ANNUAL REPORT 2019 - 2020

United Way

United Way of the Bluegrass

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United Way of the Bluegrass fights for the basic needs, education and financial stability of every person in Central Kentucky.

LETTER FROM THE PRESIDENT

"We are in a year of rebuilding and transformation into the modern United Way that our community deserves and needs."



As we enter this new campaign season, we also reflect on the past year and the many challenges and wins we have faced together. While I could have never predicted the unprecedented challenges that would face our community, team, and organization during my inaugural year leading United Way of the Bluegrass, I am so proud of what we have accomplished together.

No one could have predicted that the COVID-19 pandemic would evolve into the economic and community crisis we are facing today. No one could have foreseen the devastation a public health crisis could have on literally every segment of society. We could never have predicted that our fight would expand beyond the pandemic of COVID-19 to erupt into a different pandemic – the fight against racism. We have watched it play out in the media, in our Commonwealth, and in our country - highlighting that COVID-19 is not the only disease we are fighting. We have systemic work to do, but united is the way forward.

One thing is clear – the work of United Way of the Bluegrass is more important now than ever before. The Coronavirus Response Fund launched in March and united our philanthropic leaders and community around results-oriented solutions to support the basic and immediate needs persisting across our region. The impact of the over \$1M raised will continue to serve our neighbors in the weeks and months ahead. United, we have driven remarkable impacts for response efforts -serving over 283,197 children, seniors and families across our region, awarding grants to 47 nonprofit organizations across 14 counties, and providing critical funding to leverage federal dollars and stave off evictions and utility shutoffs.

Despite all of these challenges, we still have much to celebrate. Exciting plans are underway as we prepare to embark on our Centennial year in 2021. For nearly 100 years, United Way has proudly and steadfastly served the Central Kentucky community. But we cannot do our work alone, and change does not happen alone. We are in this together, and it is the strength of you and our community partners that will sustain us and drive real and lasting change for another 100 years.

We are in a year of rebuilding and transformation into the modern United Way that our community deserves and needs. Soon we will start the work of rebuilding and revitalizing with our community. The work ahead will be both exciting and exhausting. Bringing our voices and results to our collective impact work will not be easy, especially as we begin to recover and become even more intentional around racial equity, but it will be rewarding.

Timothy Johnson President & CEO United Way of the Bluegrass

WHAT WE DO

AT-A-GLANCE 2019 - 2020

We are the hand-raisers, the game changers.

For nearly 100 years, United Way of the Bluegrass has united the full force of the community to fight for the basic needs, education and financial stability of every person in Central Kentucky.



At United Way of the Bluegrass, we know big things can happen when our community works together toward a common goal. We LIVE UNITED against poverty, and other social issues facing our schools, neighborhoods and communities.

United we fight. United we win.



After a century of service, United Way of the Bluegrass still provides the resources, expertise, vision and leadership to bring community-driven goals to life. Communitydriven support have allowed us to tackle our region's most pressing needs since 1921. Our community and organization has evolved, yet many issues remain for thousands of families across the Bluegrass. That's why we continue

to fight for the basic needs, health, education and financial stability of every person in Central Kentucky.

Stay tuned for more information about how we will celebrate a century of service!



WELCOME, FRANKLIN COUNTY!

United Way of Franklin County (UWFC) announced a merger with United Way of the Bluegrass (UWBG), effective August 1, 2020. The UWFC board of directors reached out to UWBG officials in 2019 to discuss the potential of a merger after initial discussions with United Way of Kentucky. The organization had been largely volunteer-led in recent years, and without an executive director since last fall. The board wanted to explore options to increase community impact and engagement efforts in the Frankfort community, and ensure that critical health and human services remained intact.

Franklin County becomes the tenth county supported by United Way of the Bluegrass, joining Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott and Woodford counties. View the Franklin County Board of Trustees and agencies partners by visiting **www.uwbg.org/Franklin**.

"Through the merger with United Way of the Bluegrass, local agencies and programs will continue to receive support and our community will see a renewed and increased presence from United Way. Every member of our UWFC board of directors will extend their service through the UWBG Franklin County board of trustees."

