



**United Way of the Bluegrass**  
**2020-2021**  
**ANNUAL REPORT**

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Thank you to the men and women who have stepped up to support United Way of the Bluegrass during our Centennial Celebration.

## CHAIRMAN'S CIRCLE

### **Sam Mitchell**

PRESIDENT & CEO  
VALVOLINE, INC.  
CHAIR

### **Paul Rooke**

CO-CHAIR CHAIRMAN'S CIRCLE  
IMMEDIATE PAST CHAIR, UNITED WAY  
BOARD

### **Jeff Anderson**

VICE PRESIDENT &  
GENERAL MANGER  
WKYT-TV

### **Valerie Marshall**

FIFTH THIRD BANK  
VICE PRESIDENT OF WEALTH  
MANAGEMENT  
UNITED WAY BOARD CHAIR

### **Dave Smith**

VICE PRESIDENT & CHIEF HUMAN  
RESOURCES OFFICER  
BIG ASS FANS

### **Kim Sweazy**

EXTERNAL AFFAIRS & CORPORATE  
COMMUNICATIONS ANALYST  
TOYOTA KENTUCKY

### **Allen Waugerman**

PRESIDENT & CEO  
LEXMARK

## CENTENNIAL COMMITTEE

<b>Drew Beckett</b>	PARIS-BOURBON COUNTY YMCA
<b>Adam Boardman</b>	BLOCK & LOT REAL ESTATE
<b>Alice Murray Bowen</b>	LEXMARK
<b>Robbie Collins</b>	ROBERT M. COLLINS PROPERTIES
<b>Gretchen Bright</b>	BIG ASS FANS
<b>Dr. Melinda J. Ickes</b>	UNIVERSITY OF KENTUCKY
<b>Lindsay Mays</b>	PEPPERPOINTE PARTNERSHIPS
<b>Anne-Tyler Morgan</b>	MCBRAYER, MCGINNIS, LESLIE & KIRKLAND
<b>Michele Gaither Sparks</b>	VALVOLINE, INC.
<b>Chris J. Thomason</b>	CENTRAL BANK & TRUST CO.
<b>Yajaira Aich West</b>	PNC LEXINGTON
<b>Dr. Serenity Wright</b>	UNIVERSITY OF KENTUCKY



# Dear UWBG Partners,

Some two years after assuming leadership of United Way of the Bluegrass (UWBG), I am happy to report that the state of our organization is strong and is growing stronger each day. That's saying a lot given the pandemic that has dogged our community and our world for more than 18 months. Undoubtedly, COVID-19 has profoundly impacted philanthropy and every area of our lives.

As we march forward, I want to convey my deepest gratitude and thanks to you as a friend and supporter of UWBG. As many nonprofit organizations shuttered their doors and experienced deep declines in operations and revenue, UWBG has weathered the pandemic as well as could be expected. That is all because of the hard work that each of you do on the

behalf of our United Way and community.

Despite the challenges, we celebrated many wins over the past year. I would be remiss if I didn't acknowledge that none of this would be possible if not for the amazing UWBG staff and Board who work hard every day at executing our mission across the region. There are countless achievements that UWBG could boast, but I've highlighted some accomplishments that I hope will make you proud to be part of our UWBG family.



**The state of our organization is strong and growing stronger each day.**



Successfully integrated the former United Way of Franklin County into our organization and assumed responsibility of all its prior nonprofit and stakeholder relationships.



Moved into our new office space at 651 Perimeter Drive with a smaller footprint which allows for more efficient stewardship of donor funds.



Celebrated our 100th birthday on March 4, 2021, with a virtual event to an audience of about 400 live households on Zoom and via WKYT.



Launched our 100 Heroes Blog series, celebrating our Centennial and those volunteers and champions who have helped us support the community over the last century.



Unveiled the new UWBG.org website last August with improved design, navigation and customer experience.



Launched our public declaration and commitment to diversity, equity, inclusion and belonging and have begun to integrate it into the very fabric of our policies, operations and decisions.



Continued to lead the Coronavirus Response Fund effort, in partnership with Blue Grass Community Foundation, which ultimately raised and granted out over \$1.2M in urgent response and recovery dollars across 14 counties. This resulted in more than 260,000 people receiving urgent covid response services and 500,000 meals being distributed throughout the region.



Launched a Centennial fundraising campaign with a goal to raise \$21M over the next several years.



Successfully launched the first three WayPoint Centers in Lexington and Paris thanks to support from Toyota Kentucky, Valvoline, PNC, Fifth Third Bank and others.

2-1-1

Through funding and partnership with the Commonwealth of Kentucky, UWBG 211 expanded its service area to cover 92 Kentucky counties.

**We are on  
our way.**

We have made significant progress in the face of extreme adversity, but we still have work to do. We set an aspirational annual fundraising goal in the face of COVID-19 and our team left no stone unturned. Due to ongoing restrictions, we missed out on over \$100K in special events revenue last year. Despite these challenges, our workplace campaign revenues were flat compared to 2019; and given the circumstances, we count this as a positive outcome. In a year where the overall funding pie got smaller across the landscape, UWBG held steady and raised over \$1M in new revenue and multi-year contributions which will support our new WayPoint initiative.

Our mission is to fight for the basic needs, education and financial stability of every person in Central Kentucky. Our vision is for UWBG to become the philanthropic partner of choice as it pertains to giving and volunteering in our region.

**We have made  
significant  
progress in the  
face of extreme  
adversity.**

Thanks to the support and perseverance of many, I can say with confidence that we are on our way. We are committed to the ongoing transformation of this venerable, century old organization into the modern United Way that our community deserves, and I hope that we have your support along the way.

The work ahead will be both exciting and exhausting. Bringing our voice and results to our impact work will not be easy, especially as we

become bolder in applying intentionality around racial equity, but it has been rewarding thus far and the best is yet to come. Thank you for your role in supporting UWBG as we celebrate our Centennial and look ahead to the next 100 years.

