



United
Way



Greater
Kansas City



KC STRONG FUND FINAL REPORT

June 27, 2024

KC STRONG FUND

A MESSAGE FROM UNITED WAY'S CEO AND BOARD CHAIR

To Our Kansas City Community:

We are all still healing from the collective heartache and outrage our community experienced on a day that should have been centered around joy and celebration but instead turned into tragedy. Nevertheless, in the four months following the Super Bowl Parade tragedy, we have been reminded of our resilience and the power of our collective action.

In the immediate aftermath of the events that day, United Way of Greater Kansas City partnered with the Kansas City Chiefs to launch the KC Strong Fund – an emergency response fund with the call to turn our outrage into action and to support victims and our community's path to healing.

In the months that followed, our community responded mightily with overwhelming support. From individuals to corporations to small businesses and philanthropic foundations, our rallying cry was resoundingly answered with donations and encouraging words pouring in from all over the globe. As we close out the KC Strong Fund, donations have surpassed \$2 million from more than 4,000 donors. We are proud to share that as of June 27, 100% of those funds have now been distributed and invested into our community.

From its launch, the KC Strong Fund was established first and foremost to provide direct support to gunshot victims, and also to drive critical financial resources to community organizations throughout the region actively supporting ongoing violence prevention and recovery, mental health resources, and first responders. Over the last four months, we partnered closely with the Jackson County Prosecutor's Office which undertook a lengthy and rigorous victim verification process to ensure that individual fund recipients were fully vetted by law enforcement authorities. We also conducted a comprehensive landscape analysis to select organizational recipients in our stated focus areas. As promised, 100% of funds raised have been distributed to victims and community partners, and United Way did not retain any administrative fees whatsoever.

We have now distributed \$1,200,000 in direct assistance to 20 fully verified gunshot victims with payments ranging between \$22,000 and \$100,000 per individual. Additionally, we invested \$831,750.61 equally across the following 14 organizations which will collectively support tens of thousands of community members in the fund's focus areas for years to come:

- Ad Hoc Group Against Crime
- Boys & Girls Clubs of Greater Kansas City
- Center For Conflict Resolution
- Guadalupe Centers
- Kansas City Metropolitan Crime Commission
- KC Common Good
- KC Mothers in Charge
- Lyrik's Institution
- Newhouse
- Rose Brooks
- Transition Zone
- The Battle Within
- Uncornered
- University Health

(continued on next page)

KC STRONG FUND

A MESSAGE FROM UNITED WAY'S CEO AND BOARD CHAIR

To each and every person who donated, conducted fundraisers, used their voice to raise awareness and advocated for KC Strong, THANK YOU! A very special thanks to the Chiefs and to the Jackson County Prosecutor's Office for their partnership in establishing and executing this fund. This effort is emblematic of the power of our community, amplified by United Way.

We are forever KC Strong!



Chris Rosson
President & CEO



Laurie Roberts
Chair, Board of Trustees

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Troy Schulte, Jackson County Government

KC STRONG FUND

THE POWER OF COMMUNITY



As soon as the KC Strong Fund launched, people from every corner of the Kansas City region and throughout Chiefs Kingdom responded. Several small businesses created signature KC Strong items including t-shirts, home goods, jewelry, and cookies. Entrepreneurs and business owners designated a portion of sales on specific days to benefit the fund. The Chiefs organization used its megaphone across all of its various platforms to amplify the fund, and created a specialty t-shirt with all proceeds directed to KC Strong. Players also helped spread the word, including a shoutout by the Kelce brothers on their popular “New Heights” podcast. Thank you to everyone who contributed, shared and advocated for the KC Strong Fund. Thanks to the generosity of **4000+ donors**, we raised **\$2,031,750.61**.

TOP DONORS TO KC STRONG FUND

Thank you to the top donors who supported the KC Strong Fund!