- Karen Wheeler, Community Relations and OPS Support Coordinator at Beam Suntory



FRANKLIN COUNTY - BOARD OF TRUSTEES

Karen Wheeler, Chair Joshua Harp

Rodney Webber Raven Turner Rodney Allen Eric Branco John Cubine Cathy Jennings Frank Miklavcic Zachary Moore Brenda Rice Steve Stewart



As Central Kentuckians, we have a great sense of pride and love for our horses, bourbon, and basketball. While there is plenty to celebrate in our region, the ZIP Code in which you live still has a significant impact on your access to opportunities and success. We believe that where you live should never be a barrier to your success.

In our region's wealthiest zip code, the median household income is \$105,356, while in the least wealthy, the median household income is just \$25,199 per year.

That is why UWBG is launching a neighborhood-based initiative in our Centennial year called WayPoint. These neighborhood centers will offer clients a waypoint - or a stopping place on their journey toward financial stability, health, and long-term success.

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. WayPoint centers will 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.

WayPoint centers are a place where the community can go to lean on a trusted neighbor. WayPoint centers will help stabilize, grow, and empower every person and family, no matter their current financial situation or ZIP Code. Open to the public year-round, WayPoint centers will provide:

Stability: Basic needs are met, physical and mental health is good and family/individual can meet future needs based on a budget.

Growth: Family/individal has acceptable credit, debt within limits, exceeds a hand-to-mouth budget, earns a sustainable wage and kids are thriving. Empowerment: Family/individual owns at least one asset, is saving for the future and is on-track to meet economic goals

Stay tuned for more information in 2021.

COVID-19 RESPONSE

United Way of the Bluegrass steps up when our communities need us.

Across Central Kentucky, United Way of the Bluegrass (UWBG) is responding to the COVID-19 pandemic by connecting people to critical resources and up-to-date, accurate information through 2-1-1.

We are responding by investing additional resources into our community to support our most vulnerable neighbors and communities who are disproportionately impacted by the COVID-19 pandemic. Funding has been extended to our program partners for one additional year to offer more stable services to our community, and to our nonprofit partners.

For nearly 100 years we've been focused on the underlying social problems in the Bluegrass, and those problems are now magnified. UWBG will continue to fight for every person in Central Kentucky while our Commonwealth and nation continue to fight COVID-19.



Coronavirus Response Fund



conse Fund

14 Counties



Data captures impact March – August 2020

The Coronavirus Response Fund awards flexible, rapid response grants to local and regional nonprofits to support individuals and families across the joint UWBG and Blue Grass Community Foundation joint service region. Community advisors and funders help identify organizations currently providing supports to Central Kentucky residents that are aligned with the priorities of the Fund in order to expand available resources and relief.

Agencies funded include:

Amen House Big Brothers Big Sisters of the Bluegrass **Blue Grass Farms Charities** Bluegrass Council of the Blind **Bluegrass Families First** Childcare Council **Clark County Community Services** Common Good **Community Action Council** Community Response Coalition (CRCKY) **First Baptist Winchester** Food Pantry for Woodford County FoodChain Frankfort Emergency Food Pantry **Gateway Helping Hands Glean Kentucky** God's Outreach God's Outreach, Madison God's Pantry Food Bank Greenhouse17 Harrison Memorial Hospital **ITN Bluegrass** Jubilee Jobs

Kentucky Refugee Ministries Lee Initiative Lexington Leadership Foundation Lexington Rescue Mission **Lighthouse Ministries** Mentors & Meals Mission Lexington Nourish Lex One Parent Scholar House Open Hands Packin' the Pantry Paris-Bourbon County YMCA RadioLEX Red Cross Wheels River of Life Food Pantry Simon House Step by Step Sterling Food Coalition The Nest The Share Center The Urban League of Lexington Visiting Angel Ministries YMCA of Central Kentucky

For more information, please visit www.uwbg.org/covid-19-response.



2019-2020 PARTNER AGENCIES

Thanks to the support of businesses and individuals like you, United Way of the Bluegrass is proud to support local and regional partners who help fight for the basic needs, education and financial stability of every person in Central Kentucky.

