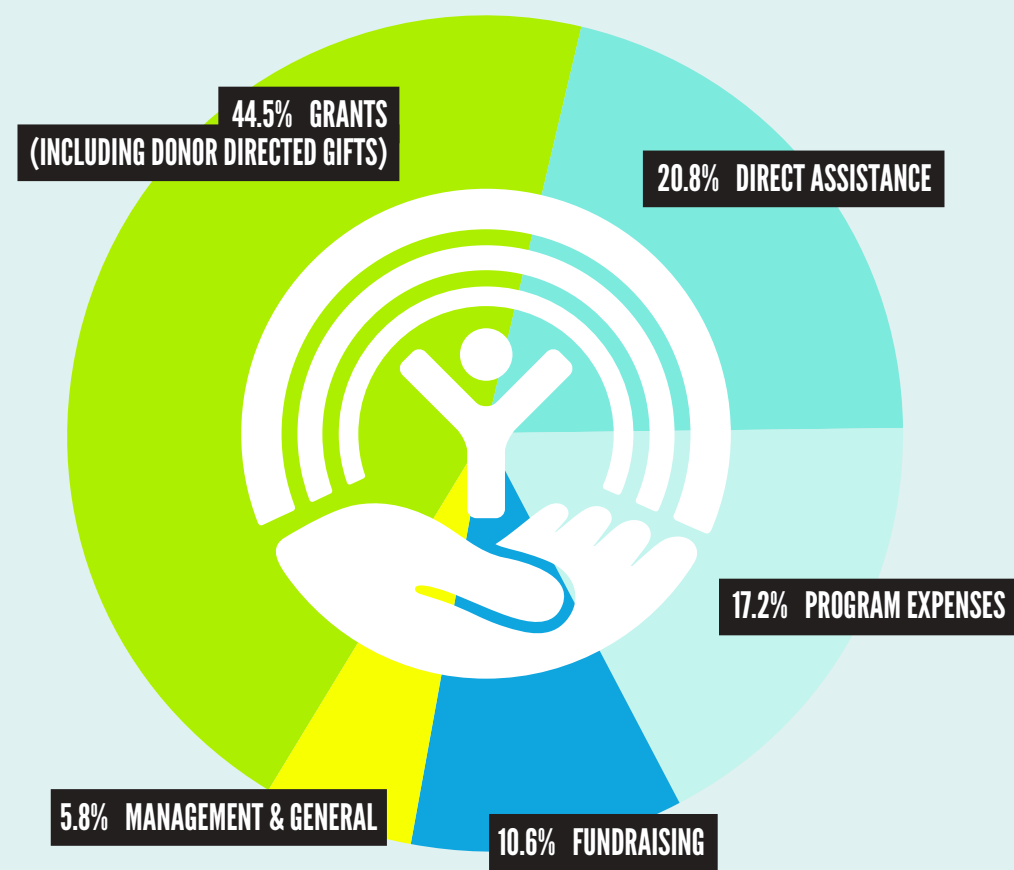
We're proud to say that \$0.89 of every dollar raised via United Way of Greater Kansas City goes right back into the community, impacting the lives of 1 in 3 Kansas Citians through more than one million touchpoints of service.



## REVENUE



## EXPENSES





# OUR DONOR NETWORKS

UNITED BY COLLECTIVE IMPACT

United Way's donor networks provide opportunities for Kansas Citians to come together to address our region's most pressing issues. Each donor network has access to VIP events, volunteer opportunities, immersive experiences, and networking with other like-minded leaders. These groups of Waymakers™ gather on a regular basis and work together to make change.

## TOCQUEVILLE SOCIETY

We're incredibly proud of the generosity of our top-level donors, who are passionate individuals with a desire to be deeply involved in United Way's mission by encouraging and celebrating major and planned giving. Tocqueville Society has grown to more than 600 members who make an annual gift of \$10,000 or above.

## LEADERS UNITED

Leaders United members give \$1,000 or more annually and focus on volunteerism. It is the largest of our donor networks with more than 5200 members. They advocate for community involvement, host Seasons of Giving, and participate in selecting the CommUNITY Waymakers™ of the Year.