Anonymous	\$250,000.00
Kauffman Foundation	\$250,000.00
The Chiefs, Hunt Family Foundation, & NFL	\$200,000.00
Heartland Coca-Cola Bottling Company	\$100,000.00
Health Forward Foundation	\$100,000.00
The Kansas City Royals Foundation & The Sherman Family Foundation	\$100,000.00
Children’s Services Fund of Jackson County	\$75,000.00
GEHA (Government Employees Health Association)	\$50,000.00
Charlie Hustle	\$50,000.00
Patrick, Brittany & the 15 and the Mahomies Foundation	\$50,000.00
T-Mobile	\$30,906.00
Robert Alumbaugh	\$30,000.00
Arrowhead Live	\$28,622.00
Sporting Kansas City	\$25,000.00
Lockton	\$25,000.00
The David and Nicole Tepper Foundation and Carolina Panthers	\$25,000.00
Hallmark & Crown Center	\$20,000.00
Procter & Gamble Fund	\$15,000.00
Gregory and Deeanne King	\$15,000.00
Monster Beverage Corporation	\$15,000.00
Thomas and Sharon McCullough	\$12,000.00
Marti Greathouse	\$10,000.00
Faruk Capan	\$10,000.00
EPR Properties	\$10,000.00
The Hershey Company	\$10,000.00
Labconco	\$10,000.00
Blue Cross Blue Shield of Kansas City	\$10,000.00
JE Dunn Construction	\$10,000.00
Stuart Schlemmer	\$10,000.00
G III Leather Fashions	\$10,000.00
Krystal Morrison	\$10,000.00

KC STRONG FUND

THE IMPACT

\$1.2 MILLION IN DIRECT ASSISTANCE

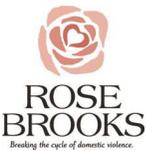
United Way is proud to have distributed direct funding assistance to 20 verified gunshot victims. This would not have been possible without the partnership of the Jackson County Prosecutor's Office, which provided an extensive and rigorous process for verifying gunshot victims. United Way would also like to thank outside counsel Judges Jay Daugherty and Charles Atwell of Jay Daugherty Mediation and Arbitration who served as allocation masters, managing the allocation process, reviewing claimant forms and determining final individual award payments.

\$ 831,750.61 IN GRANTS

In the path to healing and resiliency, United Way is also providing assistance to 14 organizations doing critical work addressing both the short-term and long-term needs of our region in the aftermath of the mass shooting and ongoing community violence. Each of the following 14 organizations received \$59,410.75, for a total of \$831,750.61:



Guadalupe
Centers



UNCORNERED

Specifically, the focus of these organizations include:

- Support for crime victims and their family members, including basic needs and mental health resources.
- Youth development opportunities for economically disadvantaged youth, including those experiencing highest risk factors for gang or gun violence.
- Mediation services to prevent and intervene in conflict, with an emphasis on restorative practices.
- Programs using trauma-informed approaches across service delivery strategies.
- Interventions on behalf of domestic violence survivors through partnerships with law enforcement agencies and healthcare providers.
- Support for first responders on the front lines of responding to violent crime and resulting emergency medical needs.

In the last year, KC Strong grant recipients made the following collective impact which will be furthered by this investment:

- Provided more than 16,000 individual services related to violence prevention/recovery, trauma care and conflict resolution.
- Engaged over 7,000 students in youth development and life skills programming.
- Protected, supported and treated more than 5,000 domestic violence survivors.
- Conducted community outreach to prevent violence to more than 15,000 Kansas Citizens.
- Supported nearly 2,000 community members with family support, therapy, wraparound services, fostering, or household stability.

KC STRONG FUND

2024 FUND TIMELINE

FEBRUARY 14

Super Bowl Parade tragedy

FEBRUARY 15

United Way partners with Kansas City Chiefs to launch KC Strong Fund.

FEBRUARY 16

United Way confirms Jackson County Prosecutor's Office to serve as official victim verification entity.

FEBRUARY 26 - APRIL 26

United Way and Jackson County Prosecutor's Office meet weekly regarding verified gunshot victims.

