

Franklin County Area  
United Way

2019-2020 Annual Report

# FRANKLIN COUNTY AREA UNITED WAY 2019-2020 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 \$0.1180 (11.8% per IRS 990) raised is used for year-round administration and fundraising. The balance, \$0.882 of each dollar, is used to provide health and human services that improve lives of people in our communities.

### RESULTS AND BENEFITS

In 2019, \$1,025,000 in United Way funding helped over 52,000 people in 35 communities throughout Franklin County in the 53 agencies program funded by United Way that provide 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%)

In 2020, donations and pledges of \$1,025,000 received during the 2019 United Way campaign will be distributed in 2020 to 53 agencies and programs providing health and human services.

- Strengthening families: \$191,400 (19%)
- Nurturing and protecting children: \$98,300 (10%)
- Assisting the elderly and disabled: \$363,000 (35%)
- Providing emergency assistance: \$341,300 (33%)
- In-house programs: \$31,000 (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, New Haven Community Outreach applied for funding and Pregnancy Assistance Center did not apply for funding. Twenty-nine of our 53 member agencies received the full amount they requested for 2020.

## ANALYSIS

2019 was another exciting year for the Franklin County Area United Way as we raised our goal to \$1,200,000 and met it by the October 31 deadline. Although the attainment amount of \$1,282,000 was \$5,000 less than that attained in 2018, it is still a phenomenal amount. As trends are going down in giving, this is a huge testament to the dedication of the citizens of Franklin County to United Way as United Way continues to meet and exceed the yearly goal.

Special events brought in a total of \$136,076. Power of the Purse events were held in New Haven, Pacific, St. Clair, Sullivan, Union, and Washington and brought in \$108,804. The 19<sup>th</sup> Annual United Way Benefit Golf Classic was another success, raising \$23,146. The 11th Annual Ultimate Guys Night Out brought in \$2,075. The annual Soup Day brought in \$2,071. The total amount raised in special events was \$136,076 which is 10.5% of the campaign attainment. Not only are these events successful in terms of dollars raised, but they also raise awareness of United Way. Due to the changing world we live in, we are no longer able to have the annual door-to-door drive.

These special events would not be possible without volunteers. Including volunteers within the companies who run the various campaigns, there are over 500 volunteers who make United Way activities possible. We owe them an enormous thank you. In honor of their many years of service to United Way, Ruth Hagedorn, Barb Hagen and Frankie Jo Hogan were honored with the Red Feather Award.

The United Way Ambassadors did a fantastic job raising funds for the 2019 campaign. They raised a total of \$10,537 through the penny wars. The following seven schools participated: St. Clair R-XIII, Union R-XI, Sullivan School District, School District of Washington, Franklin County R-2, New Haven Middle School and Our Lady of Lourdes.

Canam Steel held a rally for the first time this year and raised \$5,200. First State Community Bank, a pilot company, raised \$14,993 which was a 169% increase. Mercy, also a pilot company, had a 23% increase. Compass Health Network, a member agency, also served as a pilot company and raised \$5,717 which was a 10% increase.

The Top 10 companies brought in a record \$637,665, which was almost 50% of the campaign attainment of \$1,282,000. The Top 30 companies brought in \$892,391, almost 70% of the total attainment. There were 171 Leadership Givers.

We continued conducting site visits at our member agencies and visited eight agencies in 2019. We continue to host two agency tours each year which are always well-attended by area businesses and organizations. Our emergency assistance providers continue to meet monthly and attendance has continued to grow. 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 continue to attend the Homeless Task Force meetings, Franklin County Service Providers, and COAD (Community Organizations Active in Disaster) meetings.

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

---

Nadine Aitch, President  
February 28, 2020

---

Kim Strubberg, Executive Director  
February 28, 2020

## Executive Committee

<b>President</b>	<b>Nadine Aitch</b> St. Clair School District 905 Bardot Street St. Clair, MO 63077	<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>Phillip Kleekmap</b> Bank of Washington 200 W. Main Street Washington, MO 63090	<b>Secretary</b>	<b>Mary Shofner</b> The Quality Coach 1451 High Street Washington, MO 63090

## Board of Directors

<b>Karen Butterfield</b> Grant Cooper 1 Brentwood Blvd., Ste. 950 Clayton, MO 63105	<b>Aimee Harty</b> School District of Washington 220 Locust Street Washington, MO 63090	<b>Nicolas Pelech</b> Ameren 11149 Lindbergh Bus.Ct. St. Louis, MO 63123	<b>Sam Straatmann</b> Straatmann Toyota 215 George Hildner Drive Washington, MO 63090
<b>Natalie Cash</b> Citizens Bank 1451 High Street, Ste. 10 Washington, MO 63090	<b>Dustin Jasper</b> Bank of Franklin County 900 E 8 <sup>th</sup> Street Washington, MO 63090	<b>Sally Phillips</b> Union R-XI School District 3200 Highway 50 Beaufort, MO 63013	<b>Mary Trentmann</b> City of Washington 405 Jefferson Street Washington, MO 63090
<b>Eric Eoloff</b> Mercy 901 E 5 <sup>th</sup> Street Washington, MO 63090	<b>Michelle Leesmann</b> USA Mortgage 1403 E 5 <sup>th</sup> Street Washington, MO 63090	<b>Gretchen Riley</b> Land O'Lakes/Purina 100 Danforth Drive Gray Summit, MO 63039	<b>Ashley Wells</b> United Bank of Union PO Box 500 Union, MO 6308
<b>Cheri Fortney</b> Frank.Co. Sp.Ed. Co-op 2773 W Springfield St. Clair, MO 63077	<b>Kasey Owens</b> Schroepfer Insurance 1424 W 5 <sup>th</sup> Street Washington, MO 63090	<b>Charlene Saling</b> St. Clair Chamber 960 Plaza Drive, Ste. H St. Clair, MO 63077	<b>Melissa Willmore</b> East Central College 1964 Prairie Dell Road Union, MO 63084
<b>Parvadha Govindaswamy</b> East Central College 1964 Prairie Dell Road Union, MO 63084			

