

Franklin County Area
United Way

2020 – 2021 Annual Report

**Franklin County Area United Way
2020 – 2021
Annual Report**

A Letter from our President:

Greetings,

I hope everyone has remained safe and healthy during these unprecedented times.

To say this past year has been difficult may be the understatement of the century! The United Way understands that so many people have been affected in various ways by COVID-19; both from a personal and business standpoint. With this in mind, our theme this year was Improving Lives; Now More Than Ever.

With all this uncertainty, the Franklin County Area United Way had to reconsider the “normal” way to run our campaign. As you may know, we did not set a goal in 2020, which occurred for the first time in the history of our organization. Our goal was simply to raise as much money as possible to assist our 53 member agencies and programs.

With the inability to gather for many of our special events and company rallies, the executive board and office staff had to be creative and discern new ways to interact with our local community. Many different mediums were used to get the United Way’s message out to the citizens of Franklin County.

Despite all of the various speed bumps and roadblocks that presented themselves throughout the year, the Franklin County Area United Way was able to raise \$1,090,000! There were many times when we had no idea what that end number would be, so to raise that amount during a global pandemic is utterly remarkable! The generosity of this community has always been tremendous, but to raise that amount during 2020 was absolutely astounding amidst all of uncertainty of the past year. Our community stepped up, as it always does, in order to make sure we took care of our own when they needed help.

With the shutdown, the need for emergency services increased exponentially. Our agencies were at the forefront of this pandemic making sure those in need didn’t go without the necessities. The United Way also started a COVID fund outside of our normal campaign in order to help lessen the burden on our various agencies who were assisting those most impacted by the shutdown.

It truly was a remarkable campaign! On behalf of the Franklin County Area United Way Board of Directors and office staff, I want to express our heartfelt appreciation for your continued support. This organization cannot be successful without donors like you!

We hope your support will continue into 2021 and beyond and look forward to a time when we can all gather in person again!

With the Utmost Gratitude,

Phillip Kleekamp

2020 Board & Campaign Co-Chairman

IMPROVING LIFES

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 \$0.1226 (12.26% per IRS 990) raised is used for year-round administration and fundraising. The balance, \$0.8774 of each dollar, is used to provide health and human services that improve lives of people in our communities.

RESULTS AND BENEFITS

In 2020, donations and pledges of \$1,025,000 received during the 2019 United Way campaign were distributed 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%)

In 2021, donations and pledges of \$910,675 received during the 2020 United Way campaign will be distributed to 47 agencies and programs providing health and human services.

- Strengthening families: \$188,400 (21%)
- Nurturing and protecting children: \$91,300 (10%)
- Assisting the elderly and disabled: \$289,675 (32%)
- Emergency Assistance: \$321,300 (36%)
- In-house programs: \$20,000 (1%)

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. Due to COVID and the agencies not using their funds from the prior year, the following agencies did not apply for funds for 2021, although they do anticipate doing so for 2022: Camp Washington, Gerald Senior Center, New Haven Senior Center, and YMCA Community Literacy Council. Society of St. Vincent DePaul did not apply for funding due to other reasons. Fifteen of the 47 member agencies received the full amount they requested for 2021.

Analysis

What started out to be a normal year changed quickly mid-March when we found ourselves in the middle of a worldwide pandemic. When the pandemic hit, caring individuals and companies stepped up and gave \$16,307 to the COVID fund. Schnuck's donated \$6,000 of the total amount. These funds were distributed to 24 of our member agencies. The funds were used for food, emergency assistance, additional training for staff due to increased services needed, an ultraviolet sterilization cabinet, necessary cleaning supplies, etc.

Special events play a major role in raising funds and spreading awareness about United Way. However, in 2020 only two events were held. The Pacific Power of the Purse, held on March 5, just a few days before everything shut down, raised \$19,790. The 20th Annual United Way Golf Tournament, held on October 2, raised an outstanding \$26,950.