### 2023 LEADERS UNITED CABINET

- Anne Wright | JE Dunn
- Danielle Jones | Assoc. of Women's Health  
Obstetrics & Neonatal Nurses
- Maren Morefield | Hallmark
- Paul Lindsay | Black & Veatch
- Ryan Harwell | Federal Reserve Bank
- Shelby Jacobs Farmer | Medica
- Victoria Stegal | JE Dunn

## WOMEN UNITED

Women United is a dynamic network of 650 female and female-identifying Waymakers™ who are committed to advancing early childhood development in Kansas City through leadership, philanthropy, collaboration, and volunteerism. Access to this network is available to all members of Leaders United and Tocqueville Society.

### 2023 WOMEN UNITED CABINET

- Cassie Mesche | KPMG
- Gena Fitzgerald | Children's Mercy
- Ginger Williams | OPTUM
- Gratia Carver | Blue Cross Blue Shield
- Jenna Souder | Deloitte
- Jennifer Matney | Graceland University
- Kim Herman, Chair | PNC Bank
- Kirsten Brown Persley | Persley Advisors
- Lauren Carson | Lockton
- Mandy Kruger | JE Dunn
- Nikki Meek | Hallmark
- Renita Mollman | Burns & McDonnell
- Sarah Wedel | Cordish
- Tiffany Coleman | Black & Veatch
- Tiffany Hentschel | Johnson Co. Government

## REFRESH A CLASSROOM

Hosted by Women United

Teachers and students at Richardson & Woodland Early Learning Centers in the Kansas City, Mo. Public School District enjoyed a bright, fresh space to start the year off strong. Women United volunteers helped clean, hang bulletin board materials, and got supplies ready for students. It's a fun way to support the entire school community and promote the joys of learning.

## PURSES for PROMISE

The 3rd annual Purses for Promise event, hosted by Women United, raised \$113,000 for United Way early childhood education initiatives, including Impact 100 partner Start at Zero. More than 100 designer handbags were auctioned off. The event also included a wine pull, hat making, and networking.





# ONE GOAL

TWO TEAMS

Like the hundreds of Kansas City companies who partner with United Way, KC Current is leveraging United Way's expertise to amplify community engagement strategies and projects that will have lasting impact. Together, we are making volunteer opportunities available to KC Current players, staff and fans.

### HISTORY IN THE MAKING

As KC Current kicked off its inaugural season in the first stadium purpose-built for a women's professional team, players appeared on the pitch wearing kits emblazoned with United Way branding. It's a multi-year partnership and an extension of United Way's status as KC Current's Official Charity Partner.

### UNITED IN THE POWER OF US

This partnership is powered by our community. A portion of every kit sold benefits United Way. Fans can donate to support our work at every point of sale inside CPKC Stadium. United Way also receives a portion of ticket sales to all home matches. Fans can also look forward to future collaborative projects between the organizations.





# KC STRONG



February 14th, our community woke up as champions, expecting to celebrate a day in triumph with the championship Kansas City Chiefs. Instead, this day will be remembered for its tragedy.

In the immediate aftermath of the parade day shooting, United Way of Greater Kansas City and the Chiefs established a special emergency fund to support our community in its efforts to heal and become more resilient.

Over the course of 10 weeks, Kansas City's strength and generosity was apparent.

Individuals, small businesses, foundations, nonprofit and corporate partners from around the world stepped in to pledge support, raising a collective \$2 million for the KC Strong Fund.

In collaboration with the Jackson Co. Prosecutor's Office, United Way conducted an extensive victim verification process to ensure dollars raised would be allocated to individuals who were indeed victims of the gunfire that day. Outside legal counsel was obtained to process claims and determine the amount of funds going to each victim. A total of \$1.2 million was

awarded to 20 gunshot victims, with payments ranging from \$20,000 to \$100,000 each.

We also recognize this type of violence is rampant throughout our region—often in lower-income communities far away from the spotlight of media attention. That is why funds raised from KC Strong are also benefiting violence prevention and recovery organizations, including mental health support services.

Finally, in these moments we realize just how critical it is to have brave people who run toward danger to keep us all safe. So a portion of funds was also designated to support first responders.

Fourteen community organizations received grant funding totaling more than \$831,000, thanks to your incredible kindness and giving in our community's hour of need.