ACCESS Soup Kitchen AccuTran Industries AIDS Volunteers, Inc. **AMEN House** American Red Cross, Bluegrass Chapter American Red Cross - Kentucky Region Apprisen **Arbor Youth Services Big Brothers Big Sisters of the Bluegrass Bluegrass Community Action Partnership** Bluegrass Council of the Blind, Inc. Boy Scouts of America - Blue Grass Council **Capital City Activity Center** CASA of the Bluegrass Catholic Charities of the Diocese of Lexington Child Care Council of Kentucky, Inc. Child Development Centers of the Bluegrass **Chrysalis House** Clark County Children's Council Clark County Community Services, Inc. Clark County Homeless Coalition D.O.V.E.S. of Gateway, Inc. **Emergency Food Pantry - Frankfort** Food Pantry for Woodford County, Inc. (FPWC) Girl Scouts of Kentucky's Wilderness Road Council Glean KY GreenHouse17 Growing Together Preschool, Inc. Hope Center, Inc.

Jubilee Jobs of Lexington Kentucky Equal Justice Center Kentucky River Foothills Development Council, Inc. Kidney Health Alliance of Kentucky Kings Center Legal Aid of the Bluegrass Lexington Woman's Club/Clothing Center Life Adventure Center of the Bluegrass Mentors&Meals Mission Lexington Nursing Home Ombudsman Agency of the Bluegrass Paris-Bourbon County YMCA Post Clinic, Inc. **Refuge for Women Repairers Lexington** Shepherd's House Simon House South Frankfort Community Center **Telford Community Center YMCA** The Hearing & Speech Center The Nest - Center for Women, Children and Families The Salvation Army The Sunshine Center **Thornhill Education Center** Urban League of Lexington-Fayette County **Visually Impaired Preschool Services** Woodford County 4-H Council Woodford County Reading Club Woodford County Theatrical Arts Woodford County Woman's Club "Coats and Shoes for Kids" YMCA of Central Kentucky YMCA of Frankfort

BASIC NEEDS

United Way of the Bluegrass raises dollars to address basic needs, injustices, lack of resources and other barriers to help move families forward.

EDUCATION

Dollars raised through United Way are invested through local programs and agencies that support quality childcare, family support, early intervention, school readiness and student success for all youth.



THE POWER OF A DOLLAR:

\$120 can provide basic needs like shelter, food, medical and emergency financial assistance to one family.

HALF OF STUDENTS

our region do not meet readiness standards.

THE POWER OF A DOLLAR:

\$100 will purchase new pajamas, books, toothbrushes and snacks for 6 children through the Sweet Dreams Project.



BASIC NEEDS SUPPORT IN ACTION:

Beth was a survivor of domestic violence and was being physically abused on a daily basis. She came to The Salvation Army for safety when she had nowhere else to turn. Beth was evaluated by the Social Services team and matched with services to meet her individual needs. She was assigned to an individual social worker who helped her develop an action plan that would move her toward an independent future. She attended life skills and job-seeking classes to prepare for the rest of her life outside of her abusive situation, while having a safe place to live and her basic needs met. After much hard work toward her goals, Beth recently moved to her new apartment and is now saving for a car.



2.1.1

2-1-1 is a Contact Center that connects people in our communities with available resources like food, housing, health care, senior services, child care, legal aid and much more. Individuals can visit www.uwbg211.org to search for help, or can call, text or chat live with a trained specialist who can assess the full scope of their needs and match them to the right services.



8.406 incoming/outgoing text messages



EDUCATION SUPPORT IN ACTION:

Jeni was in the third grade. Both of her parents were incarcerated, and she lived with her aunt, grandmother and cousins in a neighborhood considered by most to be unsafe, so she was often not allowed to play outside. Her school and family felt that a mentor and consistent adult could provide Jeni with opportunities and positively impact her life. She was matched with a Big Sister through Big Brothers Big Sisters of the Bluegrass and they began meeting at school once a week. They quickly bonded, played games, ate lunch and did a lot of talking. Jeni's Big Sister took her out into the community for activities like shopping, going to the movies and out to restaurants. Jeni says she loves her Big Sister because she is generous, and she can talk to her about anything. Jeni's Big Sister says that Jeni is a great kid and the experience of being a mentor has been more rewarding than she ever expected. Together the "sisters" have formed a bond that will help Jeni grow and achieve as she navigates through elementary school and beyond.





