



ANNUAL REPORT 2021-2022

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You make a
DIFFERENCE

Together, we can build a better, stronger Bluegrass.

A Letter from the President



July 1, 2021 was an exciting day for United Way of the Bluegrass (UWBG). It was the start of our fiscal year, but more importantly, the opening of our first WayPoint Center. This opening signified the start of something powerful in our organization and our community. Because of the vision and hard work of many people across our region, we were able to create this Center where anyone who walks in the door, regardless of their needs, can be served with compassion and leave the Center a little lighter.

As we wrap up our 2022 campaign year, we are officially embarking on the second year of our WayPoint Initiative and our third year of the expansive partnership with the Commonwealth to provide comprehensive 211 services across the state. Before looking ahead, I think it's important to look back on our past year and appreciate the challenges we have faced and successfully navigated, as well as the accomplishments we have achieved together.

I am proud to report that the state of our organization is strong, and UWBG's standing in the community and among our donors, nonprofit partners, and other stakeholders is growing stronger with each passing day. However, the continued adversities due to the global pandemic and labor shortages have challenged us over the past year. There is no doubt that, as a community, we have been tested over the last two years. Despite those challenges, our organization has steadily made great strides in the last year, including these impactful achievements:

- Served over 110,000 Central Kentuckians through 211, our WayPoint Centers and agency partner grant organizations
- Launched three WayPoint Centers in two counties providing services to over 1,100 individuals and families
- Expanded our 211 reach to cover 92 of the Commonwealth's 120 counties

- Raised \$2.92M through workplace campaigns to be distributed to our 67 nonprofit partners across the Bluegrass
- In addition to Campaign dollars, the UWBG team secured \$965,976 in grants, sponsorships and contracted services

There is no doubt that this was still a very difficult year for all businesses, nonprofit organizations included. As COVID continues to progress, transitioning from a pandemic to an endemic, UWBG has fared better than many others in our charitable landscape thanks to the support of our community, our dedicated staff, and our Board of Directors.

As we enter my third year as the president and CEO of UWBG, we are poised to make a greater impact than ever before. With our focus on expanding our WayPoint Initiative across the region and serving the needs of everyone in our community, we are evolving and growing into the modern-day United Way of the Bluegrass our community needs and deserves. We will continue to work together as a unified team through fundraising, advocacy and programmatic work. We will continue to build a better, stronger Bluegrass where all are welcome. I ask you to join me. Make the pledge to continue to LIVE UNITED today and every day.

A handwritten signature in black ink, appearing to read 'Timothy Johnson', with a long horizontal flourish extending to the right.

Timothy Johnson
President & Chief Executive Officer
United Way of the Bluegrass

OUR MISSION:

WE FIGHT FOR THE **BASIC NEEDS, EDUCATION,** AND **FINANCIAL STABILITY** OF EVERY PERSON IN CENTRAL KENTUCKY.



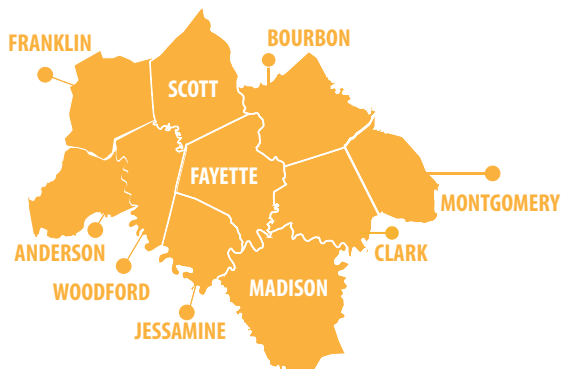
After more than a century of service, United Way of the Bluegrass (UWBG) still provides the resources, expertise, vision, and leadership to help bring community-driven goals to life.

Since 1921, we have been tackling the region's most pressing needs. Each day we fight for the basic needs, education, and financial stability of every person in the ten counties we represent: Anderson, Bourbon, Clark, Fayette, Franklin, Jessamine, Madison, Montgomery, Scott, and Woodford.

Through our WayPoint Centers and 211 contact center, we are able to provide support to our neighbors when and where they need it.

Your continued support of United Way of the Bluegrass helps make this possible.

Change doesn't happen alone.



Let's LIVE UNITED

for a better, stronger Bluegrass.