With deepest gratitude,

**Timothy Johnson**  
President & CEO  
United Way of the Bluegrass

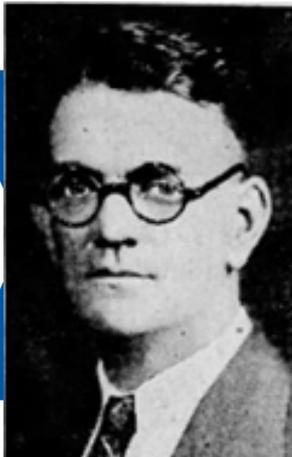


**The best is yet to come**



# Celebrating our Centennial

This year, United Way of the Bluegrass is celebrating 100 years of creating change in our community. Curious about how we have changed through the years? This timeline highlights important dates on the United Way of the Bluegrass journey to today.



**HENRY K. MILWARD**

*Today, one of the top UWBG Leadership Giving levels is known as the Henry K. Milward Society in honor of Henry's work.*



**FRANK B. JONES**



**C. M. MARSHALL**

# The Roots of United Way of the Bluegrass



**THE LEXINGTON WELFARE COMMISSION** was created in 1921 and was charged with conducting a campaign to raise funds for 15 charitable organizations working in the Lexington area. Additional members were appointed to the Commission from the Lions Club and the first officers were named. Frank B. Jones was selected as the temporary chairman of the commission and Henry K. Milward, secretary.

On March 4, 1921 at a meeting in City Hall, 22 Lexington organizations engaged in some form of health and human services, many of which were dependent to a large extent on the public for funds to carry on their support, voted to become members of the Lexington Welfare League.

The composition of members for the Lexington Welfare League included many businessmen who had been appointed to the welfare commission by Lexington Mayor T.C. Bradley, as well as one representative from each organization in the city that provided various phases of social and welfare work.

The League conducted its first campaign in May of 1921, while C.M. Marshall served as chairman.

The Lexington Welfare League's officers directed the drive and were assisted by a 50-member campaign committee composed of both men and women. Fifteen of the charities that had recently become affiliated with the new organization were approved to benefit from the

\$100,000 campaign goal.

During the first campaign, more than 5,500 individuals and firms helped the League surpass its goal by raising over \$101,000. In one week's time, the 1921 campaign raised enough money to maintain the fifteen participating organizations for one year. The organization had achieved more than its financial goal. The results were tallied on a blackboard and announced at an event at The Phoenix Hotel in downtown Lexington on May 16, 1921.

Lexington charities and philanthropic institutions were now on a business basis, and the community proved it would support an equitable, efficient and united effort in meeting local human needs.



**March 4,  
1921**

*The Community Chest, with its agencies, became a member of the Community War Chest*

*15 organizations vote to enter and form the Lexington Welfare League*

**1942**

**1927**

*The Lexington Welfare League changed its name to Lexington Community Chest*

**Six civic organizations were instrumental in the forming of United Way of the Bluegrass by working together for a common cause:**

*The Board of Commerce*

*Rotary Club*

*Kiwanis Club*

*Lexington Woman's Club*

*Pyramid Club*

*The Lions Club*

“There is hope for those intimately concerned for the welfare organizations in the fact that no similar effort in Lexington’s history has ever enlisted more tenacious activity on the part of the representative businessmen of the community. Those who undertook the work of raising this money fully appreciated the difficulties of the task and they went about it with a determination to overcome every obstacle. There was unflinching zeal until the goal was reached, but even a more hopeful manifestation is observed in the manner in which the community responded to these efforts. Those who went out to solicit funds found the average man in Lexington ready to do his share.”

**Excerpt from *The Lexington Herald*, May 18, 1921 (following the conclusion of the inaugural campaign)**

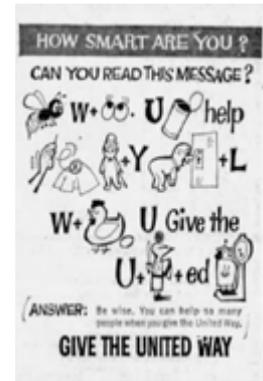
# United Way of the Bluegrass Timeline

*Despite different names, United Way's mission has not changed.*

**Community War Chest merges with Council of Social Agencies and becomes United Community Services**

**United Community Services incorporates as United Community Fund of Lexington and Fayette County, Kentucky**

**United Community Fund of Lexington and Fayette County becomes United Way of the Blue Grass**



**1954**

**1959**

**1971**

**1945**

**1958**

**1960**

**1976**

*The red feather is officially adopted as the national symbol of the Community Chest movement*



*Excerpt from a 1958 ad in the Lexington Herald Leader*



*The United Fund provides aid to 26 local agencies*



*The United Way of the Blue Grass achieves first \$1,000,000 campaign*

**N**o longer is it a local organization serving Lexington with about 25 agencies; now it is United Way of the Bluegrass, serving eight counties with 100 agencies. No longer is it a one-person office; 10 staffers work the year round. And most notable of all is the growth of the charitable organization's annual goal; it topped \$3 million last year"

January 7, 1984, *Lexington Herald-Leader*

*The United Way of the Blue Grass grew to cover eight counties, including Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery and Scott*



*UWBG raises \$636,000 in new money, the largest increase in a single year*

1978

1984

1989

1979

1985

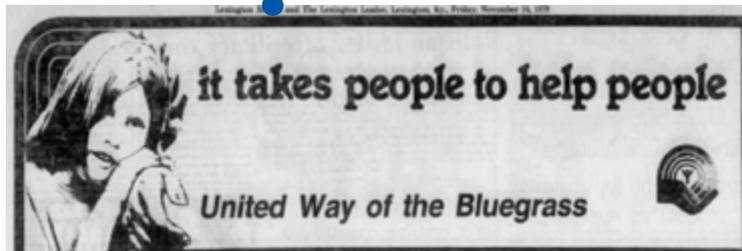
1990

*Amendment changes the name to United Way of the Bluegrass.*

*UWBG moves into its newly purchased home located at 227 North Upper Street in Lexington*

*With the help of 8,000 volunteers, UWBG raises a record \$4,091,390, making allocations to 142 agencies in the eight-county area*

*UWBG supports over 175 local partners across eight counties and sets \$6.3M campaign goal*





Herald-Leader/Frank Anderson  
Natalie S. Wilson presented Wayne L. Smith with the Helping Hands Award yesterday.

