

Franklin County Area  
United Way

2018-2019 Annual Report

# FRANKLIN COUNTY AREA UNITED WAY

## 2018-2019

### ANNUAL REPORT

#### ACCOMPLISHMENTS:

#### IMPROVING LIVES

**Mission Statement and Values:** The Franklin County Area United Way continually seeks, on a local level, to help people live their best possible lives by:

- Strengthening families
- Nurturing and protecting children
- Assisting the elderly and disabled; and
- Providing emergency assistance

The Franklin County Area United Way is a catalyst for addressing our county's most pressing challenges. The FCAUW strives to fill the allocation requests from their agency partners such that there are no individuals and families in our area with unfulfilled needs.

#### EFFICIENCY AND EFFECTIVENESS

Funds are raised efficiently and effectively. Only \$0.1242 of each dollar (12.42% per IRS 990) raised is used for year-round administration and fundraising. The balance, \$0.8758 of each dollar, is used to provide health and human services that improve lives of people in our communities.

#### RESULTS AND BENEFITS

In 2018, \$1,000,000 in United Way funding helped over 70,000 people in 35 different communities through 54 agencies and programs providing health and human services.

- Strengthening families: \$203,800 (21%)
- Nurturing and protecting children: \$99,200 (10%)
- Assisting the elderly and disabled: \$341,900 (34%)
- Providing emergency assistance: \$324,400 (32%)
- In-house programs: \$30,700 (3%)

Donations and pledges of \$1,025,000 received during the 2018 United Way campaign will be distributed in 2019 to 53 agencies and programs providing health and human services.

- Strengthening families: \$212,100 (21%)
- Nurturing and protecting children: \$94,900 (10%)
- Assisting the elderly and disabled: \$351,300 (34%)
- Providing emergency assistance: \$332,500 (32%)
- In-house programs: \$34,200 (3%)

## **AGENCY ALLOCATIONS PROCESS**

Volunteers from the community make up our allocations committee which screens, reviews, and interviews the agencies that apply for funding. They also diligently analyze the programs and services of each agency that applies for funding. These volunteers represent different segments of the county – teachers, bankers, parents, administrators, business personnel, etc. Under the direction of the Board of Directors, the funding process was streamlined by using percentages based on the number of people served in each category. The recommendations of the allocations committee are then presented to the entire board of directors for review and approval. This year, no new agencies applied for funding and Life House Center in Sullivan did not reapply for funding. Twenty-seven of our 53 member agencies were fully funded for 2019.

## **ANALYSIS**

2018 was another exciting year for the Franklin County Area United Way as we raised our goal to \$1,165,000 and met it by the October 31 deadline. The attainment for the 2018 campaign was \$1,287,000, a phenomenal amount, which was \$57,122 more than 2017, a 4.65% increase over the 2017 attainment. This is a huge testament to the dedication of the citizens of Franklin County to United Way.

Special events brought in a total of \$141,365. Power of the Purse events were held in New Haven, Pacific, St. Clair, Sullivan, Union, and Washington and brought in \$109,680, which is 9.4% of the 2018 campaign goal. Pacific had an impressive increase of 29% and raised \$28,000. St. Clair, Sullivan and Union also had increases while New Haven and Washington experienced small decreases. Not only are these events successful in terms of dollars raised, but they also raise awareness of United Way.

The 18<sup>th</sup> Annual United Way Benefit Golf Classic was another success, raising \$18,023. The 10<sup>th</sup> Annual Ultimate Guys Night Out brought in \$2,228. Washington area youth continued to serve the community by participating in the annual Door-to-Door Drive. The event was held on Wednesday, September 26, and \$9,003 was collected through donations received that day and by individuals mailing in their donations in envelopes left at their homes. Downtown Washington turned over the annual Soup Day event to United Way, and \$2,431 was raised.

These special events would not be possible without volunteers. Including volunteers within the companies who run the various campaigns, there are over 900 volunteers who make United Way activities possible. We owe them an enormous thank you. Ruth Hagedorn, who has been volunteering weekly for the last eight years, received the prestigious Lieutenant Governor's Senior Award. The award is the Lieutenant Governor's highest honor recognizing seniors who positively affect their communities through service and volunteering.

The United Way Ambassadors did a fantastic job raising funds for the 2018 campaign. They raised a total of \$12,726, of which \$10,687 was raised by schools throughout Franklin County who held penny wars. Below is a breakdown of the dollar amounts raised by each school:

- Franklin County R-2 \$784
- St. Clair School District \$1,725
- Sullivan School District \$1,417
- Washington School District (6 buildings) \$4,763
- Union School District (3 buildings) \$1,998

The Ambassadors also held their first fundraiser event, Mouse Races. This event raised \$2,039, and they are going to make it an annual event.

Three new companies held United Way campaigns this year: Straatmann Toyota, NOA Medical and Schroepfer Bauer Insurance. Schroepfer Bauer not only held a campaign but also agreed to be a pilot company. A small company, they raised \$1,260. Several of their employees volunteered at our Golf Tournament and jumped on the bus to attend an agency tour. Their involvement was greatly appreciated!