MARCH 29

United Way finalizes comprehensive nonprofit landscape analysis of organizations serving in KC Strong Fund's focus areas.

APRIL 26

Final list of gunshot victims is verified by Jackson County Prosecutor's Office.

APRIL 30

KC Strong Fund closes for online donations.

MAY 1

United Way sends claimant forms to gunshot victims who have been fully verified by Jackson County Prosecutor's Office.

MAY 15

Victim claimant forms due.

MAY 16 - JUNE 20

Special Allocation Masters and former Jackson County Judges Jay Daugherty and Charles Atwell of Jay Daugherty Mediation and Arbitration review claimant forms and make allocation decisions, using criteria from claimant forms.

MAY 22

United Way finalizes list of nonprofit organizational recipients after conducting an analysis on more than 90 organizations.

JUNE 24

United Way collects 100% of pledged funds.

JUNE 26

United Way Board of Trustees endorses final payments to verified victims and nonprofit organizations.

JUNE 27

United Way distributes 100% of funds and issues KC Strong Fund final report.



United
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Greater
Kansas City



FREQUENTLY ASKED QUESTIONS

KC STRONG FUND

FREQUENTLY ASKED QUESTIONS

Q: How did United Way decide what organizations would be funded?

In the days immediately following the tragedy, United Way began a thorough landscape analysis of Kansas City area nonprofits working in the focus areas identified for funding through KC Strong, namely: violence prevention and recovery, mental health, and aid for first responders who have experienced on-the-job trauma.

Through in-depth research and conversations with our trusted philanthropic partners and public agencies, United Way narrowed a list of potential grantees. Targeted outreach was conducted to fact check, get impact data and assess KC Strong Fund eligibility with select nonprofit organizations. The final review and selection of nonprofit organization grantees was approved by the United Way Board of Trustees.

Q: What community organizations ultimately were awarded that funding, and how much funding did each organization receive?

Each of the following organizations received \$59,410.75, totaling \$831,750.61 in funding.

Ad Hoc Group Against Crime

Ad Hoc Group Against Crime serves as the trusted bridge between community and law enforcement, acting as the primary support system for families who are victims of murder or other violent crimes, missing or exploited and those facing the emotional stress of living in high crime areas. It provides a wide range of intervention and prevention services including grief counseling, cognitive behavioral therapy, relationship classes, survivor relocation support, and employment readiness training, while also supporting violence survivors in tangible ways to address basic needs.

Boys and Girls Club of Greater Kansas City

The Boys and Girls Club impacts the lives of thousands of local Kansas City youth in the urban core and other economically disadvantaged areas of the metro area. While the organization's programming is not explicitly focused on violence intervention, its comprehensive approach to ensuring that participants are academically and socially on track strengthens protective factors in the lives of participating youth in a way that dramatically decreases their risk for gang involvement, drug use or violence and dropping out of school.

Center for Conflict Resolution

At Center for Conflict Resolution, experts are working to help the community solve conflict by providing a safe structured environment that encourages understanding over escalating conflict. The organization works with individuals to resolve, manage and transform conflict in their lives before that conflict escalates to violence with training that imparts skills needed for more peaceful solutions and restored relationships.

Guadalupe Centers

Guadalupe Centers is home to comprehensive family services for youth, families, and seniors in the Latino communities in the Kansas City metro. The organization has supported the Jackson County Prosecutor Office's community meetings following the parade day shooting, providing mental health counseling and connection to other resources at the prosecutor's events. Guadalupe has also provided support to many of the victim families, which includes several individuals with strong ties to the Latinx community. The organization's comprehensive programming for youth-including education, youth sports, mentorship, and prevention programming-provides an essential anti-violence resource for the community.

KC STRONG FUND

FREQUENTLY ASKED QUESTIONS

KC Common Good

KC Common Good unites the community to address root causes of violence. Its KC 360 program is a comprehensive, community-based approach to reducing gun violence and violent crimes, building stronger community relations and increasing access to education and jobs while also implementing responsible justice reforms.