*UWBG institutes an Outcome Measures system developed by United Way of America and began a continuous improvement process based on the nationally recognized Excellence in Service Quality Award Criteria*



Donna and Tubby Smith

*The organization celebrates another record-breaking campaign year, raising \$8.5 million for health and human services programs*

*United Way of the Bluegrass presents the first Donna & Tubby Smith Community Spirit Award, named in honor of Coach Orlando "Tubby" and Donna Smith*

*Alpha Phi Alpha Unity Breakfast celebrating the birthday of Rev. Dr. Martin Luther King, Jr., United Way of the Bluegrass receives the 2000 Unity Award for its work in promoting unity and tolerance in the Central Kentucky community*

**1991**

**1997**

**1999**

**2001**

**1996**

**1998**

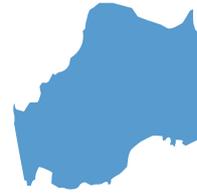
**2000**

*UWBG celebrates 75 years of service to the Bluegrass region*

*The first Minnifield All Pro Homes Giveaway benefiting United Way of the Bluegrass boosts the campaign with over 5,000 first-time givers. United Way of the Bluegrass raises \$8.1 million, which represents the single largest annual campaign increase in its history*

*UWBG receives four national awards for excellence in marketing from United Way of America*

*With support from our Alexis de Tocqueville Society, United Way of the Bluegrass starts a local "Success by 6" program, an initiative with LexLinc as a partner in addressing the specific needs of Central Kentucky children from birth to age six*



**Volunteer Solutions, a volunteer matching service helping to connect individuals to volunteer opportunities in our community, is introduced**

**United Way of Woodford County merges into United Way of the Bluegrass**

**UWBG launches 211 information and referral service**

**UWBG supporters and donors help support over 250 health and human service programs across Central Kentucky**

**2003**

**2005**

**2008**

**2002**

**2004**

**2006**

**2010**

**Gifts in Kind of the Bluegrass launches with a mission to partner with businesses to provide quality products and services to nonprofit agencies located throughout Central Kentucky**

**UWBG hosts "United We Stand" at the Red Mile on September 11, 2002 to honor the first anniversary of the attacks of September 11**

**FIRST-LINK of the Bluegrass, formerly the Volunteer Center and Ask Us, joins the United Way of the Bluegrass family; The merger prepares United Way of the Bluegrass for the 2005 expansion of its information and referral services into 211**

**Get On Board hosts its inaugural class at United Way of the Bluegrass**

**UWBG launches a unique volunteer effort called "Extreme Community Makeovers" where groups donate their time and resources to redecorate or renovate rooms at 13 local nonprofits**

**UWBG collaborates with WKYT, the University of Kentucky Men's Basketball team and the Red Cross to host the "Hoops for Haiti" telethon to benefit earthquake disaster relief for Haiti; In five hours, the event raises over \$1M**



**UWBG hosts the Bluegrass Economic Forum**

**UWBG joins forces with local media for “Night to Unite”— a special program airing on all four local television affiliates, highlighting the work and success of United Way programs and partners**

**UWBG and Lexington Parks and Rec joined forces to rebuild the playground at Shillito Park; Over 800 volunteers served 3,696 hours over 5 days to completely rebuild the playground from the ground up**



**UWBG launches a new collective impact initiative and opens its first three WayPoint Centers in Lexington’s East End, West End and downtown Paris neighborhoods**

**United Way of the Bluegrass celebrates 100 Years of serving the community**

**2011**

**2015**

**2019**

**2021**

**2012**

**2016**

**2020**



**UWBG hosts the Bluegrass Community Connectors Project**



**The Sweet Dreams Project was created to provide kids in local schools with a new set of pajamas, a book, snacks and dental hygiene products during the holiday season; Over 600 kids were served in the first year**

**United Way of Franklin County merges into United Way of the Bluegrass**

**In response to the 2020 pandemic UWBG, in partnership with the Blue Grass Community Foundation, established the Coronavirus Response Fund; In one year, over \$1 million was raised and distributed to 54 nonprofit agencies serving 148,764 individuals**



**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.**

**That is why UWBG launched a neighborhood-based initiative in our Centennial year called WayPoint.**

These neighborhood centers offer clients a waypoint—or a stopping place on their journey toward financial stability, physical and mental health and long-term success. These centers bring a customized suite of programs to the folks in our communities who need them most, building resilience one family at a time within underserved neighborhoods. African American and other communities of color as well as all other historically underserved, low-income communities, will benefit from the presence of a WayPoint Center within their neighborhood by growing financial stability, ensuring basic needs are met, supporting school-age children and much more.

**From the perspective of an individual or family in need, WayPoint Centers strive to support three outcomes:**

**STABILITY**



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

**GROWTH**



Family/individual has acceptable credit, debt within limits, exceeds a hand-to-mouth budget, earns a sustainable wage and children are thriving.

**EMPOWERMENT**



Family/individual owns at least one asset, is saving for the future and is on track to meet economic goals.

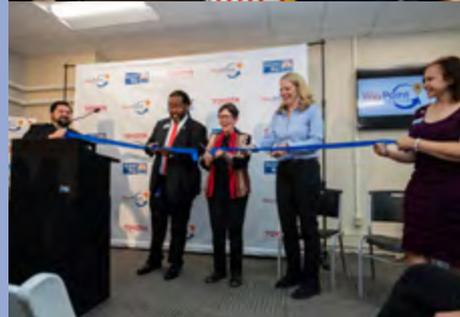


**THANK YOU** to Sam Mitchell who is leading the WayPoint Center fundraising efforts, and to these sponsors for supporting the 2020 opening of three centers:



**Learn more about WayPoint Centers by watching this video!**

# THESE NEIGHBORHOOD CENTERS OFFER CLIENTS A WAYPOINT—a stopping place on their journey toward financial stability, physical and mental health and long-term SUCCESS.



In 2021, UWBG launched WayPoint Centers in three of Central Kentucky's most underserved neighborhoods, including **Charles Young Center (A)** in Lexington's East End, **Black & Williams Neighborhood Center (B)** in Lexington's West End and **Paris Bourbon County YMCA (C)** in Downtown Paris.