The Sweet Dreams Project is a pajama and book drive to support local elementary school students in the Central Kentucky region during the holiday season. Each gift provided to a student includes a new pair of pajamas, a new book to read and other items to enjoy during their winter break such as snacks and a new toothbrush. In 2019:



children served

volunteers school districts

early learning centers

FINANC **\$** STABILITY

United Way dollars are invested in economic empowerment so low to middle income families have the resources and support to meet their needs, weather emergencies and invest in a brighter future.

2019/2020 SPONSORS

50,000 WORKING FAMILIES in our region are struggling to make ends meet

THE POWER OF A DOLLAR:

\$120 can provide free tax preparation services to one low-income individual or family, helping them to avoid expensive fees and maximize their return through available tax credits.

FINANCIAL STABILITY SUPPORT IN ACTION:

Louis first came to Apprisen a year ago with a crippling amount of unsecured debt, as well as a heavily mortgaged house. Desperate for relief, Louis was seeking options to help him pay the debt, as well as a better way to manage his finances. He enrolled in a one year financial coaching program to help him gain skills and change behaviors for long term financial improvement. The changes he has made have turned his initial \$2,100 per month budget shortfall to a budget surplus of close to \$2,000. His net worth has improved significantly from \$15,971 to \$94,164, and credit scores have risen by about 80 points. Most impotantly, his confidence level in managing his finances has increased greatly. Louis is now building emergency savings.

In his final meeting, Louis stated, "I finally feel that I am in control of my money for the first time in my adult life."





The Central Kentucky Economic Empowerment Project (CKEEP) is a coalition led by United Way of the Bluegrass that

partners with the IRS to provide free tax preparation to low-income families and individuals. This program helps raise awareness about the Earned Income Tax Credit (EITC) and helps families build assets. This past tax season, CKEEP saved its clients hundreds of thousands of dollars in tax preparation fees. In 2019:



clients had tax returns prepared at no cost



tax return dollars awarded through CKEEP

\$4.2M



(EITC)

help make program possible

5.5K

Thank you to our 2019-2020 Event Sponsors!





BLUE GRASS COMMUNITY FOUNDATION

Thomson R. Bryant, Jr. and Betty R. Bryant Fund







GREIF

















Traditional Bank



🔨 Lexmark

- UNITED WAY

WOMEN UNITED





COMMUNITY ENGAGEMENT

United Way of the Bluegrass volunteers and partners are involved across the community!

Shillito Park Build - In September 2019, United Way of the Bluegrass partnered with Lexington Parks and Rec and over 800 volunteers from across the region to rebuild the iconic Shillito Park. Over the course of 5 days, volunteers turned an empty space into an inclusive, family-friendly park where kids can safely play.







Lexmark Golf Classic - On September 30, 2019, 188 golfers gathered from across the world to join us for the 12th Annual Lexmark Golf Classic to support United Way of the Bluegrass. This annual event was held at Kearney Hills Golf Links in Lexington, and raised over \$42,000 for UWBG. Since its inception in 2008, the Golf Classic has raised over \$340,000, with last year being the highest grossing year yet! Thank you to the 60+ volunteers and our friends at Lexmark who made this event such a success!



Sweet Dreams Project - During the 2019 holiday season, UWBG led its largest annual pajama and book drive to benefit students across the Bluegrass. UWBG partners and donors contributed dollars, items and time to the project to ensure that more students than ever were provided a Sweet Dreams package last year. Each student received a gift bag containing a new pair of pajamas, a book suited for their reading level, a new toothbrush and a variety of snacks to take home for the holiday break.





Super Saturday Tax Event - During the 2019 tax season, UWBG's CKEEP program provided free tax preparation services to low-income families, raised awareness about the Earned Income Tax Credit (EITC) and helped families build their assets. Thanks to the help of our IRS-trained volunteers, this free tax preparation helped return muchneeded money to families across the Bluegrass while strengthening our overall economy. The average income of those served this tax season was \$22,977. CKEEP helped individuals and families secure \$114,455 in refunds and \$55,133 in EITC benefits on Super Saturday.