Read the full KC Strong report at <https://bit.ly/KCStrong>





# A COMMUNITY LIFELINE

## EVICTION PREVENTION



Ronell Copes has been living on his own since the age of 19. He's now 33. He works two jobs, and his partner works to help keep the family afloat. They've never had trouble paying rent—until the pandemic hit.

"Everyone in our household got hit with COVID twice," Copes said. "Each time, me and my lady lost hours at work. We had cars break down. We had to figure out what bills were going to be late."

The family of six paid what it could each month toward rent, but because the balance wasn't paid in full, Ronell's landlord hit them with late fees. The first day rent was missed, there was a \$50 charge. Every day after, another \$10 was tacked on. Over time, they'd racked up thousands in late fees and were served an eviction notice in the summer of 2023.

"I felt helpless," said Copes. "It was the lowest point in my life. It was very legitimate if we got kicked out, we would have nowhere to go. It shook me to my very core."

A friend told Ronell about United Way 211. He called hoping for a lifeline and learned about our eviction prevention

initiative. Within days, funds were delivered to his landlord to cover the back due late fees and the family's eviction order was dismissed.

**"I JUST NEEDED A LIFELINE, SOMEBODY TO HELP ME OUT, A FRESH START. UNITED WAY WAS ABLE TO HELP WITH THAT," COPES SAID.**

He knows generous donors make this work possible, and encourages anyone who's able to support it.

"If United Way and other services didn't get their funding, families would be in chaos. We have to make sure we do whatever we can to keep these programs going," said Copes. "It could be any one of us around the corner who needs help. Your support keeps families intact."

SINCE 2020  
**4,000+**  
HOUSEHOLDS HELPED

IN 2023  
**1,365**  
INDIVIDUALS  
RECEIVED ASSISTANCE

**1,800**  
KANSAS CITY RESIDENTS  
CONNECTED WITH RIGHT  
TO COUNSEL PROGRAM  
Providing an outlet for legal representation  
in housing court to avoid eviction

**44,415**  
RENT ASSISTANCE  
REFERRALS VIA 211

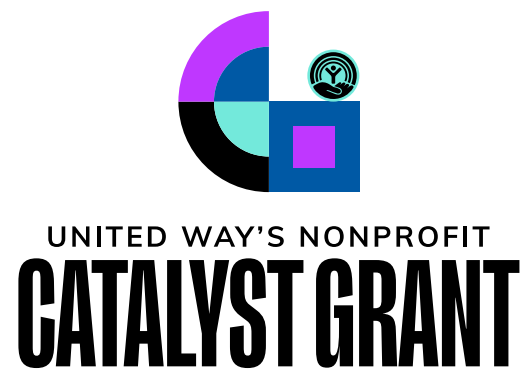


# LIFE-CHANGING INVESTMENT

REAL-TIME SOLUTIONS

Small nonprofits that are led by or primarily serve Black, Latino, and other communities of color often face significant challenges in obtaining funding to support their operations.

The Nonprofit Catalyst Fund, established in partnership with the Ewing Marion Kauffman Foundation, seeks to change that. These capacity building grants are designed to help nonprofits with strong ties to the communities they serve to enhance their contributions toward equitable and inclusive economic development, and support delivery of critical programs and services that promote inclusive prosperity.



## AREAS OF IMPACT

- Healthcare & Wellness
- Youth Development
- Workforce Skill Building
- Education & Literacy
- Violence Advocacy/Victim Support
- Mental Health
- Older Adult Services
- Financial Security
- Community Development
- Refugee/Immigrant Support
- Affordable Housing

# \$2M

TOTAL FUNDS AWARDED

# 88

ORGANIZATIONS FUNDED



**LOGAN STACER**

Heartland Arts KC  
Exec. Artistic Director



**DR. KIA TURNER**

Red Apple Education  
CEO



**TAMMY BUCKNER**

WeCode KC  
Founder & CEO



**JEANNINE MIDGETT**

Welcome Wellness Health  
Education Resource Center  
Executive Director

“WE ARE NOW GETTING MORE EYES ON THE WORK WE’RE DOING. BEING ABLE TO JUST NAME DROP UNITED WAY IS PAYING DIVIDENDS. WE’RE MOVING FROM A CHURCH BASEMENT TO STARLIGHT THEATRE. THIS IS A WHOLE NEW LEVEL OF LEGITIMACY TO OUR WORK.”