**Red:** Year one WayPoint Centers  
**Blue:** Possible future locations

Your support of United Way of the Bluegrass has helped bring the idea of WayPoint Centers to life. We will continue to increase the WayPoint Center footprint to serve additional individuals and families across Central Kentucky.

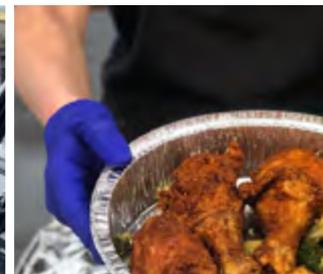


*Ready for a success story? Watch this video to see how WayPoint Centers are already making an impact in their communities!*

# Coronavirus Response Fund

At the start of the COVID-19 pandemic, **United Way of the Bluegrass** in partnership with **Blue Grass Community Foundation**, launched a response fund to help Central Kentuckians adversely impacted by COVID-19. **The Coronavirus Response Fund (CRF)** was a coalition of partners who provided relief and assistance to people experiencing hardship during the pandemic.

**The fund has been completely distributed**, and individuals and families across the Bluegrass received access to food and basic needs, prescription and healthcare assistance, transportation and emergency rent and utility assistance.



# Together, our community made a **BIG IMPACT:**



**RAISED & DISTRIBUTED**  
**\$1,061,000**  
**IN RELIEF FUNDS**



**PROVIDED**  
**505,000+**  
**MEALS**

CURIOUS ABOUT THE  
IMPACT YOUR SUPPORT  
OF THE CORONAVIRUS  
RESPONSE FUND MADE?  
**Hear from a recipient by  
following this QR code!**



**SERVED**  
**148,764**  
**PEOPLE**



**AWARDED**  
**GRANTS TO**  
**54**  
**NON-PROFITS IN**



**14**  
**COUNTIES**

Thank you to the community sponsors whose support of the Coronavirus Response Fund helped to support individuals and families across Central Kentucky.



# 2020-2021 AGENCY PARTNERS

**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 was proud to support these local and regional partners in 2020-2021.**

ACCESS Soup Kitchen

AccuTran Industries

AIDS Volunteers, Inc.

AMEN House

American Red Cross, Bluegrass Chapter

American Red Cross - Kentucky Region

Apprisen

Arbor Youth Services, formerly M.A.S.H.

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

# Celebrating 100 Heroes

In celebration of the United Way of the Bluegrass Centennial, we have been honoring 100 heroes that have worked to make an impact in our community over the last 100 years. Each hero has a different memory and story to share about their work with United Way of the Bluegrass, and we are proud to honor them on our blog.

Without the help of our community members, the work being accomplished across the Bluegrass wouldn't be able to happen. Without individuals like these, and like you, who give, advocate and volunteer to make a difference, we wouldn't be able to work toward a better, stronger Bluegrass. Thank you to our our 100 heroes and everyone else who makes a difference when we Live United.

See current highlights from the 100 Heroes series on our blog, and stay tuned for additional features throughout our centennial year.



"They have continued to build sustainable communities, whether it's through building an organization's capacity within the community or working directly to make individual people and family units more sustainable. Their most important impact would be lifting up and empowering people within the community at every level."

—Serenity Wright



"I would encourage anyone to support United Way in whatever way is meaningful to them. Whether it is a financial contribution or time volunteering at the United Way, this engagement will enrich their life, they'll become educated about their community and be connected to people and ideas that are making positive differences."

—Yajaira Aich West



"It's about the future and how we can collectively make a difference in our communities."

—Mary Meixelsperger



"The longevity of the ongoing commitment to helping people and working in the community with other partners to make a difference in people's lives is unbelievable."

—Sam Mitchell



"United Way has been able to expertly evolve into an organization that really understands the importance of bringing solutions to a community."

—Rufus Friday



**10  
COUNTIES  
SERVED**

• ANDERSON • BOURBON • CLARK • FAYETTE • FRANKLIN •  
JESSAMINE • MADISON • MONTGOMERY • SCOTT • WOODFORD



**2,564**

KIDS HELPED THROUGH  
EARLY CHILDHOOD PROGRAMS



**5,683**

PEOPLE RECEIVED VIOLENCE PREVENTION  
OR DOMESTIC VIOLENCE SUPPORT



**2020-2021**



**160,643** VOLUNTEER HOURS



**1,800+**

STUDENTS SERVED THROUGH  
THE SWEET DREAMS PROJECT



**3,188**

YOUTH SERVED IN SCHOOLS AND  
EDUCATIONAL PROGRAMS



**81**  
PROGRAMS  
FUNDED



**61**  
PARTNER  
AGENCIES



**174,378**  
PEOPLE SERVED



**1,062**

PEOPLE RECEIVED EMPLOYMENT TRAINING



**27,577**

KIDS SERVED

# AT A GLANCE



**6,582**

PEOPLE OBTAINED FINANCIAL  
EDUCATION OR ASSISTANCE



**2.1.1**

TOTAL 211  
REQUESTS

**20,317**

**2,000+**  
TAX RETURNS FILED

**KEEP**  
*Keep your tax refund*

AMOUNT OF REFUNDS THROUGH  
CKEEP

**\$3,155,495**

# EVENT HIGHLIGHTS



500+ hygiene bags donated



700 masks donated by Team KY Masks



\$6,320 raised



43 donors



4 UWBG partners in 3 counties

## #ShareYour24

UWBG kicked off our 2020 Campaign with a virtual volunteer and advocacy push on September 24 called **#ShareYour24**.

Volunteers created over 500 hygiene bags that were donated to various nonprofit partners including **The HOPE Center, Catholic Action Center, Simon House** and **Elizabeth's Village**.



During the 2020 holiday season, UWBG hosted our **5th annual Sweet Dreams Project** to benefit students across the Bluegrass.



UWBG partners and donors contributed dollars and items to the project to ensure that **over 1,800 kids were served**. Students who received a gift bag enjoyed a blanket, a new book, a reusable water bottle and a protective face mask.