United Way of the Bluegrass

AT A GLANCE

2021-2022

62
PARTNER AGENCIES

77 PROGRAMS FUNDED

110,618 PEOPLE SERVED
(Partner agencies, WayPoint, & 211)

10 COUNTIES SERVED



23,818
KIDS SERVED



285,487

Volunteer hours served by UWBG Partners and Volunteers

YOUTH & CHILDREN SERVED

early childhood programs

2,496

21,168

educational advancement programs in schools & beyond

Students served through the Sweet Dreams Project:

2,000+



PEOPLE SERVED

7,672

financial education, assistance, & tools



employment training
906

violence prevention or domestic violence support

3,892



1,100+
People served



1,500
PEOPLE SERVED

EITC RETURNS:
600

125 volunteers served

5,000 HOURS



\$3,000,000
TAX RETURN DOLLARS AWARDED



2.1.1

Get Connected. Get Help.™

TOTAL 211 REQUESTS
22,315

20,662
CALLS RECEIVED

10,718
INCOMING & OUTGOING TEXTS












WayPoint Mission:



WayPoint's mission is to create an access point for families and individuals, and to provide vital programming to people living in underserved neighborhoods and communities of color. Each WayPoint Center brings together the region's most effective nonprofit, government, and business organizations to leverage their strengths against our community's biggest issues. WayPoint Centers coordinate an ecosystem of partners and programs to have the greatest impact on local families from a physical and place-based anchor in their communities. Since officially opening the doors on July 1, 2021 we have served over 1,100 individuals in our three centers.

SERVICES OFFERED:

 <p>In-person assessment & referrals</p>	 <p>Services to help support basic needs</p>	 <p>One-on-one budget, credit, and financial counseling</p>
 <p>Access to mainstream banking products</p>	 <p>Job support services & workforce training</p>	 <p>Youth mentoring & tutoring</p>
 <p>Healthy living events & info</p>	 <p>Kindergarten readiness training for parents and care-providers</p>	 <p>No cost income tax filing and preparation services</p>

We Will Call Her Jackie

Jackie was seven months pregnant and had no money to buy a crib. That's why she went to the Black & Williams WayPoint Center. The 21-year-old told Community Impact Manager Gerri Botts that she wanted to be *"the best mom I can be"* but, after growing up in foster care or living temporarily with family members, she knew little about parenting or child development.

Gerri worked with Jackie to assess her needs. In tears, Jackie said she had a low-wage part-time job, had not received her food stamps for the month due to an administrative error, and was sleeping on couches or floors in the homes of different friends. Plus, she couldn't always afford prenatal vitamins and she had learned that her pregnancy was high-risk and required doctor visits twice a week.

With Gerri's help, Jackie met with a partnering employment agency at WayPoint and developed a plan for her to work at a temporary job until her baby is born. After that, the agency will assist in placing her in a full-time job. Jackie and Gerri worked together to re-establish Jackie's SNAP benefits and maximize her Medicaid benefits, including prenatal vitamins and transportation to medical appointments. They completed applications for income-based housing and made an appointment for Jackie to meet with a potential landlord. Jackie then made plans to work toward her GED, obtain financial literacy training, and received guidance on child development.

Jackie left WayPoint with a book about the last trimester of pregnancy and a duffle bag courtesy of WayPoint supporter Toyota that contained a blanket for her baby. She also left with the reassuring thought that the furniture bank at a local partner agency will provide a crib once she's settled into her new home.



Mr. Golden

Mr. Golden came into the WayPoint Center without health insurance, a job, or a home, and left with the beginnings of all three.



Scan the QR code here to hear him tell his story.

THE FUTURE OF WAYPOINT



Basic Needs



Access to Health Care



Kindergarten Readiness



School Success



Sustainable Jobs



Safe Streets

WayPoint Centers offer a **comprehensive approach** to support that we hope to bring to other communities across the Bluegrass.