## United Way Staff

**Kim Strubberg** – Director  
**Susan Schmidt** – Admin. Asst.  
**Kim Buschman** – Admin. Asst

Agency	2019 Funding
ABiLITY	\$ 10,500.00
Agape Help House of Pacific	\$ 38,500.00
Aging Ahead	\$ 38,000.00
ALIVE	\$ 21,000.00
American Red Cross	\$ 6,000.00
Back Pack Programs	\$ 7,000.00
Boy Scouts of America	\$ 25,000.00
Buddies Not Bullies	\$ 9,000.00
Camp Washington	\$ 4,600.00
Children's Advocacy Center	\$ 13,600.00
Community Grants	\$ 12,000.00
Community Outreach	\$ 23,000.00
Community Response for Children	\$ 12,000.00
County Seat Senior Center	\$ 6,000.00
Crider Health Center	\$ 34,500.00
Emergency Fund	\$ 2,200.00
Empac Group, Inc.	\$ 42,500.00
Exceptional Equestrians	\$ 46,500.00
Four Rivers Family YMCA	\$ 50,000.00
Franklin County 4-H Clubs	\$ 9,500.00
Franklin County CASA	\$ 13,200.00
Franklin County Dental Network	\$ 30,000.00
Franklin County FFA	\$ 2,500.00
Gerald Senior Center, Inc.	\$ 4,000.00
Girl Scouts of Eastern Missouri	\$ 12,500.00
Grace's Place	\$ 20,000.00
Heartland Independent Living Center	\$ 14,000.00
Henry Hartbauer Award	\$ 1,000.00
Legal Services of Eastern Missouri	\$ 16,100.00
Loving Hearts Outreach	\$ 90,000.00
Lutheran Family & Children's Services of MO	\$ 10,000.00
Meals-on-Wheels	\$ 12,500.00
Meramec Community Mission	\$ 24,500.00
New Haven Senior Center	\$ 10,000.00
OATS, Inc.	\$ 60,000.00
Pregnancy Assistance Center	\$ 25,000.00
Rainbow Abilities Center	\$ 30,000.00
Saint Louis Counseling	\$ 61,500.00
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.	\$ 15,500.00
Tri-County Community Senior Center, Inc.	\$ 16,000.00
Turning Point	\$ 6,000.00
Union Food Pantry	\$ 21,000.00
VOYCE	\$ 11,300.00
Washington Emergency Relief Fund	\$ 61,500.00
YMCA Community Literacy Council	\$ 2,500.00
<b>Total Amount Allocated</b>	<b>\$ 1,025,000.00</b>

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

	June 30	
	2019	2018
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$ 415,742	398,812
Investments	189,860	155,685
Unconditional promises to give, net	358,315	280,349
Accrued interest receivable	798	276
Total Current Assets	964,715	835,122
<b>Long-term Investments</b>	57,356	89,225
<b>Fixed Assets</b>		
Equipment	13,433	20,814
Less - Accumulated depreciation	9,371	17,403
Total Fixed Assets	4,062	3,411
Total Assets	\$ 1,026,133	927,758
 <b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Allocations payable	\$ 539,006	514,961
Payable to United Way of Greater St. Louis	46,055	34,434
Compensated absences	4,810	4,685
Total Current Liabilities	589,871	554,080
<b>Net Assets</b>		
Without donor restrictions		
Designated by the Board for emergencies	42,485	42,485
Undesignated	311,874	226,417
With donor restrictions:		
Purpose restricted	81,903	104,776
Total Net Assets	436,262	373,678
Total Liabilities And Net Assets	\$ 1,026,133	927,758

FRANKLIN COUNTY AREA UNITED WAY, INC.  
STATEMENT OF ACTIVITIES

	For The Year Ended June 30, 2019		
	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUES</b>			
Donations and pledges	\$ 1,104,577	74,328	1,178,905
Less - Uncollectible pledges	22,159	-	22,159
Net Donations	1,082,418	74,328	1,156,746
Fundraising events, less cost of direct benefit to donors of \$37,315 in 2019	141,617	-	141,617
Other revenue	17,790	-	17,790
Investment income	5,774	-	5,774
Net assets released from restrictions	97,201	(97,201)	-
Total Revenues	1,344,800	(22,873)	1,321,927
<b>ALLOCATIONS AND EXPENSES</b>			
Program services:			
Funds awarded to agencies	1,025,000	-	1,025,000
Other program services:			
Allocations to agencies	22,386	-	22,386
Community services	52,894	-	52,894
Total Program Services	1,100,280	-	1,100,280
Supporting services:			
Management and general	75,116	-	75,116
Fund raising expenses	83,947	-	83,947
Total Supporting Services	159,063	-	159,063
Total Allocations And Expenses	1,259,343	-	1,259,343
<b>CHANGE IN NET ASSETS</b>	85,457	(22,873)	62,584
NET ASSETS, JULY 1, 2018	268,902	104,776	373,678
NET ASSETS, JUNE 30, 2019	\$ 354,359	81,903	436,262