## Sweet Dreams Project



1,800+ kids served



25 schools



1,500 masks



132 gallons of hand sanitizer



400+ pairs of pajamas donated



1,400 blankets donated



19 corporate sponsors



113 individual donors



## Read Across the Bluegrass

In celebration of **Read Across America Day** and the **UWBG Centennial**, United Way of the Bluegrass partnered with several elementary schools across our region to have a virtual **Read Across the Bluegrass day!**

Volunteers Zoomed into classrooms to read and interact with students. United, we can work with schools to **cultivate a love of reading** and our volunteers did a great job with that!



UWBG's Centennial celebration kicked off Thursday, March 4, 2021 with a "Cheers to 100 Years," event. The event featured live music from **DJ Johnnie Johnson**, commentary from **President & CEO Timothy Johnson**, **Centennial Chairman's Circle Chairperson and Valvoline CEO Sam Mitchell** and **Board of Directors Chairperson Valerie Marshall**. The event also featured a bourbon tasting hosted by **Executive Bourbon Steward John Roush II**. Throughout the evening, information was shared about the **WayPoint Center** initiative and UWBG's Centennial fundraising goal of \$21,000,000 over the next five years was announced.

## Cheers to 100 years!

Ticket holders were provided with a link to the production, but the event was also **live streamed by WKYT**.

Guests who purchased tickets received packages that featured the three bourbons showcased in the bourbon tasting, a commemorative centennial glass and custom UWBG cookies.



# EVENT HIGHLIGHTS CONTINUED



United Way of the Bluegrass' Centennial Golf Scramble was held June 15th at **Keene Run Golf Club** in Jessamine County.

**Eighteen foursomes** enjoyed a round of golf, luncheon, silent auction and reception, raising \$24,602.

We appreciate the support of the **Board, Chairman's Circle** and **Centennial Committee** in making this sold-out inaugural event a great success!

## Centennial Golf Scramble



**351**

hours



**117**

volunteers



**11**

sites



**THOUSANDS**

of pieces of litter cleaned up



**\$10,018**

saved by non-profits

1 volunteer hour = \$28.54  
according to the Independent Sector



**HUNDREDS**

of pieces of chalk used



**5**

bikes fully repaired  
and road ready



**1**

completely  
revamped garden



**\$2,645**

raised for  
Teacher Totes

## Days of Action

On June 17 and 18, **117 volunteers** from across the Bluegrass gathered at **11 different UWBG partners** and spent **351 hours** working on service projects.

Volunteers completed projects ranging from ripping out and replacing a garden at Chrysalis House to repairing bikes for kids at the King's Center in Frankfort to "chalking the walks" to raise awareness for the need for Bigs for Big Brothers Big Sisters.

**In all, the completion of these tasks saved our partners over \$10,000 in labor costs!**



See part of the action by following this QR code!

# EVENT SPONSORS

## #ShareYour24



## Sweet Dreams Project



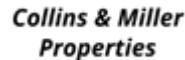
Caryl Pfeiffer



## Cheers to 100 Years



## Centennial Golf



## Days of Action



In celebration of the UWBG Centennial, communities across Kentucky honored and recognized our work by declaring **UNITED WAY OF THE BLUEGRASS DAY!**

MARCH 4, 2021  
Lexington |  
Fayette County

JUNE 23, 2021  
Nicholasville |  
Jessamine County

APRIL 28, 2021  
Lawrenceburg |  
Anderson County

JULY 6, 2021  
Versailles |  
Woodford County

MAY 24, 2021  
Mt. Sterling |  
Montgomery County

JULY 13, 2021  
Madison County  
Fiscal Court

JUNE 15, 2021  
Winchester |  
Clark County

AUGUST 9, 2021  
Georgetown |  
Scott County

JUNE 21, 2021  
Frankfort |  
Franklin County

SEPTEMBER 24, 2021  
Paris |  
Bourbon County

JUNE 22, 2021  
Richmond |  
Madison County

# TOP 25 SUPPORTERS

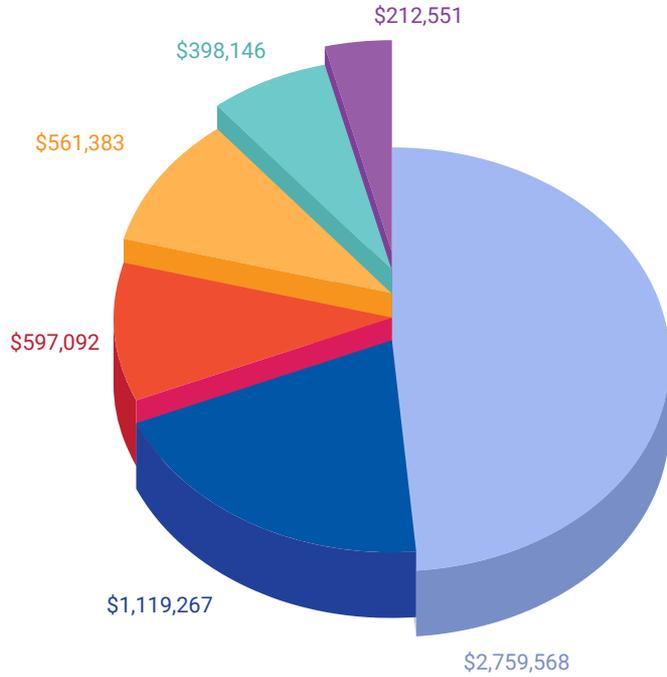
It takes the support of many individuals and organizations to build a better, stronger Bluegrass. Thanks to corporate partners like these, critical work is being done across the region.

