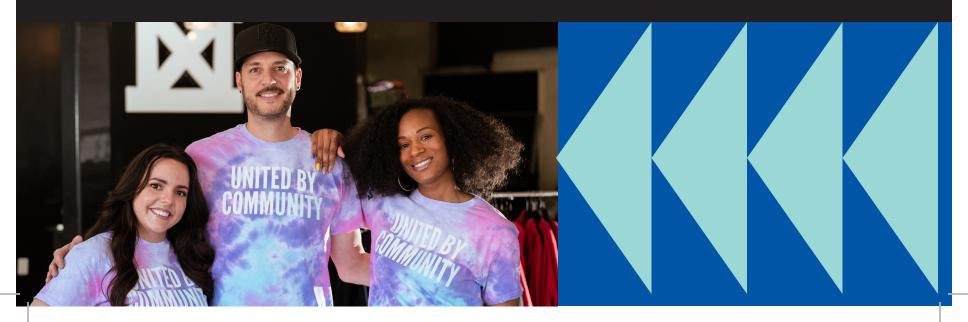


IMPACT REPORT





UNITED TO TAKE ON

THE WORLD'S

BIGGEST PROBLEMS

PUVEKL HOUSING STABILITY **FOOD INSECURITY** FAMILY SERVICES HEALTHCARE ADDICTION RECOVERY EDUCATION CRIME PREVENTION RACIAL EQUITY **POVERTY** HOUSING STABILITY FOOD INSECURITY FAMILY SERVICES HEALTHCARE

A MILLION WAYS TO BE UNITED

At United Way of Greater Kansas City, we're on a mission to inspire and enable a community of Waymakers™. They help us forge a new way forward, a united path forward, working daily to ensure that all members of our community thrive in health, education and financial stability. We do this by:

Mobilizing people and resources and investing them in the highest-impact nonprofits, programs and projects throughout the region.

Collaborating with our partners to come up with smart, sustainable solutions to both short- and long-term community challenges.

TOGETHER, WE'RE IMPACTING 1 IN 3 KANSAS CITIANS THROUGH ONE MILLION **TOUCHPOINTS OF SERVICE**

EACH YEAR.

WE'RE CHANGING LIVES THROUGH:

IMPROVING HEALTH

Support affordable & equitable access to physical and mental health, and dental care

Help neighbors in substance abuse recovery

Assist families and children healing from trauma & abuse

Create safe neighborhoods & prevent crime

ENHANCING EDUCATIONAL OPPORTUNITY

Create equitable access to early childhood education

Support vocational & skills training

Youth development Literacy building

Arts education

Cultural relevancy

EMPOWERING ECONOMIC MOBILITY

Emergency food, rent & utility help

Create economic opportunity

Safe housing & shelter

Assist vulnerable seniors



A MESSAGE FROM OUR CEO

At United Way of Greater Kansas City, we hold steadfast to our commitment to do things differently and to bring about real transformational change in our community.

Over the last year, your passion and generosity has continued to inspire every aspect of the work we do. It's enabled us to lead and power some exciting, new efforts to make sure people who are struggling, and who may even feel like they've been forgotten, can find a partner that places trust and resources within their communities to enhance the opportunities for health, education, and financial stability for all.

This year, we brought our community together for the first-ever campaign kickoff at Kauffman Stadium. It was the perfect celebration to launch the workplace campaign giving season. The relentless dedication of all the employee campaign managers, corporate champions and volunteers who come together to make these efforts a success is simply phenomenal. The time, talent, and energy you invest ensures essential services like 211 that thousands of our neighbors rely on day in and day out can continue without fail.

Building a better Kansas City includes a dynamic roadmap of thoughtful and progressive action. We've invested hundreds of thousands of dollars into keeping the shelves of community food pantries fully stocked, at a time when sky-high grocery prices have made it nearly impossible for working families to get by each month without assistance from our community partners. We rolled out one-time inflation assistance in the form of debit cards to help our most vulnerable neighbors cover the increased cost of living. We secured \$3.35M in additional state grant funding to prevent homelessness for up to 600 local families through our eviction prevention program.