Even during these uncertain times, \$1,090,000 was raised during the annual giving campaign. Companies and individuals opened their wallets and hearts and gave generously so lives can continue to be improved. WEG Transformers USA had a huge 180% increase raising \$135,744. Level 9 Heating and Cooling, a company contributing for the first time, raised \$7,341. Land O'Lakes Foundation (Purina) doubled their corporate gift this year to \$57,144. The top ten companies raised \$677,599. The top 30 brought in \$858,255 which is 79% of the total attainment.

Although in-person meetings were limited, we continued to be involved in our community during this uncertain time. We continued facilitating our monthly emergency agency providers meeting. This gives them the opportunity to share concerns and valuable information to better meet the needs of those they serve. We are also continue to be active in the Franklin County Homeless Task Force as well as being on the subcommittee that is looking at the possibility of hiring a homeless social worker. In addition to these, we also serve on the Phase 38 board and are involved with the local COAD (Community Organizations Active in Disasters).

As the new year starts, we are optimistic that 2021 will be another great year for Franklin County Area United Way, and we will continue following the mission of United Way – helping people live their best possible lives.

Phillip Kleekamp, President
March 9, 2021

Kim Strubberg, Executive Director
March 9, 2021

Executive Committee

President	Phillip Kleekamp Bank of Washington 200 W. Main Street Washington, MO 63090	Treasurer	Jeff Holtmeier Wells Fargo Advisors 910 W 14 th Street, Ste. 150 Washington, MO 63090
Vice President	Mary Shofner The Quality Coach 1451 High Street Washington, MO 63090	Secretary	Kasey Owens Schroepfer Insurance 1424 W. 5 th Street Washington, MO 63090

Board of Directors

Corey Baker MediaCross, Inc. 2001 S. Hanley Road St. Louis, MO 63144	Jeff Holtmeier Wells Fargo 910 W. 14 th Street Washington, MO 63090	Charlene Saling St. Clair Area Chamber 960 Plaza Dr. Ste H St. Clair, MO 63077	Staff <i>Executive Director</i> Kim Strubberg <i>Program Coordinator &</i> Administrative Assistant Brittany Reed <i>Administrative Assistant</i> Kim Buschman <i>Administrative Assistant</i> Susan Schmidt
Karen Butterfield Grant Cooper 1 Brentwood Blvd., Ste. 950 Clayton, MO 63105	Leslie Lause Union RXI School District 2 East Springfield Union, MO 63084	Marc Schillebeeckx WEG Transformers USA 960 Honey Locust Lane Washington, MO 63090	
Natalie Cash Citizens Bank 1451 High Street, Ste. 10 Washington, MO 63090	Michelle Leesmann USA Mortgage 1380 High Street Ste 3 Washington, MO 63090	Sam Straatmann Straatmann Toyota 215 George Hildner Dr. Washington, MO 63090	
Cheri Fortney Frank.Co. Sp.Ed. Co-op 2773 W Springfield St. Clair, MO 63077	Ramona Mundwiller MO Community College 2420 Hyde Park Ste B Jefferson, MO 65109	Melissa Willmore East Central College 1964 Prairie Dell Rd. Union, MO 63084	
Parvadhya Govindaswamy East Central College 1964 Prairie Dell Road Union, MO 63084	Jennifer Pecka School District of Washington 220 Locust Street Washington, MO 63090		
Bill Hellebusch Mercy 851 E. 5 th Street Washington, MO 63090	Nicolas Pelech Ameren 11149 Lindberg Business Ct. St. Louis, MO 63123		
Rick Hodges Hodges Badge Company 6440 Enduro Dr. Washington, MO 63090	Gretchen Riley Land O'Lakes/Purina 100 Danforth Drive Gray Summit, MO 63039		