**We recognize these outstanding partners for their employee and corporate giving campaigns as our Top 25 Supporters from 2020-2021:**



# FINANCIALS

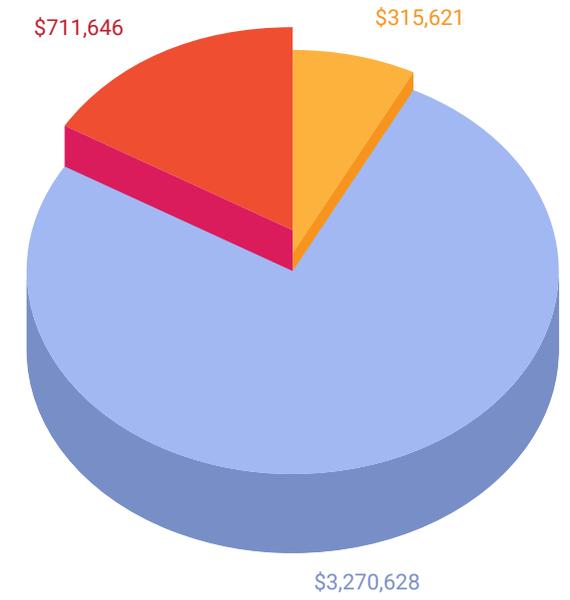
## INCOME



- Campaign Revenue
- Sponsorships
- Grants | Other
- Contracted Services
- Investment
- Other

Total: \$5,648,007

## EXPENSES



- Programs and Grants
- Fundraising
- Management, General & Marketing

Total: \$4,297,895

Surplus raised for future program investments:  
\$1,350,112

# BOARDS AND TRUSTEES

## BOARD OF DIRECTORS

**Valerie Marshall** FIFTH THIRD BANK OF KENTUCKY, INC.  
*CHAIR*

**Mary Meixelsperger** VALVOLINE, INC.  
*VICE CHAIR*

**Kathy Jaeger** DEAN DORTON  
*TREASURER*

**Timothy Johnson** UNITED WAY OF THE BLUEGRASS  
*SECRETARY;  
CHIEF EXECUTIVE OFFICER*

**Paul Rooke** COMMUNITY VOLUNTEER  
*IMMEDIATE PAST CHAIR*

**Bill Wilson** COMMUNITY VOLUNTEER

**Bob Kain** JACK KAIN FORD

**Brandon Eason** STOCK YARD BANK & TRUST

**Cameron Freeman** WEALTH SOUTH BANK & TRUST

**Caryl Pfeiffer** LG&E AND KU ENERGY

**Chas Sargent** TRADITIONAL BANK, INC.

**Chris Thompson** WESBANCO

**Craig Daniels** COMMUNITY VOLUNTEER

**Danny Neely** NEELY AND WADE INSURANCE AGENCY, LLC

**David Kidd** PNC

**Don Tharpe** ASHLEY ROUNTREE AND ASSOCIATES

**Janette Lloyd** EAST KENTUCKY POWER COOPERATIVE

**John Morton** KEYSTONE FINANCIAL GROUP

**John Pollom** VALVOLINE, INC.

**Karen Wheeler** BEAM SUNTORY & JIM BEAM

**Kenneth Jones** UNIVERSITY OF KENTUCKY

**Kurt Kogler** KENTUCKY AMERICAN WATER

**Mark Sulski** STOCK YARDS BANK

**Matt Moore** JESSAMINE COUNTY SCHOOLS

**Maura Smith** TOYOTA KENTUCKY

**Richard Gaines** CONSOLIDATED BAPTIST CHURCH

**Sharon Votaw** LEXMARK

**Steven Yates** UNIVERSITY OF KENTUCKY

**Tony Taylor** UNITED PARCEL SERVICE

## BOARD OF TRUSTEES—ANDERSON COUNTY

<b>Pam Brough</b>	ANDERSON COUNTY CHAMBER OF COMMERCE
<b>Cassandra Cooper</b>	CITY OF LAWRENCEBURG
<b>Blake Drury</b>	ANDERSON COUNTY SCHOOLS
<b>Donna Drury</b>	COMMUNITY VOLUNTEER
<b>Tiffany Drury</b>	BLUEGRASS COMMUNITY TECHNICAL COLLEGE
<b>Melissa Gilchrist</b>	ANDERSON COUNTY CHAMBER OF COMMERCE
<b>Jerry Howell</b>	CENTURY BANK
<b>Elizabeth Swartz</b>	ANDERSON COMMUNITY EDUCATION
<b>Chris Thompson</b>	WESBANCO BANK

## BOARD OF TRUSTEES—BOURBON COUNTY

<b>Amy Baker</b>	BOURBON COUNTY PUBLIC SCHOOLS
<b>Drew Beckett</b>	PARIS-BOURBON COUNTY YMCA
<b>Jeff Birdsong</b>	CMWA, INC.
<b>Matthew Eads</b>	EADS HARDWARE
<b>Brandon Eason</b>	STOCK YARDS BANK & TRUST
<b>Jared Grant</b>	FIFTH THIRD BANK OF KENTUCKY, INC.
<b>Stephen McCauley</b>	PARIS INDEPENDENT SCHOOLS
<b>Chuck Redwine</b>	TRADITIONAL BANK, INC.
<b>Logan Thornberry</b>	CWMA, INC.

## BOARD OF TRUSTEES—CLARK COUNTY

<b>Samantha Patrick</b>	CLARK REGIONAL MEDICAL CENTER
<b>Rebecca Kissick</b>	CLARK COUNTY HEALTH DEPARTMENT
<b>Allison Roberts</b>	TRADITIONAL BANK, INC.
<b>Raymond Smith</b>	PARK COMMUNITY CREDIT UNION
<b>Kitty Strode</b>	COMMUNITY VOLUNTEER

## BOARD OF TRUSTEES—FRANKLIN COUNTY

<b>Rodney Allen</b>	DHL SUPPLY CHAIN
<b>Eric Branco</b>	JOHNSON BOWMAN BRANCO, LLP
<b>John Cubine</b>	FRANKFORT PLANT BOARD
<b>Joshua Harp</b>	BAUGHMAN HARP, PPLC
<b>Cathy Jennings</b>	FRANKFORT PLANT BOARD
<b>Frank Miklavcic</b>	COMMUNITY VOLUNTEER
<b>Zachary Moore</b>	TRADITIONAL BANK
<b>Brenda Rice</b>	COMMUNITY VOLUNTEER
<b>Steve Stewart</b>	THE STATE JOURNAL
<b>Raven Turner</b>	MCMAMARA & JONES, ATTY'S AT LAW
<b>Rodney Webber</b>	PEOPLES BANK MT. WASHINGTON
<b>Karen Wheeler</b>	BEAM SUNTORY & JIM BEAM