Several companies showed tremendous increases this year. Magnet, a company that has not previously been one of our Top 30 contributors jumped up into the #21 spot in 2018 with an unbelievable 140% increase in giving. The City of Washington, also a Pilot Company, had an amazing 59% increase over their previous year's campaign. Bank of Franklin County, another Pilot Company, had a 25% increase and, incredibly, 100% employee participation. Each year one of our member agencies participates in the Pilot Company program. This year it was Rainbow Abilities Center. They have an employee campaign every year and have excellent employee participation every year, but this year, they broke the ceiling with a 192% increase in their giving! Mercy always ranks in our Top 10, but this year they moved up from number 6 to number 4 with a 31% increase in giving. Another company who had a significant increase was Henniges Automotive. They rounded out their campaign with a whopping 54% increase!

The Top 10 companies brought in a record \$629,284, which was almost 50% of the campaign attainment and the Top 30 companies brought in \$903,996, which was 70%. There were 147 Leadership Givers.

After several years of preparation, we were able to begin conducting site visits at our member agencies. We visited eight agencies in 2018 and scheduled visits with nine more in 2019. We continue to host two agency tours each year which are always well-attended by area businesses and organizations.

Late in 2017 we began hosting monthly meetings with our emergency assistance providers. Those meetings have grown from a few attendees to more than 15 now. These meetings give our agency folks the opportunity to share concerns and compare notes with each other as well as allow us to share information with them. We have also been attending the Homeless Task Force meetings.

We continue to be active in our county and are always striving to help people live their best possible lives.

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Dustin Jasper, President  
February 28, 2019

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Kim Strubberg, Executive Director  
February 28, 2019

## Executive Committee

<b>President</b>	<b>Dustin Jasper</b> Bank of Franklin County 900 E. 8 <sup>th</sup> Street Washington, MO 63090	<b>Treasurer</b>	<b>Jeff Holtmeier</b> Wells Fargo Advisors 910 W 14 <sup>th</sup> Street, Ste. 150 Washington, MO 63090
<b>Vice President</b>	<b>Nadine Aitch</b> St. Clair School District 905 Bardot Street St. Clair, MO 63077	<b>Secretary</b>	<b>Phillip Kleekamp</b> Bank of Washington 200 W. Main Street Washington, MO 63090

## Board of Directors

<b>Kasey Brown</b> Aflac St. Louis Wildfire Region 191 N. Lincoln Drive Troy, MO 63379	<b>Aimee Harty</b> School District of Washington 220 Locust Street Washington, MO 63090	<b>Wendy Pecka</b> East Central College 1964 Prairie Dell Road Union, MO 63084	<b>Mary Trentmann</b> City of Washington 405 Jefferson Street Washington, MO 63090
<b>Karen Butterfield</b> Grant Cooper 1 Brentwood Blvd, Ste. 950 Clayton, MO 63105	<b>Michelle Leesmann</b> USA Mortgage 1403 E 5 <sup>th</sup> St Washington, MO 63090	<b>Nicolas Pelech</b> Ameren 1901 Chouteau Ave St. Louis, MO 63103	<b>Ashley Wells</b> United Bank of Union P.O. Box 500 Union, MO 63084
<b>Natalie Counts</b> MO Baptist Sullivan Hospital 751 Sappington Bridge Rd Sullivan, MO 63080	<b>Whitney Livengood</b> The Missourian 14 W Main St Washington, MO 63090	<b>Sally Phillips</b> Union R-XI School District 3200 Hwy. 50 Beaufort, MO 63013	
<b>Eric Eloff</b> Mercy 901 E 5 <sup>th</sup> St Washington, MO 63090	<b>Luke Meyer</b> Citizens Bank 1451 High Street Washington, MO 63090	<b>Mary Shofner</b> WEG Transformers USA, LLC One Pauwells Dr Washington, MO 63090	

## United Way Staff

**Kim Strubberg** – Executive Director  
**Sandy Langenberg** – Program Coordinator  
**Susan Schmidt** – Administrative Assistant  
**Kim Buschman** – Administrative Assistant