“THIS HAS BEEN TREMENDOUS BECAUSE NOT ONLY DID IT GIVE ME ACCESS TO A NETWORK THAT WAS PREVIOUSLY HIDDEN, AND ALLOWED RELATIONSHIPS TO BE BUILT, THE FUNDS ALLOWED ME TO SET UP THE PROGRAMS AND PLANS NEEDED TO BUILD A MAP TO SUSTAINABILITY.”

“THIS CATALYST GRANT FUNDING ALLOWED ME TO CONTRACT WITH A GRANT WRITER TO HELP US GO AFTER MORE DOLLARS TO HELP US CONTINUE TO SCALE AND THRIVE. WE COULDN’T LET A PROGRAM THIS INNOVATIVE DIE BECAUSE IT DIDN’T HAVE THE DOLLARS.”

“THIS AWARD AND THE RELATIONSHIPS THAT HAVE COME WITH IT HAVE BEEN SIMPLY INCREDIBLE. WE’RE SOON ADDING A FISCAL FITNESS CLASS, THANKS TO A CONNECTION WE MADE WITH A FELLOW GRANTEE.”

# REAL-TIME SOLUTIONS



## AMPLIFY YOUR IMPACT



### REAL-TIME RELIEF

When area auto plants were idled back in October due to labor strikes in other parts of the country, spurring local parts shortages, United Way stepped in to help displaced members of Local Auto Workers Union 31. In partnership with Harvesters, **4200 lbs. of food was purchased to fully stock the UAW's food pantry.** An emergency assistance fund was also established with Impact 100 partner, Working Families' Friend. Many union members volunteered with United Way partners during the work stoppage.



### EMPOWERING FAMILIES

United Way and The Siemer Institute partner up for the Family Empowerment Initiative, along with a network of local social service agencies. The goal is to keep children stabilized in their school environment. Children with families who have a history of homelessness or frequent moves have a higher risk of adverse outcomes in their social-emotional and physical health, as well as their academic performance. Case workers pair with families to identify their needs and come up with a plan to keep them stable and housed. **In 2023, we served 996 individuals, including 341 school-aged children.** About 93-percent remained in school and avoided a disruptive move.

### POWERING RELIEF TO UTILITY BILL STRESS

The average customer's utility bills have gone up 20-percent in the past five years, averaging over \$200 a month. Local utility provider BPU recognizes the strain that can sometimes put on families, especially during times of extreme weather that spike bills even higher. BPU has granted United Way \$407,000 to provide relief for customers in Wyandotte Co. In 2023, the program served **1,053 households, preventing disconnection or restoring service to homes.**



### EASING TRANSPORTATION BARRIERS

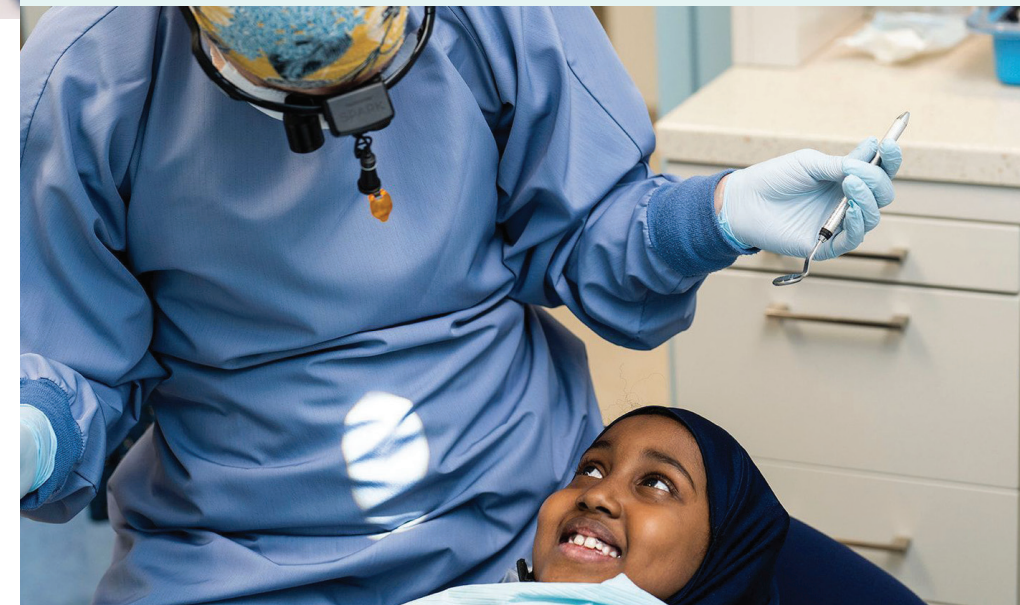
Transportation is a major barrier for many individuals and families in maintaining financial security. Through a partnership with United Way Worldwide and rideshare operator Lyft, the Ride United program provided nearly **3,000 rides to employment, school, medical appointments, grocery stores, food pantries, and more.** The \$40,000 in grant funding to operate the program has been depleted—a testament to how great the need is for transit services in the region.