## BOARD OF TRUSTEES—JESSAMINE COUNTY

<b>Randy Gooch</b>	JESSAMINE COUNTY HEALTH DEPARTMENT
<b>Alex Lyttle</b>	WHITAKER BANK
<b>Ruby Mason</b>	COMMUNITY VOLUNTEER
<b>Dexter Porter</b>	ASBURY THEOLOGICAL SEMINARY
<b>John Thompson</b>	SARGENT & GREENLEAF
<b>David Walsh</b>	COMMUNITY VOLUNTEER
<b>Matt Moore</b>	JESSAMINE COUNTY SCHOOLS

## BOARD OF TRUSTEES—MADISON COUNTY

<b>Russ Asher</b>	HYSTER-YALE GROUP
<b>Joy Benedict</b>	BAPTIST HEALTH - RICHMOND
<b>Monica Clark</b>	NOVELIS, INC.
<b>Amanda Jumper</b>	CHI SAINT JOSEPH HEALTH
<b>Janette Lloyd</b>	EAST KENTUCKY POWER COOPERATIVE
<b>Mark York</b>	BECHTEL PARSONS BLUEGRASS

## BOARD OF TRUSTEES—MONTGOMERY COUNTY

<b>Andy Baker</b>	TRADITIONAL BANK, INC.
<b>Carmela Fletcher-Green</b>	MT. STERLING CLINIC
<b>John Morton</b>	KEYSTONE FINANCIAL GROUP
<b>Pam Murphy</b>	CASWELL PREWITT REALTY, INC.
<b>Tonia Prewitt</b>	KENTUCKY CAREER CENTER - MT. STERLING
<b>Greg Waters</b>	DAIRY QUEEN

## BOARD OF TRUSTEES—SCOTT COUNTY

<b>Mike Hockensmith</b>	THE HOCKENSMITH AGENCY
<b>Kim Marshall</b>	CENTRAL BANK & TRUST CO.
<b>Mayor Tom Prather</b>	CITY OF GEORGETOWN
<b>Mark Sulski</b>	STOCK YARDS BANK

## BOARD OF TRUSTEES—WOODFORD COUNTY

<b>Anna Cambron</b>	RUGGLES SIGN COMPANY, INC.
<b>Justin Carroll</b>	COMMUNITY TRUST BANK
<b>Jackie Cecil</b>	KENTUCKY COMMUNITY TECHNICAL COLLEGE
<b>Richard Drayer</b>	DRAYER RICHARD, OD
<b>Scott Hawkins</b>	WOODFORD COUNTY PUBLIC SCHOOLS
<b>John Hutcherson</b>	LEXMARK
<b>Bob Kain</b>	JACK KAIN FORD
<b>Sue Van Patten</b>	ELI LILLY AND COMPANY

# LEADERSHIP GIVING

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

## HENRY K. MILWARD SOCIETY

Jeff & Mary Meixelsperger  
Rooke Family Foundation  
Sam & Beth Mitchell  
Raymond & Tiffany Daniels

## ALEXIS DE TOCQUEVILLE SOCIETY

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

# BUILDERS SOCIETY

Brian & Mary-Alicha Weldon  
Craig L. Daniels  
Jamie & Tonya Jackson  
Mr. & Mrs. Billy Gatton Jones

Sandra McCain  
Sharon Votaw  
Steven M. Lee  
Tim & Anna Cambron

# GOLD FEATHER

Andrea Schaefer  
Betty and Jerry Springate  
Bryan S. & Tammy D. Willett  
Campbell Family  
Chad E. McQuillen  
Cindy & Greg Thomasson  
David & Kathy Cseledy  
David Freibert  
Donna Goodrich  
Dr. Edward J. Kasarskis Jr.  
Dr. Peter D. Hislop  
Dr. Tamara L. Sanderson  
Ellen J. Hahn  
Emily Meek  
Hender Rojas  
Jim & Ivonne Beegle  
Jody Shoup  
John & Angie Funk

John & Jeannetta McNeill  
Joshua R. Hopper  
Julia Mae Parker  
Kenneth & Suzanne Troske  
Linda T. Hollembaek  
Liz & Paul Chewning  
Michael Mirre  
Mike & Debbie Hockensmith  
Mr. & Mrs. John E. Salsman, III  
Brian Williams  
Darius Hall  
David M. Lindeman  
James Kolze  
Jason Cox  
John Bevington  
Mark J. Cambron  
Steve Cimino  
Walter J. Ferrier

Charlotte Lewis  
Alice Murray Bowen  
Chelsea Vastine  
Muriel D. Garr  
Nancy & Darrin Chatman  
Nathan Crosley  
Pat Kelly  
Paul & Kathy Ackerman  
Phillip & Meagan Sisk  
Ron & Kelli Garnett  
Shane Whitaker  
Stevie R. & Nycole Barnes  
Sven & Almeta Dellagnolo  
Tammie M. Hart  
The Hurt Family  
Tyler & Sara Martin  
Valerie Marshall  
Vicki R. Seale

# SILVER FEATHER

Aaron Crolley  
Aaron Norris  
Alan Rauch & Anita Amla  
Aldo Perez  
Alfredo R. Insignares  
Allen & Ellen Norvell  
Allen G. Hovest  
Alysa Mcgillvary  
Amanda Plakosh  
Amy Lannum  
Andy & Lee Walker  
Angela K. Crow  
Anne D. Olson  
Anne E. Nash & John T. Newton, Jr.  
Annie Metcalf & Tommy Green  
Barbara Antoniou  
Barry & Billie Hickey  
Ben & Pam Newman  
Beth B. Coy  
Bhaskar Gopalanarayanan  
Bill & Joanne Brown  
Bill & Kitty Craycraft  
Bill Wingfield  
Bob Kain  
Bob Pennington  
Brad & Katie Williams  
Brad Robson  
Brandon Hutchinson  
Brandon L. Eason  
Brenda & James Rogers  
Brent Lambert