Read Across America - In celebration of Read Across America Day, on March 2, 2020 United Way of the Bluegrass partnered with seven local elementary schools across five of our counties for Read Across the Bluegrass! We recruited 39 volunteers to read to 47 classrooms and distribute books to 1,122 students courtesy of Scholastic. We want to work together with the schools to cultivate and foster a love of reading and what better way to do that than by reading classics like Cat in the Hat and Green Eggs and Ham?



Day of Action - Each year, volunteers come together to create a BIG difference in the Bluegrass on Day of Action. Though social distancing prevented us from gathering in person in 2020, nothing could stop us from working together toward a better Bluegrass. From June 19th through July 19th, we ran an online campaign to fundraise for Kindergarten Readiness Kids for rising Kindergartners in 2021. With the closing of childcare centers in early March, we realized that many vulnerable students who may already be behind were falling more and more behind without the support of their schools. These kindergarten readiness kits include books and games for kids as well as information on how to interact and teach your child through everyday play for the parents. 120 kits were purchased and distributed to students in early learning centers across our service region.

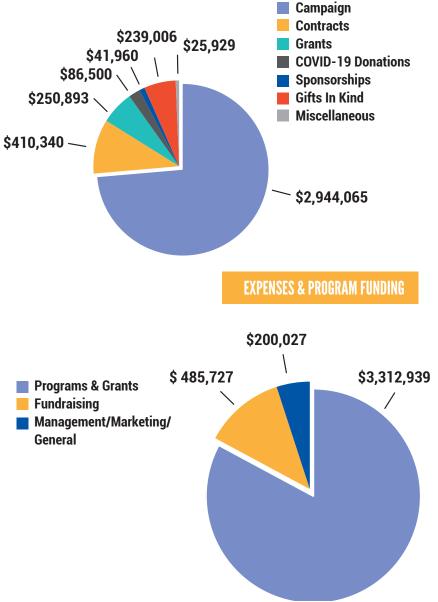
TOP SUPPORTERS

FINANCIAL INFORMATION

It takes the support of many to make an impact in the Bluegrass. Thanks to corporate partners like these, critical work is being done across the region. We recognize these outstanding partners for their employee and corporate giving campaigns as our Top 25 Supporters from 2019-2020:



INCOME & REVENUE



LEADERSHIP GIVING

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

Thank you to the United Way of the Bluegrass Leadership Donors for leading by example through your generous investments and actions.

Henry K. Milward Society

Jeff & Mary Meixelsperger Rooke Family Foundation Sam & Beth Mitchell



Alexis de Tocqueville Society

Brock & Kim Saladin Bob & Caryl Pfeiffer The Caller Family: Steve, Susan, Bret, & Allison Connie & John Linton Drs. Eli & Mary Lynne Capilouto Jo Ann Czekalski and Jim Stokes Richard Milich Steve South & Sue Van Patten Tim & Laura Voss

Builders Society

Mr. & Mrs. Billy Gatton Jones Brian & Mary-Alicha Weldon Craig L. Daniels Garry & Susan Elkington Gregory A. Franklin Matthew & Jenna Mitchell Sandra McCain Sharon Votaw Steven M. Lee Tammy & Brian Hershinow Tim & Anna Cambron

Gold Feather

Andrea Schaefer Andy & Lee Walker Betty & Jerry Springate Bryan S. and Tammy D. Willett Campbell Family Chad E. McQuillen Chad F. Rudzik

Cindy & Greg Thomasson Darrell W Strickland David & Kathy Cseledy David M. Lindeman Donna Goodrich Dr. Edward J. Kasarskis. Jr. Ellen J. Hahn Emily Meek Dr. Eugene A. Hessel, II Hender Rojas The Hurt Family James Kolze Drs. James & Malkanthie McCormick Jason Cox Jim & Ivonne Beegle John & Jeannetta McNeill Jody Shoup John & Angie Funk John Jarrett Mr. & Mrs.John E. Salsman, III Kee-Yuen M Chow Kenneth & Suzanne Troske Kevin & Jackie Eby Linda T. Hollembaek Liz & Paul Chewning Mark J. Cambron Melissa A. Wasson & Mason Howell Michael Mirre Mike & Carol Bates Mike & Debbie Hockensmith Muriel D. Garr Nellie & Harvie Wilkinson Paige & Michael Bensing Paul & Kathy Ackerman Dr. Peter D. Hislop Phillip & Meagan Sisk Robert E. Milward Stevie R. & Nycole Barnes Susan I. Krauss Sven & Almeta Dellagnolo Dr. Tamara L.Sanderson Terry & Sharon Parker Tony C. Clevenger Tyler & Sara Martin Valerie Marshall