### TACKLING THE STUDENT DEBT CRISIS

In 2023, federal student loan payments resumed for 27 million borrowers after a three-year pandemic pause. The average student owes \$35,000.

Through a United Way Worldwide initiative, in partnership with Savi and Ascendium Education, we're offering free access to Savi's online platform which can help borrowers lower monthly payments and streamline the process to apply for loan forgiveness programs. Kansas City's current Savi users are projected to **save an average of \$2400 a year in student loan payments.**



### BRIGHT SMILES, HEALTHY FUTURE

Good oral health impacts your wellbeing from overall health to medical costs and quality of life. It's why we partner with Delta Dental of Kansas through its Community Benefit Program, which provides funding for low-income households to get dental care. Patients are connected to providers in the Delta Dental network and receive two years of coverage with \$3,000 in services annually for each household member. **Since 2021, we've enrolled 665 participants, who've received \$1.5M in free oral healthcare.**





# POWERING SOLUTIONS

REAL-TIME

Powered by our community, United Way recognizes the challenges facing our neighbors and finds ways to respond in real-time. In the face of higher grocery, rent and utility costs, and stagnant/slowly rising wages, United Way launched an effort to provide one-time direct inflation relief to individuals and families through prepaid debit cards.

**\$709** That's how much more the average family requires to meet basic needs each month – due to rising costs of food, gasoline, healthcare, utilities, rent, and more.

"It's been a rough road," said Keisha Spears, Kansas City, Mo. mom of five. "There were a couple of days my kids actually did sleep in my car."

Family challenges and job loss put them in economic peril. But United Way 211 was there in their hour of need, getting them connected with Impact 100 partner reStart. Through our new inflation relief initiative, the family was also provided a \$1000 debit card. They're now in permanent housing.

**"I HAVE A HARD TIME ASKING FOR HELP," SAID SPEARS. "HAVING UNITED WAY 211 STEP IN AND ACTUALLY CARE ABOUT ME AND MY KIDS HAS BEEN EMPOWERING."**



TRACI & SANDRA DIXON



TASHEMA BRADFORD

Traci Dixon and her wife Sandra of Independence, Mo. know what it's like to be homeless, too. The couple is raising both children and grandchildren in their home. When Sandra was between jobs last year, an already tight family budget became nearly impossible when it came time to buy school supplies.

**"I WAS WORRIED ABOUT NOT BEING ABLE TO PAY RENT, NOT BEING ABLE TO FEED OUR CHILDREN THE NEXT WEEK OR EVEN THE NEXT COUPLE OF DAYS," TRACI SAID. "IT'S A HORRIBLE STRESSOR."**

The couple reached out to 211 and were also granted an inflation relief debit card.

"United Way – you all were angels at that time. It truly eased our minds to know people were willing to help us out," she said.

Sandra got a new higher paying job, and the family was able to move into a new home, thanks to support made possible from generous donors.

The cash assistance Tashema Bradford of Kansas City, Kan. received from United Way helped her family get back on track, as she started college classes while working part-time.

"It's been a great relief," Bradford said. "It made me want to cry. I can actually breathe. This support has taken a huge weight off my shoulders."