Agency	2020 Funding
ABILITY	\$ 11,600.00
Agape Help House of Pacific	\$ 39,800.00
Aging Ahead	\$ 39,300.00
ALIVE	\$ 22,900.00
American Red Cross	\$ 6,000.00
Back Pack Programs	\$ 8,000.00
Boy Scouts of America	\$ 25,000.00
Buddies Not Bullies	\$ 10,700.00
Camp Washington	\$ 4,600.00
Children's Advocacy Center	\$ 13,600.00
Community Grants	\$ 6,000.00
Community Outreach	\$ 22,000.00
Community Response for Children	\$ 12,000.00
County Seat Senior Center	\$ 6,000.00
Compass Health Network	\$ 34,500.00
Emergency Fund	\$ 4,000.00
Empac Group, Inc.	\$ 43,800.00
Exceptional Equestrians	\$ 48,000.00
Four Rivers Family YMCA	\$ 50,000.00
Franklin County 4-H Clubs	\$ 9,500.00
Franklin County CASA	\$ 14,900.00
Franklin County Dental Network	\$ 30,000.00
Franklin County FFA	\$ 2,500.00
Gerald Senior Center, Inc.	\$ 5,000.00
Girl Scouts of Eastern Missouri	\$ 12,500.00
Grace's Place	\$ 20,000.00
Heartland Independent Living Center	\$ 15,000.00
Henry Hartbauer Award	\$ 1,000.00
Legal Services of Eastern Missouri	\$ 18,000.00
Loving Hearts Outreach	\$ 92,000.00
Lutheran Family & Children's Services of MO	\$ 10,000.00
Meals-on-Wheels	\$ 13,600.00
Meramec Community Mission	\$ 25,600.00
New Haven Community Outreach	\$ 3,000.00
New Haven Senior Center	\$ 10,000.00
OATS, Inc.	\$ 60,000.00
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.	\$ 17,000.00
Tri-County Community Senior Center, Inc.	\$ 17,200.00
Turning Point	\$ 6,000.00
Union Food Pantry	\$ 22,100.00
VOYCE	\$ 12,000.00
Washington Emergency Relief Fund	\$ 62,800.00
YMCA Community Literacy Council	\$ 3,000.00
Total Amount Allocated	\$ 1,025,000.00

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

	June 30	
	2020	2019
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 338,965	333,839
Restricted cash	44,844	81,903
Investments	206,384	189,860
Unconditional promises to give, net	307,140	358,315
Accrued interest receivable	789	798
Total Current Assets	898,122	964,715
Long-term Investments	45,469	57,356
Fixed Assets		
Equipment	16,960	13,433
Less - Accumulated depreciation	10,383	9,371
Total Fixed Assets	6,577	4,062
Total Assets	\$ 950,168	1,026,133
LIABILITIES AND NET ASSETS		
Current Liabilities		
Allocations payable	\$ 545,064	539,006
Payable to United Way of Greater St. Louis	42,466	46,055
Compensated absences	3,208	4,810
Total Current Liabilities	590,738	589,871
Net Assets		
Without donor restrictions:		
Designated by the Board for emergencies	42,485	42,485
Undesignated	272,101	311,874
With donor restrictions	44,844	81,903
Total Net Assets	359,430	436,262
Total Liabilities And Net Assets	\$ 950,168	1,026,133

See notes to financial statements

FRANKLIN COUNTY AREA UNITED WAY, INC.
STATEMENT OF ACTIVITIES

	For The Year Ended June 30, 2020		
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES			
Donations and pledges	\$ 1,065,294	49,696	1,114,990
Less - Uncollectible pledges	34,955	-	34,955
Net Donations	1,030,339	49,696	1,080,035
Fundraising events, less cost of direct benefit to donors of \$23,295 in 2020	66,952	-	66,952
Other revenue	13,208	-	13,208
Net investment return	6,140	-	6,140
Net assets released from restrictions	86,755	(86,755)	-
Total Revenues	1,203,394	(37,059)	1,166,335
ALLOCATIONS AND EXPENSES			
Program services:			
Funds awarded to agencies	1,025,000	-	1,025,000
Other program services:			
Allocations to agencies	34,804	-	34,804
Community services	37,352	-	37,352
Total Program Services	1,097,156	-	1,097,156
Supporting services:			
Management and general	70,026	-	70,026
Fund raising expenses	75,985	-	75,985
Total Supporting Services	146,011	-	146,011
Total Allocations And Expenses	1,243,167	-	1,243,167
CHANGE IN NET ASSETS	(39,773)	(37,059)	(76,832)
NET ASSETS, JULY 1, 2019	354,359	81,903	436,262
NET ASSETS, JUNE 30, 2020	\$ 314,586	44,844	359,430