KC Mothers in Charge

KC Mothers in Charge aims to reduce violent crime through prevention, education, and intervention and to guide and support victims' families through trauma-informed crisis care at homicide scenes, support groups, family support calls, individual/family counseling, assistance navigating the criminal justice system, and community outreach programming.

Lyrik's Institution

The mission of Lyrik's Institution is to reduce crime and violence by targeting destructive thinking errors and reworking them into productive behaviors. The organization uses cognitive behavior therapy strategy in older youth development programming, with an explicit focus on crime prevention. Students have opportunities in the creative arts, as well as prospects to obtaining paid internships to learn real-world skills, giving young adults the tools they need to thrive.

Metropolitan Crime Commission

In existence for 75 years, the Metropolitan Crime Commission works in close partnership with KCPD (Kansas City, Mo. Police Department) on a variety of fronts, including the operation of the Crime Stoppers hotline, the administration of a family assistance fund for police killed in the line of duty and comprehensive programming for the "justice involved" population through wraparound supports with housing, employment, and addressing basic needs.

Newhouse

Newhouse supports domestic violence survivors so they can become empowered to achieve their full potential. Embedded in a high-risk area of our community, Newhouse is also positioned as a critical responder to neighborhood violence. It provides a safe place to protect victims and gives trauma-informed care for transformational healing.

Rose Brooks

Rose Brooks provides temporary housing and variety of supportive services for survivors, along with prevention programming. A key prevention strategy that also serves as an entry point for services is its Lethality Assessment, a partnership with KCPD and other area law enforcement agencies. First responders are trained to spot signs of domestic violence and to offer strategies for connecting possible victims to services.

The Battle Within

The Battle Within provides mental health support to address trauma experienced by military and first responder professionals. In the aftermath of the February 14th shooting, The Battle Within served first responder personnel experiencing trauma from the event. It cares for the community's first responders from police to firefighters to EMTs and frontline healthcare workers, giving them tools to heal and develop a community of support.

Transition Zone

Transition Zone works to provide a safe space where youth, ages 12 to 18 years old (primarily in the urban core of the Greater Kansas City Metropolitan area) can be equipped with workforce/life skills and entrepreneurship training. Transition Zone approaches its work through three target areas: the youth training, family pathways, and safe zones, each designed to empower individuals and families to achieve safety, resiliency and sustainability.

KC STRONG FUND

FREQUENTLY ASKED QUESTIONS

Uncornered

Uncornered harnesses a proven, data-based model to analyze violence street by street and corner by corner to transform a city's most violent, disruptive, and neglected residents, whom they have coined "Core Influencers," into agents of change who lead their cities to peace. This includes engaging gang members and others directly involved in violence and offering them a different path, working to change the trajectory of entire families, communities and cities.

University Health

University Health is our region's trusted safety net hospital. This means it provides a significant level of care to low-income, uninsured, and vulnerable population. It is mission-driven to deliver the best care to all of Kansas City with a range of services from emergency care like it provided the day of the shooting both on the ground at medical tents and at the hospital ER, to specialized services including mental healthcare and trauma-informed interventions together with social services to address the comprehensive needs of its patient populations.

Q: How were individuals deemed eligible for funding?

Shortly after the KC Strong Fund was established, United Way of Greater Kansas City sought insight from communities that had experienced similar tragedies including Newtown, Connecticut (Sandy Hook Elementary) and Orlando, Florida (Pulse Nightclub) to glean insight from their emergency response funds. There were two key critical lessons learned from those communities that were applied to the KC Strong Fund: engage with the community's top law enforcement office investigating the incident to conduct victim verification and enlist outside legal counsel to administer the process of evaluating victim claims and delivering funds.

As such, United Way held a standing weekly meeting with the Jackson County, Missouri Prosecutor's Office (our top law enforcement officer locally) to work through the process of victim verification throughout the past four months. United Way also engaged the outside dispute resolution firm of Jay Daugherty Mediation & Arbitration (additional details on that below).