## INFLATION RELIEF

**\$1M**  
DISTRIBUTED

**1,025**  
HOUSEHOLDS IMPACTED

**\$700-\$1200**

RANGE OF FUNDS GIVEN





# UNITED

IN PURPOSE

Signature events bring together donors, volunteers, employee campaign managers and our community together to celebrate and help build the Waymaker™ movement.

## MISSION MINDED

The heart of United Way's mission is to mobilize people and resources to create a healthier community, enhance youth opportunity and foster financial security for all. Our collective efforts make a tangible difference, impacting the lives of

**1 IN 3 KANSAS CITIANS EACH YEAR.**

## CAMPAIGN KICKOFF AT THE K

To celebrate the start of the 2023 United Way campaign giving season, employee campaign managers, nonprofit partners and their families were invited to a tailgate celebration at Kauffman Stadium ahead of the St. Louis Cardinals v. Kansas City Royals baseball game. It was a fun day of food, beverage, party games, rolling out new campaign swag, and cheering on the team!



## PARTNER ROUNDTABLE

Employee campaign managers participating in our partner roundtable had the opportunity to learn from each other on campaign wins and challenges and how to build momentum for continued growth and success.

## NONPROFIT CATALYST TOWN HALL

During our Nonprofit Catalyst Town Hall, organizations receiving this grant and perspective applicants gathered to hear testimonials about the funding's impact and learn more about the process to receive a grant.



## IGNITE

Ignite sets Employee Campaign Managers up for success with collaborative training sessions and offering tools to help amplify workplace giving campaigns. ECMs also participated in volunteer activities.



## UNITED BY YOU DAY

In October, United Way hosted its second annual United by You Day partnering with more than 50 local, small businesses who each pledged to give part of their sales to benefit United Way's work, helping showcase how our community's collective generosity can make a big impact, while also supporting local companies.



## COMMUNITY FEST

A reimagined 'Day of Caring,' our first annual CommUNITY Fest brought together Impact 100 partners with learning and service opportunities in an incredible day of giving back. A multi-day CommUNITY Fest is planned in September 2024.