<b>Agency</b>	<b>2018 Funding</b>
ABiLITY	\$ 10,000.00
Agape Help House of Pacific	\$ 37,500.00
ALIVE	\$ 20,000.00
American Red Cross	\$ 6,000.00
Back Pack Programs	\$ 7,000.00
Boy Scouts of America	\$ 24,000.00
Buddies Not Bullies	\$ 7,900.00
Camp Washington	\$ 4,600.00
CASA	\$ 13,200.00
Catholic Family Services	\$ 60,500.00
Children's Advocacy Center	\$ 11,600.00
Community Grants	\$ 8,000.00
Community Outreach	\$ 22,600.00
Community Response for Children	\$ 12,000.00
County Seat Senior Center	\$ 5,000.00
Crider Health Center	\$ 34,500.00
Emergency Fund	\$ 2,700.00
Empac Group, Inc.	\$ 41,600.00
Exceptional Equestrians	\$ 45,500.00
Four Rivers Family YMCA	\$ 50,000.00
Franklin County 4-H Clubs	\$ 9,200.00
Franklin County Dental Network	\$ 30,000.00
Franklin County FFA	\$ 2,100.00
Gerald Senior Center, Inc.	\$ 3,000.00
Girl Scouts of Eastern Missouri	\$ 11,600.00
Grace's Place	\$ 16,100.00
Heartland Independent Living Center	\$ 13,000.00
Henry Hartbauer Award	\$ 1,000.00
Legal Services of Eastern Missouri	\$ 15,100.00
Life House Center	\$ 10,000.00
Loving Hearts Outreach	\$ 88,100.00
Lutheran Family & Children's Services of MO	\$ 9,200.00
Meals-on-wheels	\$ 12,000.00
Meramec Community Mission	\$ 23,800.00
MEAAA	\$ 37,300.00
New Haven Senior Center	\$ 9,000.00
OATS, Inc.	\$ 60,000.00
Pregnancy Assistance Center	\$ 25,000.00
Rainbow Abilities Center	\$ 30,000.00
Society of St. Vincent de Paul	\$ 20,000.00
St. Peter's UCC Food Pantry	\$ 10,000.00
Sullivan Emergency Assistance Fund	\$ 8,000.00
Summer Reading Program	\$ 5,000.00
TEMCO, Inc.	\$ 15,000.00
Tri-County Community Senior Center, Inc.	\$ 15,500.00
Turning Point	\$ 6,000.00
Union Food Pantry	\$ 20,100.00
VOYCE	\$ 10,500.00
Washington Emergency Relief Fund	\$ 58,300.00
YMCA Community Literacy Council	\$ 1,900.00
<b>Total Amount Allocated</b>	<b>\$ 1,000,000.00</b>

**FRANKLIN COUNTY AREA UNITED WAY, INC.**  
**STATEMENTS OF FINANCIAL POSITION**

	<b>June 30</b>	
	<b>2018</b>	<b>2017</b>
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$ 398,812	391,999
Investments	155,685	162,825
Unconditional promises to give, net	280,349	309,882
Accrued interest receivable	276	207
Total Current Assets	835,122	864,913
<b>Long-term Investments</b>	89,225	80,343
<b>Fixed Assets</b>		
Equipment	20,814	20,814
Less - Accumulated depreciation	17,403	15,994
Total Fixed Assets	3,411	4,820
Total Assets	\$ 927,758	950,076
 <b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Allocations payable	\$ 514,961	530,155
Payable to United Way of Greater St. Louis	34,434	40,539
Compensated absences	4,685	4,577
Total Current Liabilities	554,080	575,271
<b>Net Assets</b>		
Unrestricted:		
Board designated:		
Reserve fund for emergencies	42,485	42,485
Undesignated	226,417	222,343
Total Unrestricted	268,902	264,828
Temporarily restricted	104,776	109,977
Total Net Assets	373,678	374,805
Total Liabilities And Net Assets	\$ 927,758	950,076

**FRANKLIN COUNTY AREA UNITED WAY, INC.**  
**STATEMENT OF ACTIVITIES**

	<b>For The Year Ended June 30, 2018</b>		
	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Total</b>
<b>REVENUES</b>			
Donations and pledges	\$ 1,118,438	96,851	1,215,289
Less - Uncollectible pledges	21,470	-	21,470
Net Donations	1,096,968	96,851	1,193,819
In-kind donations	1,247	-	1,247
Other revenue	20,943	-	20,943
Investment income	3,677	-	3,677
Net assets released from restrictions	102,052	(102,052)	-
Total Revenues	<u>1,224,887</u>	<u>(5,201)</u>	<u>1,219,686</u>
<b>ALLOCATIONS AND EXPENSES</b>			
Program services:			
Funds awarded to agencies	1,000,000	-	1,000,000
Other program services:			
Allocations to agencies	20,931	-	20,931
Community services	43,840	-	43,840
Total Program Services	<u>1,064,771</u>	<u>-</u>	<u>1,064,771</u>
Supporting services:			
Management and general	75,718	-	75,718
Fund raising expenses	80,324	-	80,324
Total Supporting Services	<u>156,042</u>	<u>-</u>	<u>156,042</u>
Total Allocations And Expenses	<u>1,220,813</u>	<u>-</u>	<u>1,220,813</u>
<b>CHANGE IN NET ASSETS</b>	<b>4,074</b>	<b>(5,201)</b>	<b>(1,127)</b>
NET ASSETS, JULY 1, 2017	<u>264,828</u>	<u>109,977</u>	<u>374,805</u>
<b>NET ASSETS, JUNE 30, 2018</b>	<u><u>\$ 268,902</u></u>	<u><u>104,776</u></u>	<u><u>373,678</u></u>