Silver Feather Aaron Crollev

Alan & Terri Stein Alan Rauch & Anita Amla Alann & Kristi Karow Alexander VanCleve Alice & Jon Bowen Allen & Ellen Norvell Allen G. Hovest Amanda Plakosh Amy Lannum Anne & Alan Fleischer Anne D. Olson Anne E. Nash & John T. Newton, Jr. Annie Metcalf & Tommy Green Barbara Antoniou Barry & Billie Hickey Ben & Pam Newman Bill & Joanne Brown Bill & Kitty Craycraft Bob Kain **Bob Penninaton** Brad & Katie Williams Brad Robson Brent & Brandi Lambert **Brian Williams** Brittney E. Stokley Bruce & Nancy Webb Bud & Leslie Watson **Cameron Freeman** Cameron Loope Carol Lvnn Tsiboukas Cathy & Jeff Bojanowski Charlene Henson Charles Dunn Charles J. Burton Charles M. Bryant Chris Lingle Chris Workman Christina Keeling **Christine Weinberg** Christopher Wavne Mayes Cindy & Greg Thomasson Clay & Edie Green Clay Mooring Craig Tokowitz Dan Carter Danielle Adair Danny W. Price

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LEADERSHIP GIVING

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

Silver Feather

Jean Marie Massie Jeff & Dana Zinger Jeff Bailey Jeff C. Cowan Jeff Hamilton Jennifer A Miles Jim & Laurie Herchenroeder Joe Chappell Joel Corbin John & Joanne Bolash John & Magdalene Stewart John Gohmann John K. Brown III John K. Hutcherson, Jr. John Litton Cadwell John Thomas Jonathan Kohn Josh Stephenson Joy Kennedv Juli Eskridae Julian & Toni Karpinski Julie Ossege Julie Silver George Karen Davis Karen Koberg Katharine H. Shaw Kaveh Kashef Kelli Lee McCarthy Ken S. Hadlev Kevin & Jennifer Russell Kevin Allen Cox Kristi Middleton Latarika Young Laura & Chad Kramer Laura M. Jones Lawrence & Adrain Holloway Lawrence Weathers Leslie T. Snow Lisa Herman Liz Caras Lonnie Gross Dr. Lu S.Young LuAnn Y Campbell Luanne A. Franklin Lucian Hardin Marcus Tyler Margaret Downs

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Walter J. Ferrier Warren O. Nash Ward Inabinet Wayne Watson William & Charlotte Lubawy William & Margie Wilson William B. Owen Yoshie Beid

2019/2020 BOARD MEMBERS

2019/2020 BOARD MEMBERS

The work being done across the Bluegrass takes the effort of a team. We are thankful for the board members who give their time and talents to make a difference. UNITED we win!

BOARD OF DIRECTORS Paul Rooke, Chair

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IN LOVING MEMORY OF SEAN ROSS

Our colleague, friend, and vice president of resource development, Sean Ross passed away at the age of 38 on August 4, 2020. Sean was a dynamic leader and was passionate in his role at United Way as a changemaker for the Central Kentucky community. He could diffuse any tense moment by drawing attention to his Pittsburgh accent or love and knowledge of sports. An accomplished coach and fundraiser, he reminded

us often that he loved being a part of a winning team. His energy, passion and uplifting spirit inspired us every day. His loss has been felt deeply throughout our entire organization and community. We will honor his legacy by fighting for the basic needs, education and financial stability of every person in Central Kentucky.

Because we can't fight for the basic needs, financial stability and education of our neighbors alone.





United Way of the Bluegrass

859-233-4460 www.uwbg.org