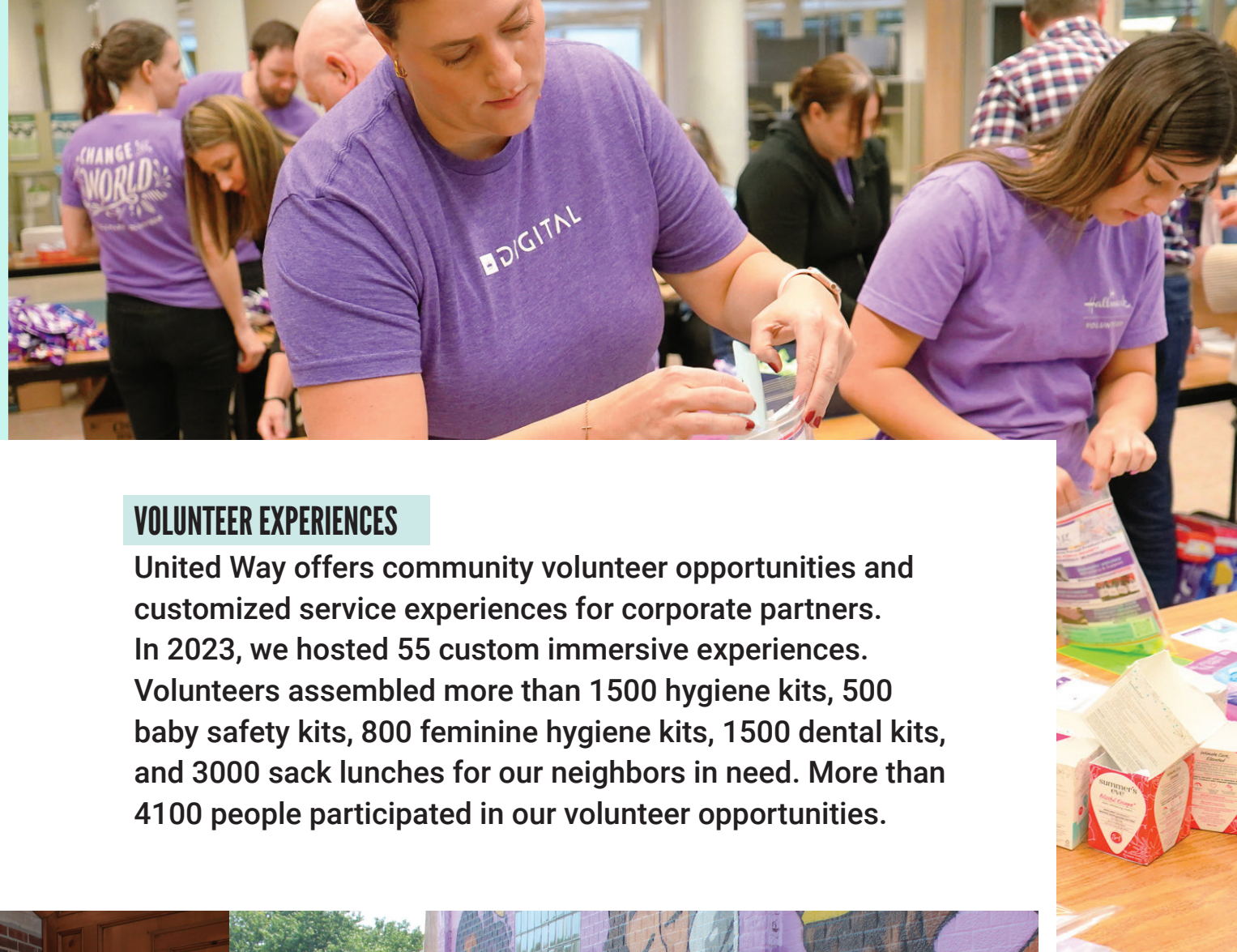
## INCOMMON

Women United hosted InCommon this year at The Everly. An incredible panel of female entrepreneurs shared inspirational messages. The event also included a female vendor marketplace.



# OUR MARK

MAKING



## VOLUNTEER EXPERIENCES

United Way offers community volunteer opportunities and customized service experiences for corporate partners. In 2023, we hosted 55 custom immersive experiences. Volunteers assembled more than 1500 hygiene kits, 500 baby safety kits, 800 feminine hygiene kits, 1500 dental kits, and 3000 sack lunches for our neighbors in need. More than 4100 people participated in our volunteer opportunities.

## BECOME A WAYMAKER™

We're so inspired by the thousands of you who selflessly volunteer time to make our community better by serving our neighbors. This year, we recognized Daniela Beatris Maldonado from Wyandotte High School as our youth CommUNITY Volunteer of the Year and Tina Webel as our adult CommUNITY Volunteer of the Year. Daniela has been active in the student body, helping lead the region's youth homelessness summit. Tina serves with many organizations, and is most proud of her work with diverse groups, including Kansas City's Latino and LGBTQIA+ communities. Both Daniela and Tina embody compassion and devotion to help others and prove the power of our collective community to make a difference.

United Way launched a new online partner directory this year to help you engage with service opportunities at all of our Impact 100, Nonprofit Catalyst grantee, and KC Strong grantee partner organizations. Find ways to connect and engage at <https://unitedwaykc.org/community-partners-directory/>.



## FOR A DEEPER DIVE

### REAL LIFE, REAL CHOICES

This immersive, educational experience guides participants through the real choices our neighbors living in poverty are faced with every day. They also learn how they can play a role in fighting to end poverty in our community.

### IMPACT BUS TOUR

These neighborhood tours provide a unique glimpse of communities and our partner organizations across the six-county region served by United Way of Greater Kansas City. Participants get to visit and learn about the history and culture of the region, while visiting Impact 100 and Nonprofit Catalyst grantee organizations along the way.

### SHARE OUR STORY

FIND IMPACT STORIES ON OUR UNITED WAY BLOG. WE'RE REGULARLY SHARING THE REAL DIFFERENCE YOUR GIVING IS HAVING THROUGH OUR PARTNER AGENCIES AND THE LIVES CHANGED WHEN YOU GIVE OF YOUR TIME, MONEY AND VOICE AS A WAYMAKER™.

[unitedwaykc.org](https://unitedwaykc.org)





**AMPLIFY YOUR IMPACT**

When each of us do our small part, our impact is amplified. Donate today to make a difference for 1 in 3 Kansas Citians who rely on us.

[unitedwaygkc.org/donate](https://unitedwaygkc.org/donate)