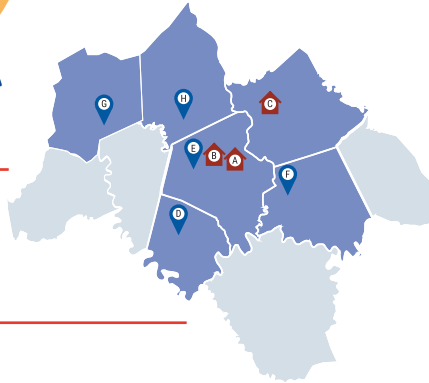
Your gifts help make this type of support available to individuals and families in two Lexington communities and the city of Paris now, and other Central Kentucky locations in the future.



Current Location



Proposed Location



DID YOU KNOW?

Families who receive financial stability services + basic needs services are **3x more likely to meet their economic goals.***

*Source: Annie E. Casey Foundation's Centers for Working Families

WE FIGHT FOR THE **BASIC NEEDS, EDUCATION, AND FINANCIAL STABILITY** OF EVERY PERSON IN CENTRAL KENTUCKY.

Thanks to the support of businesses and individuals like you, United Way of the Bluegrass proudly supported these local and regional partners in 2021-2022.

- 4Kids, a Faith Community Partnership
- ACCESS Soup Kitchen & Men's Shelter
- AMEN House, Inc.
- American Red Cross, Bluegrass Chapter
- Apprisen
- Arbor Youth Services
- Big Brothers Big Sisters of the Bluegrass
- Bluegrass Community & Tech. College Foundation
- Bluegrass Community Action Partnership
- Bluegrass Council of the Blind, Inc.
- Bourbon County 4-H
- Boy Scouts of America, Blue Grass Council
- Capital City Activity Center
- CASA of the Bluegrass
- Child Care Council of Kentucky, Inc.
- Chrysalis House
- Clark County Community Services, Inc.
- Community Action Council
- DuBois Community Center
- Elizabeth's Village
- Emergency Food Pantry of Franklin County
- First 5 Lex - Fayette County Public Schools
- Food Pantry for Woodford County, Inc.
- Franklin County Women and Family Shelter
- Gathering Place Mission
- Gatton School Micro Grants
- Girl Scouts of Kentucky's Wilderness Road Council
- Glean Kentucky
- God's Outreach Madison County Food Bank
- GreenHouse17
- Hope Center, Inc.
- Hope's Embrace
- Immigrant Initiative
- Jessamine County Homeless Coalition
- Jubilee Jobs
- Kaden's Cause
- Kentucky Equal Justice Center
- Kentucky River Foothills Development Council, Inc.
- Kings Center
- LIGHT Center Corporation
- Mentors & Meals
- Mission Lexington
- Montgomery County 4-H Council
- NewSong Counseling Center, Inc.
- Paris-Bourbon County YMCA
- Post Clinic, Inc.
- Reading Camp
- Rowland Arts Center
- Salvation Army of Frankfort
- Simon House
- South Frankfort Community Center
- Sunshine Center
- Telford Community Center YMCA
- The Foster Care Council of LexKY
- The Hearing & Speech Center
- The Nest
- Thorn Hill Education Center
- Urban League of Lexington-Fayette County
- Wanda Joyce Robinson Foundation
- Woodford Co. Woman's Club "Coats and Shoes for Kids"
- YMCA of Central Kentucky



WAYPOINT CENTER GRAND OPENINGS:

On July 1, 2021, UWBG opened our first WayPoint Center in the Black & Williams Neighborhood Center in the West End of Lexington. Two additional locations quickly opened in the Charles Young Center in the East End of Lexington and in the Paris-Bourbon YMCA. In our inaugural year, the WayPoint initiative served more than 1,100 individuals by aiding with utility payments, housing/rent assistance, tax preparation, food assistance, and much more. We host eight funded partners onsite as well as representatives for government, corporate, and academic organizations within each center.



TEACHER TOTE + SCHOOL SUPPLY DRIVE:

Corporate partners and donors came together to collect school supplies for local teachers as they reentered the classroom full time. These totes included additional supplies for students, hand sanitizer and Clorox wipes. Volunteers packed supplies and distributed them to teachers in 13 school districts across our service region.

BASHAM & SOWER MEMORIAL GOLF CLASSIC:

The first annual Basham & Sower Memorial Golf Classic was held on August 6th and it was a hit! We combined the Basham Golf Classic in Anderson County with the Franklin County Golf Classic and funds raised were used to fund partners in both counties.