And we're partnering with the Ewing Marion Kauffman Foundation to heavily invest in nonprofit partners led by and primarily serving communities of color. These nonprofits are striving to uplift those long held back – yet they often find it hard to get investor and financial industry backing. United Way's Nonprofit Catalyst Grant Fund is breaking those barriers, and we can't wait to see the generational impact this funding resource will have.

The momentum is powerful and growing. I'm excited about where we're headed and deeply value your support. We hope you'll continue to invest your time, resources, and voice. There are a million ways to be United. What's yours?

Signed,

000-

OUR LEADERSHIP | THE BOARD OF DIRECTORS 2022-23

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Ginger Williams, OPTUM

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OUR DNA

Whatever cause you're passionate about, we're here for it. Thanks to 25,000 individual donors and 250+ corporate partners, nonprofits and goverment organizations, United Way of Greater Kansas City has poured into more than 600 nonprofits - providing critical resources to support the health, education and financial stability of every member of our community.



500K INDIVIDUALS PROVIDED MEALS

107,379 RECEIVED PRIMARY AND SPECIALTY MEDICAL CARE

93,000 NIGHTS OF SHELTER FOR DOMESTIC ABUSE SURVIVORS

39,856 SUPPORTED THROUGH QUALITY OUT-**OF-SCHOOL TIME PROGRAMMING**

> 7,378 CHILD ABUSE & NEGLECT SURVIVORS SUPPORTED

5,443 PEOPLE HELPED WITH OUTPATIENT MENTAL HEALTHCARE

> 1,726 KIDS PROVIDED EARLY CHILDHOOD EDUCATION

891 PARENTS PROVIDED BIRTH-TODDLER **IN-HOME SUPPORT**



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. We are deeply grateful for the support each lends to empower the improvement of health, enhanced educational opportunities and economic mobility for all our neighbors.

































UNITED IN GIVING

There are a million ways to make a difference. Our impact is amplified when collectively, we give to propel positive change in our community. These organizations and their employees generously pledge year after year, and we are deeply grateful for the support.





























































YOUR GIVING IN ACTION

The United Way of Greater Kansas City takes the responsibility of spending the dollars you entrust to us very seriously. You want your contribution to make the biggest impact, and we consider it our duty to make that happen. We're proud of our record of efficiency and strive to be completely transparent to donors who place their confidence and hard-earned money in our care to use effectively in our community.

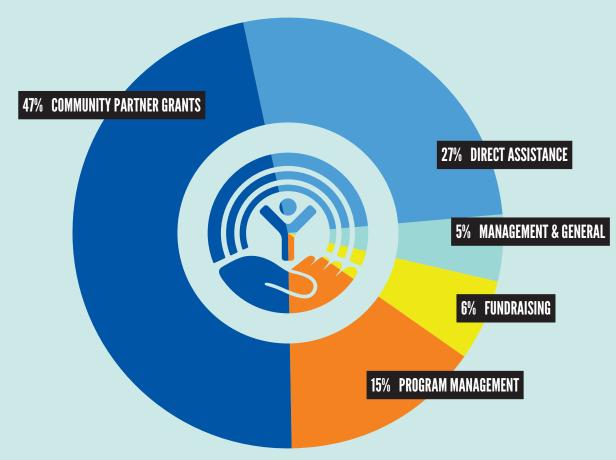
United Way Worldwide's standard is that \$0.85 of every dollar goes back to the community and we are proud to say that we, at United Way of Greater Kansas City, are exceeding that goal. In the last year, \$0.89 of every dollar raised via United Way of Greater Kansas City went back into the community.

REVENUE





EXPENSES



DONOR NETWORKS



LEADERS UNITED

This network of like-minded leaders is focused on fighting poverty, hunger, and homelessness. It is the largest of our donor networks, with more than 2300 members. It is an incredibly diverse group of thriving adults and families who are deeply invested in our community and volunteerism. This year, the group supported United Way by raising funds through the 12 Bars of Charity event.

LEADERS UNITED CABINET

Anne Wright | JE Dunn

Joby Glymph | Hilty North America

Danielle Jones | Assoc. of Women's Health Obstetrics and Neonatal Nurses

Maren Morefield | Hallmark

Paul Lindsay | Black & Veatch

Shelby Jacobs Farmer | Blue KC

Terri Harrell | Community Volunteer

Ryan Harwell | Federal Reserve Bank of KC

Victoria Stegall | JE Dunn

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.