The Jackson County Prosecutor's Office conducted the victim verification process. Victim verification involved dynamic and continuous weekly check-ins between the Prosecutor's Office and United Way, ensuring that those victims who received a distribution from the fund were fully vetted by law enforcement and ensuring that no perpetrators of the mass violence were eligible for funds. The final verified victims list was the result of investigative measures undertaken by the Jackson County Prosecutor's Office and local law enforcement including victim statements, witness interviews, medical records, evidence gathering, etc. Ultimately, because of the complexities of this particular case, the large number of individuals involved, and the finite number of financial resources available to award victims, the verified victims list was limited to individuals who sustained gunshot wounds during the Super Bowl Parade tragedy.

The investigation is also still considered active and ongoing and is subject to the addition of further criminal charges.

KC STRONG FUND

DETAILS AND FREQUENTLY ASKED QUESTIONS

Q: Who is administering the fund? And how did United Way determine how much funding each verified gunshot victim would receive and why?

United Way engaged former Jackson County judges Jay Daugherty and Charles Atwell with Jay Daugherty Mediation & Arbitration as third-party outside legal mediators to guide and execute this process. The mediation and arbitration team devised the victim claimant form in partnership with United Way. These attorneys were solely responsible for reviewing claimant forms issued to each verified victim.

On May 1st, verified victims were each sent an official claimant form giving them the opportunity to share the range of ways the shooting had impacted them and their family: medical bills, mental healthcare needs, lost wages, pain and suffering.

As of result of this process, 20 verified gunshot victims were awarded assistance funds ranging from \$22,000 to \$100,000.

Q: Why did you close the KC Strong Fund when victims may need assistance long into the future?

United Way understands there was an important and urgent window of time to respond in the immediate aftermath of the tragedy and to harness the power of our community to support victims. United Way believes investments in community organizations will continue to benefit both victims receiving direct assistance through KC Strong and those we were not able to provide direct support to into the future, in combination with United Way's ongoing funding commitments to more than 100 other nonprofit partners.

Q: How have victims been assisted while the process of delivering KC Strong Funds has been underway?

Learning from previous mass violence events across the country, it was clear that setting up and administering relief funds takes time and diligence to be done right. In fact, the Mass Violence Survivors Fund organization estimates on average that it takes approximately five months for victims to receive the donated funds. In the case of the KC Strong Fund, United Way raised and collected funds over several weeks, partnered with the Jackson County Prosecutor's office which completed an extensive and thorough multi-month victim verification process, and worked with Jay Daugherty Mediation & Arbitration to process claims and make fund distribution decisions, in approximately four months. While this was being done, United Way immediately responded to those who reached out seeking support including tapping into our vast network of community partners and 211—United Way's 24/7 resource and referral system. Throughout the past few months, many individuals and families were provided direct assistance like rent and utility assistance, and connections to resources for mental healthcare and other needs, outside of the fund, as a result of their outreach to United Way.

Q: What's the breakdown of how money was spent?

Victims received \$1.2M in financial assistance and \$831,750.61 was distributed to community organizations. United Way did not withhold any administrative costs from KC Strong- 100 percent of dollars raised were delivered to their intended causes, as promised.

Q: What role has the Kansas City Chiefs organization played in KC Strong?

In the immediate aftermath of the tragedy, the Kansas City Chiefs partnered with United Way to launch the KC Strong Fund, because of their trust in United Way as a community partner. The Chiefs and NFL Foundation made lead gifts to kickoff the fund, in addition to a gift from the Hunt Family Foundation. The Chiefs lent the powerful use of their name, brand, and voice to amplify KC Strong- helping United Way engage more donors, raise more dollars, and ultimately support more people, thanks to their partnership. This partnership included sharing the fund through the various digital assets, encouraging players to amplify the fund, and creating a specialty t-shirt with proceeds directed to KC Strong.