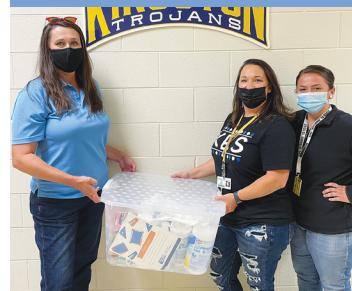
9.11 PROJECT:

The 9/11 Day of Service Project was designed to commemorate the 20th anniversary of the events of the September 11th attacks, and occurs during Emergency Preparedness month. UWBG was awarded a \$2,000 grant from United Way Worldwide and AmeriCorps to execute the creation and packing of 600 Family Emergency Kits to be distributed to families in need across the Bluegrass.

Thanks to an additional gift from Toyota Kentucky, Toyota employees packed 3,000 Family Emergency Kits that were donated to 19 nonprofit partners, including three UWBG WayPoint Centers.

SHARE YOUR 24:

Our 2nd annual Share Your 24 social media campaign raised funds to support the Sweet Dreams Project. In total we raised enough to fully fund one of the 34 participating elementary schools.



150+ Volunteers



2,000+ Kids



10 counties



400 sets of pajamas

1 WayPoint Center



13 school districts



3 early learning centers



34 schools

SWEET DREAMS PROJECT:

During the 2021 holiday season, UWBG hosted our sixth annual Sweet Dreams Project to benefit students across the Bluegrass! UWBG partners and donors contributed dollars and items to ensure that over 2,000 students were served. Students received a personalized gift of a brand new set of pajamas in their size, a book at their reading level, dental hygiene products, and nonperishable snacks before the holiday break.



SPELLING BEE(R):

The Young Leaders Society (YLS) hosted our first annual adult spelling bee in December to support the Sweet Dreams Project. Participants gathered at Mirror Twin to battle for the best speller in the Bluegrass and raise funds for the Sweet Dreams Project. Together we raised enough funds and items to fully support a local school and made plans to host another Spelling Bee(r) in the summer.



READ ACROSS THE BLUEGRASS:

Our annual Read Across the Bluegrass program looked a little different this year. Due to COVID restrictions, we were unable to send volunteers



into classrooms to read to students. Instead, we fundraised via social media and collected 138 books through our Amazon Smile account to be distributed through our WayPoint Centers.

WOMEN UNITED EVENT:

Women United hosted their first virtual event featuring Judge Lindsay Hughes Thurston and Kivvi Figgs, Court Liaison for the Juvenile Treatment Program with Fayette County Public Schools. The duo, along with Judge Melissa Moore Murphy, spearheaded the effort to create the Juvenile Treatment Program to help support FCPS students in the Fayette County court system. Together, they aim to prevent recidivism among these students and get them back on the path to success. The 80+ registrants at the event donated \$745 to support the purchase of hygiene items that were distributed through our WayPoint Centers.

UNITED WAY CENTENNIAL GOLF CLASSIC PRESENTED BY LEXMARK:

United Way of the Bluegrass' Centennial Golf Scramble presented by Lexmark was held June 13th at Keene Run Golf Club in Jessamine County. A total of 27 foursomes enjoyed a round of golf, luncheon, silent auction, and reception, raising over \$20,000. We appreciate the support of our sponsors and players!

THANK YOU TO OUR EVENT SPONSORS!

BASHAM & SOWER MEMORIAL GOLF CLASSIC:



9.11 PROJECT:



SHARE YOUR 24:



SWEET DREAMS PROJECT:



CENTENNIAL GOLF CLASSIC:

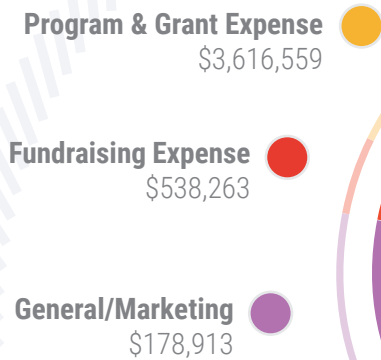
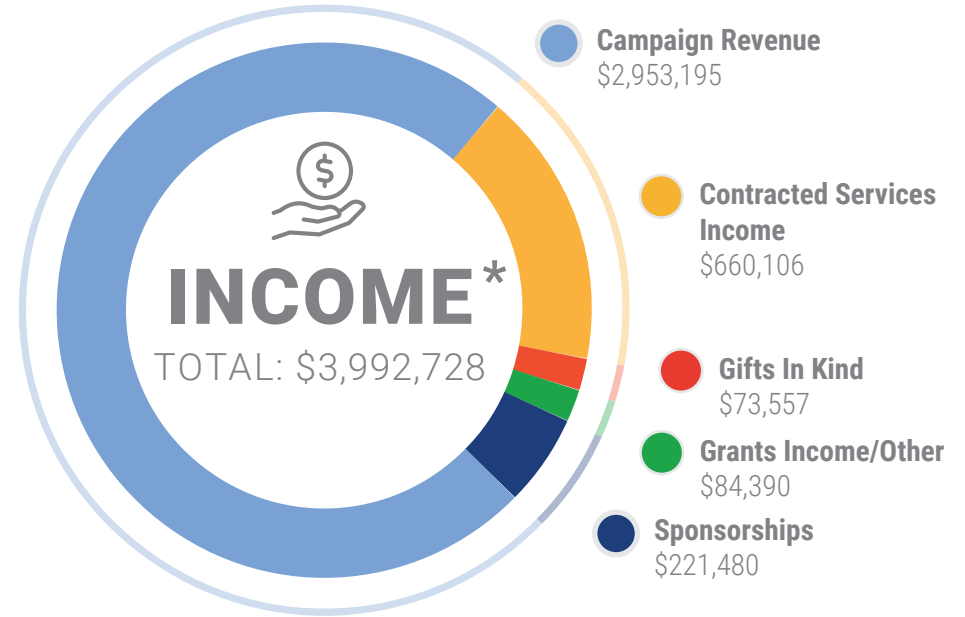


TOP 25 SUPPORTERS

We recognize these outstanding partners for their employee and corporate contributions as our **TOP 25 SUPPORTERS** from 2021-2022.



2021-2022 FINANCIALS



* Income figure does not take into account revenue received in FY22 that was reported pledged in the prior fiscal year.

LEADERSHIP GIVING

Henry K. Milward Society: \$25,000 and above
Alexis de Tocqueville Society: \$10,000-\$24,999
Builders Society: \$5,000-\$9,999
Gold Feather: \$2,000-\$4,999
Silver Feather: \$1,000-\$1,999

*Thank you to all United Way of the Bluegrass donors.
Your gift helps move our community forward.*

HENRY K. MILWARD SOCIETY

Jeff and Mary Meixelsperger Rooke Family Foundation Sam and Beth Mitchell

ALEXIS de TOCQUEVILLE SOCIETY

Anne J. Brooks
Bob and Caryl Pfeiffer
Brock Saladin
Connie and John Linton
Dr. John W. Gilbert
Drs. Eli and Mary Lynne Capilouto
Garry and Susan Elkington

Jo Ann Czekalski and Jim Stokes
Sharon Votaw
Steve South and Sue Van Patten
The Caller Family: Steve, Susan,
Bret, and Allison
Tonya H. Jackson

BUILDERS SOCIETY

Brian and Mary-Alicha Weldon
Craig L. Daniels
Dr. Peter D. Hislop
Milly Stewart

Sandra McCain and Sean Weaver
Steven M. Lee
Tim and Anna Cambron

GOLD FEATHER

Alison Freels
Andrea Schaefer
Brandon and Valerie Marshall
Bryan S. and Tammy D. Willett
Chad E. McQuillen
Charlotte Lewis
Dan Carter
Danielle Adair
Darius Hall
David and Kathy Cseledy
David Freibert
David M. Lindeman

David M. Riherd and Nancy L. Betts
Donna Goodrich
Doris Harrod
Dr. Edward J. Kasarskis Jr.
Dr. Tamara L. Sanderson
Ellen J. Hahn
Emily Meek
Gary William McCloskey
Hender Rojas
Jeff Bailey
Jody Shoup

GOLD FEATHER (continued)

John and Angie Funk
John and Joanne Bolash
John Bevington
John E. Salsman, III
Julia Mae Parker
Karen Wheeler
Kenneth and Suzanne Troske
Mark J. Cambron
Maura Smith
Meagan and Phillip Sisk
Michael Mirre
Mike and Debbie Hockensmith
Muriel D. Garr
Paige and Michael Bensing
Paul and Gretchen Curlander