2023 Tocqueville Cabinet Andrea Bernica, Black & Veatch (Chair)
Bill White, Retired
Erin Pishny, Deloitte
Pam Oberdiek, Youth Volunteer Corps
Tim Burkhalter, Burns & McDonnell

WOMEN UNITED

This female centric group of philanthropists generously give of their time, treasure and talent to advance causes supporting early childhood development in Kansas City through leadership, financial giving, collaboration, volunteerism and advocacy. As part of a commitment to inclusivity, the group welcomes all women, including cis women, trans women, and non-binary people.

Angela Hoffman, Black & Veatch **Cassie Meschke**, KPMG

Colleen Meurer, Children's Mercy

Dana Jermain, Deloitte

Gena Fitzgerald, Children's Mercy

Ginger Williams, OPTUM

Gratia Carver, BCBS

Jennifer Matney,

Community Volunteer

Kim Herman, PNC Bank (Chair-Elect)

Kirsten Brown Persley, Persley Advisors

Lauren Carson, Lockton

Lisa Fry, Hallmark

Mandy Kruger, JE Dunn

Renita Mollman, Burns & McDonnell

Tiffany Hentschel, Johnson County Government (Chair)



PURSES PROMISE

Women United hosts a signature event annually benefiting early childhood development, with the last two years helping Promise 1000--a program now operated by Nurture KC. This local home visiting collaborative supports families for the first three years (or first 1000 days) of a child's life. More than 100 designer handbags are auctioned off. The event also includes gift card raffles and a wine pull. In 2023, more than \$115,000 were raised to support children and their families.

REFRESH A CLASSROOM

Teachers and students at Richardson Early Learning Center 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.



A MILLION WAYS TO MAKE AN IMPACT

Your giving changes lives. Two years ago, Tabatha turned to Amethyst Place, a United Way Impact 100 organization, to help her overcome a substance use disorder. The organization provides long-term supportive housing to women and children recovering from general poverty, substance use and trauma.

Tabatha and her young son were given keys to a brand new, fully furnished apartment.

There was a beautiful outside space to play, enjoy, and to heal.

Tabatha and her son had access to therapy, and she got support to get clean and sober.









Today, Tabatha is using the education she's earned, along with her experiences at Amethyst Place to help others in their recovery journey as a substance abuse Peer Support Counselor at another Impact 100 partner, University Health, a company that also proudly supports the work of United Way.



"WHEN I GOT MY FIRST CLIENT, IT WAS SUPER HUMBLING, BECAUSE SHE WAS JUST AT THE BEGINNING OF HER JOURNEY. I REMEMBER BEING THERE AND WAS TELLING HER THERE IS HOPE," TABATHA SAID.

UNITED IN PURPOSE

United Way of Greater Kansas City is investing in strategic initiatives, aimed at tackling some of the biggest issues facing our society today.

INVESTING IN COMMUNITIES OF COLOR

The Nonprofit Catalyst Fund is providing strategic grants tailored to the unique needs of organizations led by or primarily serving Black, Latino and other persons of color. These groups have historically faced significant barriers in accessing traditional capital and financing to maintain and grow their operations to serve the community.

Nonprofits working in focus areas of education, youth development, human services, community development, economic mobility, entrepreneurship support and/or workforce skill building are eligible to apply.

The first round of grants was issued in the spring of 2023. Grants will be issued on a rolling basis over the next three years.

"OUR GOAL IS TO EMPOWER
YOUNG PEOPLE TO
THRIVE AND FIND THEIR
LIFE'S PURPOSE."

JACKIE BUYCKS, Transition Zone Founder & CEO Catalyst Grant Recipient EVICTION & HOMELESSNESS PREVENTION

SINCE 2020...

3,000

evictions halted.

18,000

families avoided homelessness.

25,000

households helped with rent & utilities.

A new \$3.35M grant from the Missouri Dept. of Economic Development will keep this program going until 2025, helping an additional 600 KC households.