Brett Wheeler  
Brittney E. Stokley  
Bruce & Nancy Webb  
Bud & Leslie Watson  
Cameron Freeman  
Charles Brannon  
Charles M. Bryant  
Chris & Regan Blevins  
Chris Lingle  
Chris Owsley  
Christina Keeling  
Christine Weinberg  
Christopher Wayne Mayes  
Clay & Edie Green  
Clay Mooring  
Craig Tokowitz  
Dan Carter  
Danielle Adair  
Danny W. Price  
Darrell W Strickland  
Daryl Bramlett  
David & Shelly Kidd  
David H. Tompkins  
David J. Plummer  
David M. Levy  
David W. Cox  
Dayneshia Edwards-Taylor  
Deana & Michael Eckert  
Deborah Sue Reynolds Drury  
Deby Oliver  
Denise & Kirk Lewis

Dennis D. Weiskircher, Jr.  
Doris Harrod  
Douglas & Lynn Brown  
Mr. & Mrs. Douglas Sherwood  
Dr. & Mrs. James P. Adams  
Dr. & Mrs. Jerold N. Friesen  
Dr. & Mrs. Tom Young  
Dr. David D. Royse  
Dr. David L. Harmon  
Dr. Kenneth R. Jones  
Dr. Ligia Bejat  
Dr. Patricia K. Howard  
Dr. Rosetta F. Sandidge  
Drs. Fred & Wendy Hansen  
Eivind Kolemmainen  
Ellis Miller  
Frank & Rosie Miklavcic  
Frank Hamilton  
Gary Adkinson  
Gary William McCloskey  
Gene & Mary Ann Burch  
George Ward  
George Zhang  
Gianni McDaniels  
Glenn & Kathy Blomquist  
Greg B. Milward  
Gregory S. House  
Harald & Regina Portig  
Howard & Dee Reynolds  
Jacobus M. Ockers  
James David Wilkinson

James Fereday  
James Stewart Jr.  
James Timothy Smith  
Jamie & Lisa Eads  
Jason & Kristin Miller  
Jay Newby  
Jean Marie Massie  
Jeff & Dana Zinger  
Jeff Bailey  
Jeff Hamilton  
Jeffrey C. Cowan  
Jennifer A. Miles  
Jeri Isbell  
Jim & Laurie Herchenroeder  
Joe Chappell  
Joel Corbin  
John & Ann Patterson  
John & Jennifer Brown  
John & Joanne Bolash  
John & Magdalene Stewart  
John Gohmann  
John K. Brown III  
John K. Hutcherson, Jr.  
John McClanahan III  
John Thomas  
Jon Hassman  
Jonathan Kohn  
Josh Stephenson  
Joy Kennedy  
Julia Fonov  
Julian & Toni Karpinski

Julie Ossege  
Karen Koberg  
Karen Wheeler  
Karl L. Dostal  
Katharine H. Shaw  
Katherine Bishop  
Kelli Lee McCarthy  
Kenneth E. Hill  
Kevin Allen Cox  
Kevin & Jackie Eby  
Kevin & Jennifer Russell  
Kimberley Locke-Wendling  
Kimberly A. Gentry  
Lara Doth  
Larry W. Jones  
Latarika Young  
Lawrence & Adrain Holloway  
Lawrence Weathers  
Lee L. Walker  
Linda Hayes  
Liz Caras  
Lucian Hardin  
Marcus Tyler  
Mark A. Schmitt  
Mark & Tricia Ruff  
Mark Kornbluh & Miriam Behar  
Mark Laurer  
Mark Williams  
Matt Martinkovic  
Matthew D. Clarke  
Maura Smith

Melinda Kemp  
Melissa Clarkson  
Michael & Ashley Cox  
Michael & Kristie Mattingly  
Michael & Tamara Yaro  
Michael Dixon  
Michael Noyes  
Michael P. Healy  
Michael Rocha  
Michelle Rawlings  
Michelle Reid  
Miranda M. & Joe Scully  
Missy Lambert  
Molly Dabney  
Monica Bounds  
Mrs. John Stewart  
Nancy A. Leonard  
Natalie & George W. Wilson, III  
Paige & Michael Bensing  
Pat Ferry  
Patrick & Lynn Brewer  
Penny Cox  
Phil & Connie Harmon  
Phil & Jean Roberts  
Philip & Nancy Dare  
Philip J. Male  
Randel L. Peavler II  
Randy & Brenda Harris  
Ray & Barbara Edelman  
Reg & Rosemary Souleyrette  
Reggie Smith

Rev. Martina Y. Ockerman  
Rhonda Stiles  
Richard & Ann Blum  
Richard Seckel  
Rob & Kim Rosenstein  
Robert & Barbara Twist  
Robert & Ruth D. Straus  
Robert E. Milward  
Robert Kendall  
Robert R. Marshall  
Robert T. Dobbins  
Ron & Bunny Hink  
Roz Torrence  
Ryne Bretz  
Sandy Davis Weaver  
Sarah Stykes  
Scarlett Cornish  
Scott Douthett  
Scott Hiltibrand  
Sean Klein  
Shane Satterly  
Shawn & LuAnn Campbell  
Sheri & Wayne Shaver  
Sheri Depp  
Sherri L. Cheek  
Sherry L. Hisel  
Stephen Jordan  
Steve Kraman  
Steve Pieratt  
Steven Wayne Hawkins  
Sue Lockhart

Susan I. Krauss  
Tammy & Brian Hershinow  
Tanya Welsch  
Tashawn Armstrong  
Teresa L. Johns  
Terry R. Malone  
The Concors Family  
The Thompson Family  
Thomas Novak  
Timothy & Opa Johnson  
Timothy Melton  
Tina Thomas  
Tom & Julie Knight  
Tom & Kay Harris  
Trevor & Julie Silver George  
Urton Anderson  
Van & Laurie Thompson  
Vera D. Boaz  
Vitaly Serdyuk  
W. L. Dalton  
Warren O. Nash  
William & Charlotte Lubawy  
William & Margie Wilson  
William M Heflin  
Yoshie Reid  
Zach Kratzer



**United Way  
of the Bluegrass**

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