Paul and Kathy Ackerman
Phil and Jean Roberts
Philip J. Male
Ron, Kelli, Matthew and Sarah Garnett
Sarah Stykes
Scott Douthett
Stevie R. and Nycole Barnes
Sven & Almeta Dellagnolo
Tammie M. Hart
The Hurt Family
Timothy and Opa Johnson
Tyler and Sara Martin
Veronika Brennerova
Walter J. Ferrier

SILVER FEATHER

Aaron Garrard
Alan Rauch and Anita Amla
Alann and Kristi Karow
Aldo Perez
Alejandro Velazquez
Allen and Ellen Norvell
Allen G. Hovest
Amanda Plakosh
Amy Fox
Amy Lannum
Andy and Lee Walker
Angela Brandford Stevenson
Ann Goins
Anne and Alan Fleischer
Anne D. Olson
Anne E. Nash and John T. Newton, Jr.
Annie Metcalf and Tommy Green
Anthony D. Sword
April Howard
Barbara Dixon and Addison Parker

Barry and Billie Hickey
Ben and Pam Newman
Benjamin Conrad
Bhaskar Gopalanarayanan and Vasundhara
Parameswaran
Bill and Joanne Brown
Bill and Kitty Craycraft
Bill and Margie Wilson
Bob Kain
Bob Pennington
Brad and Katie Williams
Brad Robson
Brandon L. Eason
Brenda and James Rogers
Brent Lambert
Brian and Lora Carpenter
Brittany Raisor
Bruce and Patsy Pieratt
Bud and Leslie Watson
Byron Costner

LEADERSHIP GIVING

SILVER FEATHER (continued)

Cameron Freeman
Carla J. Manning
Charles Butler
Chris and Regan Blevins
Christina Keeling
Christopher Wayne Mayes
Clay and Edie Green
Clay Mooring
Craig Tokowitz
Cynthia Parrish
Dale R. Mullins
Daniel Johnson
Darrell W. Strickland
David and Patty Breeze
David and Shelly Kidd
David H. Tompkins
David J. Plummer
Deborah Sue Reynolds Drury
Deby Oliver
Denise and Kirk Lewis
Dr. and Mrs. Jerold N. Friesen
Dr. and Mrs. Tom Young
Dr. David L. Harmon
Dr. Deborah Erickson
Dr. Jerry G. Rose
Dr. Karl W. Lange
Dr. Kenneth R. Jones
Dr. Ligia Bejat
Dr. Patricia K. Howard
Dr. Urton Anderson
Drs. Fred and Wendy Hansen
Eivind Kolemmainen
Elaine Adams
Ellis Miller
Erik Flynn
Fillmore H. Corey
Frank Page
Ganpathy Murthy
George Ward
George Zhang
Gerald Taylor
Glenn and Kathy Blomquist

Greg House
Howard and Dee Reynolds
Jacobus M. Ockers
James David Wilkinson
James Fereday
James Greenlee
James Timothy Smith
Jamie and Lisa Eads
Jared Noland
Jason and Kristin Miller
Jason Martin
Jay Newby
Jean Marie Massie
Jeff and Dana Zinger
Jeff Anderson
Jeffrey C. Cowan
Jeffrey Doane
Jennifer A. Miles
Jennifer Williams
Jeri Isbell
Jim and Peggy Baldrige
Joe Chappell
John and Ann Patterson
John and Jeannetta McNeill
John and Kathy Plomin
John and Magdalene Stewart
John K. Brown III
John K. Hutcherson, Jr.
John Thomas
Jonathan Kohn
Josh Stephenson
Joy Kennedy
Juli Eskridge
Julian and Toni Karpinski
Julie Ossege
Karen Greenwell
Karen Koberg
Katherine Bishop
Kaveh Kashef
Keith Gillispie
Kelli Lee McCarthy
Kendall Anderson

SILVER FEATHER (continued)