ELEVATING YOUR IMPACT

We're passionate about telling the story of United Way to our community and the impact Waymakers[™] are having every single day! United Way of Greater Kansas City was mentioned in local media 205 times this year, reaching an audience of nearly 6.5 million!



CHRISTOPHER'S STORY WAS FEATURED BY:







Christopher Reed is thankful to have a roof over his head, because of generous support from United Way and its partners. Christopher's wife lost her job during the pandemic and is now seriously ill. Going from a dual income household to one, with children to support, was a serious blow.

"When financial hardship sets in, there's absolutely nothing you can do about it," said Reed. "You're doing all you can, but it's hard."

United Way's eviction prevention program has helped more than 3,000 households from experiencing the trauma of eviction. Through community partnerships, more than 6,000 individuals have maintained safe, stable housing over the past three years.

"Once the eviction moratorium was lifted, eviction filings returned to pre-pandemic levels, and are continuing to rise," Jim MacDonald, United Way vice president of community impact said. "In Jackson County alone, there are more than 3,000 evictions filed against households each year."

United Way is thankful a new grant will allow its eviction prevention efforts to continue.

Christopher Reed received enough money to get caught up on rent and utilities after exhausting his savings. Now, he's rebuilding his financial footing and one day, hopes to buy the home he's currently renting.

"The most important part of it is that they never made me feel embarrassed," said Reed. "It was a sense of empathy and understanding."



A MILLION WAYS

TO BE

UNITED

INFLATION RELIEF

This year, United Way will provide direct inflation relief to families who need it most. High rent, utility, food, and fuel costs have been an added economic stressor for all of us, but it's been especially difficult for those already living on the margins. Thanks to support from generous donors, we're working to supply hundreds of Kansas Citians with pre-loaded debit cards, averaging \$1,000 each in direct cash assistance to cover expenses. Our partner agencies and the 211 network are identifying recipients and connecting them to additional resources when needed.

MEALS ON THE TABLE

Record-setting grocery prices are pinching many family pocketbooks like never before. The costs have sent growing numbers of families and seniors to food pantries looking for help, many for the first time in their lives. United Way bolstered its long-standing support for hunger relief this year, with \$450,000 in grants to more than three dozen metro pantries, helping keep their shelves stocked when it's needed most.



"IT'S TOUGH. THE COSTS OF MY MEDICINE AND FOOD HAVE JUST GOTTEN TO BE OUTRAGEOUS," JAMES M. OF KANSAS CITY, KAN. SHARED. "I'M GLAD I CAN COME TO PANTRY AND GET SOME HEALTHY FOOD, AND IT'S A BLESSING TO PAY-IT-FORWARD AND HELP OTHERS BY VOLUNTEERING, TOO."

SUPPORTING HEALTHY SMILES

Having healthy teeth and gums is vital beyond the beauty of a great smile. Oral health has a major impact on overall health, 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 dental treatment for uninsured low-income households. The program operates like insurance, connecting patients with providers in the Delta Dental network.

Those who enroll get two years of coverage with \$3,000 in services annually for each household member. United Way partner organizations help identify qualifying families and assist them in enrolling. Since 2021, more than 1400 people have received dental benefits, totaling \$1.3M in free oral healthcare through the Delta Dental of Kansas network of providers.



EMPOWERING FAMILIES

The Family Empowerment Initiative (FEI) is a mission-driven partnership of the United Way, the Siemer Institute (a national leader in homeless prevention), and a network of local social service agencies. This program takes a collective impact approach to helping families

that have either become homeless, are at risk of homelessness, or have a history of frequent moves. Children experiencing multiple moves are at risk of adverse outcomes associated with emotional well-being, academic performance, and health.

United Way's role is to ensure Kansas City neighborhoods and schools with high student mobility rates are identified and connected to a Family Empowerment Initiative partner agency in the respective school district. Agencies work with families using a targeted case management model to resolve financial and housing stability issues that might otherwise push families to the brink of homelessness. At the same time, case managers work with school personnel to determine the status of children's school performance (attendance, behavior, grades) and to identify opportunities to strengthen children's connection to school and academic outcomes. Families may remain in the program for up to 18 months and receive additional follow-up support as needed for an extended period. To date, United Way has empowered 886 families. Last year alone, the initiative reached 1,229 children.