Kenneth E. Hill
Kevin Allen Cox
Kevin and Jennifer Russell
Kim and Mark Sweazy
Kristen Millard
Kristi Middleton
Laroyce Lockett
Latarika Young
Laura Day DelCotto
Laura M. Jones
Lawrence and Adrian Holloway
Lawrence Weathers
Lee L. Walker
Linda Hayes
Liz Caras
Lucian Hardin
Malcolm G. Armstrong
Mandeep Saini
Mark A. Schmitt
Mark and Tricia Rufi
Mark Laurer
Matt Martinkovic
Matthew and Christina Briggs
Matthew D. Clarke
Melinda Kemp
Melinda Terry
Melissa Clarkson
Melissa Spencer
Michael and Tamara Yaro
Michael Noyes
Michael P. Healy
Michael Rocha
Mills White
Miranda M. and Joe Scully
Missy Lambert
Molly E. Caldwell
Monica Bounds
Nancy A. Leonard
Natalie and George W. Wilson, III
Nathan Crosley
Pat Ferry
Penny Cox
Phil and Connie Harmon
Philip and Nancy Dare
Phyllis R. Hasbrouck
Randy and Brenda Harris
Rebekah Duke and Jerod Crockett Foundation
Reg and Rosemary Souleyrette

Reggie Smith
Rev. Richard Gaines
Richard Seckel
Rick and Monica Robinson
Rick Jeremiah
Ricky Stone Jr.
Rob and Kim Rosenstein
Robert and Barbara Twist
Robert and Ruth D. Straus
Robert Morgan
Robert R. Marshall
Robert T. Dobbins
Robin Bell
Rodney Swartz
Ron and Bunny Hink
Rosalind D. Torrence
Russell Kelemen
Sandy and Wendell Snyder
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Scarlett Cornish
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Sheri Depp
Sherry L. Hisel
Stephen Noel
Steve Pieratt
Steve T. Trisler
Steven Wayne Hawkins
Tammy and Brian Hershinow
Tanya Welsch
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Terry A. Lennie
Terry R. Malone
The Concors Family
Thomas Novak
Timothy Melton
Timothy Sullivan
Tina Thomas
Tom and Julie Knight
Tom and Kay Harris
Trevor and Julie Silver George
Van and Laurie Thompson
Warren O. Nash
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William Michael Davis
Yoshie T. Reid
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Paul Rooke *Community Volunteer*
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Mark Sulski *Community Volunteer*

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Karen Wheeler *Beam Suntory & Jim Beam*

Dr. Steven Yates *University of Kentucky*

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Donna Drury, Community Volunteer
Tiffany Drury, Bluegrass Community Tech. College
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Steve Stewart, The State Journal
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Alex Lyttle, Stock Yards Bank & Trust
Ruby Mason, Community Volunteer
Dexter Porter, Asbury Theological Seminary
John Thompson, Sargent & Greenleaf
Davis Wash, Community Volunteer

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Russ Asher, Hyster-Yale Group
Joy Benedict, Baptist Health - Richmond
Monica Clark, Novelis, Inc.
Amanda Jumper, CHI Saint Joseph Health
Janette Lloyd, East Kentucky Power Cooperative
Mark York, Bechtel Parsons Bluegrass

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Carmela Fletcher-Green, Mt. Sterling Clinic
John Morton, Keystone Financial Group
Pam Murphy, Caswell Prewitt Realty, Inc.
Tonia Prewitt, Kentucky Career Center - Mt. Sterling
Chas Sargent, Traditional Bank, Inc.

Woodford County

Anna Cambron, Ruggles Sign Company, Inc.
Justin Carroll, Community Trust Bank
Jackie Cecil, Kentucky Community Tech.College
Richard Drayer, Drayer Richard, OD
Scott Hawkins, Woodford County Public Schools
John Hutcherson, Lexmark
Bob Kain, Jack Kain Ford
Sue Van Patten, Eli Lilly and Company

Scott County

Mike Hockensmith, The Hockensmith Agency
Kim Marshall, Central Bank & Trust Co.
Tom Prather, Mayor of City of Georgetown
Mark Sulski, Community Volunteer



It's time to
LIVE UNITED

“We will continue to build a better, stronger Bluegrass where all are welcome.”

—Timothy Johnson
United Way of the Bluegrass President and CEO

JOIN US.

Change doesn't happen alone.

UWBG.ORG/LIVEUNITED



HELP WHEN AND WHERE OUR COMMUNITY NEEDS IT THE MOST

**United
Way**



**United Way
of the Bluegrass**

www.uwbg.org