Every hour of every day, residents of the 23 counties surrounding Kansas City call United Way 211 in search of essential human services. United Way's 211 service is the only **regionally accredited** information and referral resource available locally.

Simply **dial 211** to connect with caring Community Resource Navigators who are trained to navigate a database of more than **7,000 community services**.

TOP FIVE NEEDS **UTILITY PAYMENT ASSISTANCE**

HOUSING ASSISTANCE

HEALTH RESOURCES

TAX PREP

FOOD PANTRIES

SERVING GREATER KANSAS CITY

Accessible to 23 counties in surrounding metro region

2,096 PLATTE

5,990 WYANDOTTE

4,873 JOHNSON

2,871 Leavenworth, Lafayette Buchanan, and Pettis

6,723 CLAY

57,617 JACKSON

1,216 CASS

300,719 TOTAL 2-1-1

TOTAL 2-1-1 CONTACTS OF 2-1-1 NEEDS MET

NAVIGATING OUR COMMUNITY'S NEEDS



AYANNAH HASKIN Quality Assurance & Training Specialist | United Way 211

Ayannah Haskin knows answering the call at 211 is about being part of something bigger than yourself and making a difference in the lives of our neighbors every single day.

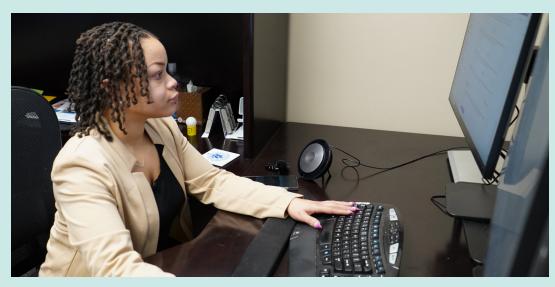
"It's a really big eye opener to hear what people in our community are up against," Ayannah said.

Calls and contacts to 211 continue to go up each year. Since 2018, contacts are up 22-percent.

"It can be daunting. But the thing that brings me back is knowing that I'm helping someone and hopefully they are getting the resources that they need," said Haskin. "And from what we found just in last year, 90-percent of those people who've reached out to us did receive help or were connected with resources. So that makes me feel good."

From connecting neighbors to emergency assistance to locating doctors or childcare providers, and fielding sometimes unusual requests for information, Ayannah is glad 211 is there for our greater Kansas City community every day, any time—day or night, weekends and holidays without fail.

"IT'S JUST A REMINDER THAT
THERE'S STILL HOPE IN THE
WORLD," SHE SAID. "THERE'S
STILL PEOPLE THAT ARE WILLING
AND WANTING TO HELP."



2022 **IMPACT 100**

In 2022, United Way introduced Impact 100. This is a group of community partners we believe are addressing the most vital health and human service needs facing our region today. These agencies meet a high bar to be selected for United Way funding and represent areas including child welfare, healthcare access, food security, housing and financial stability, youth and early childhood development.

Ability KC

AdHoc Group Against Crime

Amethyst Place

Avenue of Life

Benilde Hall

Bethel Neighborhood Ctr

Big Brothers Big Sisters of GKC

Boy Scouts Heart of America Council

Boys & Girls Clubs of GKC

Camp Fire Heartland

Caritas Clinic

CASA- Jackson, Johnson & Wyandotte Co.

Cass Co. Dental Clinic

Catholic Charities (KC & NE KS)

CAPA

Child Protection Center

Children's Ctr. for the Visually **Impaired**

Children's Mercy

City Year

Community Action Agency of

Community Housing of Wy Co

Community LINC

Community Services League

Cornerstones of Care

Crittenton

Cross-Lines Community Outreach

Cultivate Kansas City

DeLaSalle Education Center

Della Lamb Community Services

Don Bosco Community Centers

Drumm Farm Center for Children

earlystART

El Centro

Food Equality Initiative

Girl Scouts of NE Kansas & NW Missouri

Giving The Basics

Good Samaritan Center

Grace United Community Ministries

Grandview Assistance Program

Growing Futures Early Education Center

Guadalupe Centers, Inc.

Harvesters

Health Partnership Clinic

High Aspirations

Hope Haven of Cass County

Hope House

Ivanhoe Neighborhood Council **Jewish Family Services**

Jewish Vocational Service

JoCoIHN.

Kansas Legal Services/Legal Aid of Western Missouri

KC CARE Health Center

KCK Huggers

KidsTLC

KVC Health Systems

Lee's Summit Social Services

Literacy KC

Mattie Rhodes Center

Mental Health America of the Heartland

Metro Lutheran Ministry

MOCSA - Metropolitan Organization to Counter Sexual

Assault

Mother's Refuge

Newhouse

Northland Health Care Access

Northland Neighborhoods, Inc.

Nurture KC

Operation Breakthrough

Phoenix Family

PRFP-KC

Raytown Emergency Assistance Program (REAP)

Reconciliation Services

Redemptorist Social Services Center

ReDiscover

reStart

Rose Brooks Center

SAFEHOME

Samuel U. Rodgers Health Center

SAVE, Inc.

Sheffield Place

Shepherd's Center (Raytown/ KC Central/KCK/Northland)

Sherwood Autism Center

Sunflower House

Swope Health Services

Synergy Services

The Children's Place

The Family Conservancy

The Salvation Army of Kansas

& Western Missouri

The Whole Person

Tri-County Mental Health Services

United Community Services of

Johnson County University Health KC

Urban League of Greater Kansas City

Urban Neighborhood Initiative

Veronica's Voice

Vibrant Health

Vivent Health KC

West Central Missouri Community Action Agency

Working Families Friend

YMCA of Greater Kansas City

Youth Volunteer Corps of

America



Nonprofit partners list their volunteer opportunities using United Way's platform

Unique individuals registered for volunteer opportunities through United Way

Impact Kits packed & distributed to agency partners

THOUSANDS Of volunteer hours logged

A UNITED VOICE

Signature events bring together donors, volunteers, employee campaign managers, and our community to celebrate and drive momentum toward creating a generation of Waymakers™.



INCOMMON

Women United took the opportunity to bring together women leaders from all United Way donor networks and celebrate the amazing impact you all have made in the greater Kansas City community. The evening provided incredible networking opportunities with other women who share philanthropic leadership values and community commitment, while exploring the arts at the Kemper Museum. As part of a commitment to inclusivity, the group welcomes all women, including cis women, trans women, and non-binary people.

UNITED BY YOU DAY

In October, United Way activated its first United By You Day, a partnership with local businesses and influencers. The one-day event included several shopping opportunities at small and minority-owned businesses, along with the chance to learn about United Way's impact. Each business donated a portion of sales to benefit United Way's work, helping showcase how our community's collective generosity can make a difference, while also supporting local business.



IGNITE

At United Way, we set up our Employee Campaign Managers for success! Ignite returned in person this year with collaborative training sessions, opportunities to learn about our brand refresh and tools to amplify workplace giving campaigns. Together, our collective impact brings about meaningful change in our community.

TOP ACCOUNT **ROUNDTABLE**

This first of its kind event brought together campaign managers from companies who run some of the largest corporate United Way campaigns each year. It was an incredible time to learn from each other on campaign wins and challenges, and how to build momentum for continued growth and success.

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. Volunteers worked with kids, packed food, completed home repairs and so much more. We can't wait to do it again next year!

MAKING OUR MARK

This year, we've showcased the work of United Way in our community like never before with a total of more than 60 events for donors and community members. More than 3,000 people have been impacted.

SUNSHINE COMMITTEE

During monthly Sunshine Committee events, community members visit agency partners to learn more about organizations supported by United Way. Agencies have an opportunity to show off their space, talk about their mission and work. We cap off the day with a celebration and check presentation.



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 neighborhoods 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 agencies 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™.

unitedwaygkc.org









AMPLIFY OUR 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

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 17-year-old Julio Banurlas from Cristo Rey Catholic High School, who volunteers with Redemptorist Center and Debbie Westlund, who serves with Avenue of Life as our first Waymakers™ of the Year. They embody the compassion and devotion to help others and prove there are a million ways to make a difference. United Way of Greater Kansas City offers volunteer opportunities with more than 300 local partners, along with our immersive experiences.

Dive in today: UNITEDWAYGKC.ORG



Be part of our community of Waymakers™ online!















