

Franklin County Area
United Way

2022 – 2023 Annual Report

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2022 – 2023
Annual Report

A Letter from our President

Greetings,

This letter is to thank you for your support during our 2022 campaign and share the highlights and victories of this record-breaking year! It has been a true honor serving on the Franklin County Area United Way Board and this year as Campaign Co-Chair and President. The campaign was beautiful to witness. We created opportunities for our community with the generous funding of many companies and individuals. Food Pantries, counseling services, abuse shelters, and legal services are once again being supported because of the campaign.

Given the unsteadiness of the last couple of years, setting the goal for 2022 was tough. Our board was hopeful, and we were ready to take on the challenge. The decision was made to lean into our colleagues, friends, and neighbors as they continued to support United Way, like they always do. The 2022 goal was set at \$1,200,000 or \$1.2 in '22!

The featured agency was Franklin County CASA (Court Approved Special Advocates). I chose this agency after hearing of the many selfless individuals who serve as a CASA. We learned of Monica's story and how each CASA advocates for their CASA child. CASA brings warmth and a constant stable adult into the lives of children in the foster care system. Instead of these children being a number on a docket list, they are individuals with an advocate, to push for the absolute best for each child. When you are a child in foster care who has a CASA, you have a voice. A special thanks to Skylar, Rose, and Josie for sharing your story and letting us get a peek into your world. These girls were the superstars of this campaign and I know they will accomplish amazing things! If you've ever considered volunteering, please reach out to Franklin County CASA; their need is always growing.

This year we had many successful special events. The five Power of the Purse events raised an outstanding \$82,475 and the golf tournament brought in \$27,944 on a beautiful October day! Our total attainment came in at an incredible record-breaking \$1,372,150! I get emotional thinking of how we didn't know if we would make the goal and then surpassing it. I even said if we shoot for this and miss, we are still doing so much good. I couldn't help but think of wise words instilled in me as a child, "if you shoot for the moon and miss, you'll still land among the stars."

Franklin County Area United Way supports 49 member agencies including CASA. During the campaign our board members, supporters, and community pushed to reach our goal. As the campaign ended, we continued to celebrate as we were able to set another record by allocating \$1,100,000 to our partner agencies. Our community once again stepped up and then some. I am still in awe of the support and love our community continues to show. We couldn't have made this happen without the generous support of our donors. We not only recovered from a pandemic, but we broke records!

Respectfully,

Kasey A. Owens

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 life 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 **\$0.12 (11.96% per IRS 990)** raised is used for year-round administration and fundraising. The balance, **\$0.88**, of each dollar, is used to provide health and human services that improve lives of people in our communities.

RESULTS AND BENEFITS

In 2022, donations and pledges of \$1,000,000 received during the 2021 United Way campaign were distributed to 52 agencies and programs providing health and human services.

- Strengthening families: \$201,700 (20%)
- Nurturing and protecting children: \$100,538 (10%)
- Assisting the elderly and disabled: \$322,100 (32%)
- Emergency assistance: \$354,600 (36%)
- In-house programs: \$21,062 (2%)

In 2023, donations and pledges of \$1,100,000 received during the 2022 United Way campaign will be distributed to 49 agencies and programs providing health and human services.

- Strengthening families: \$226,350 (21%)
- Nurturing and protecting children: \$107,554 (10%)
- Assisting the elderly and disabled: \$345,600 (31%)
- Emergency Assistance: \$386,900 (36%)
- In-house programs: \$33,596 (2%)

Agency Allocations Process

Past and present board members from throughout the county 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 following agencies did not apply for funding for 2023: American Red Cross – STL Chapter, County Seat Senior Center Foundation, Franklin County FFA Foundation, and Sullivan Emergency Assistance. PreventEd applied for funding for the first time and received \$8,050.

Analysis

The 2022 campaign set an all-time record of \$1,372,150 which surpassed the \$1,200,000 goal by \$172,150. Because of the generosity of so many companies and individuals, we are able to allocate \$1,100,000 to our 49 member agencies in 2023 which is the most ever.

Five companies were selected to kick-off the campaign and did a fabulous job raising \$72,946. GenFinity Wealth Management, a first-time contributing company, raised \$1,970. Heritage Community Bank raised \$13,002, which was a 13% increase. The Missourian Media Group had a 22% increase, raising \$12,625. Sullivan School District raised \$9,751 which was an increase of 188%, the largest percentage increase of the top 30 companies. Rounding out the five companies was Union RXI School District, raising \$35,598 which was a slight decrease from the prior year when they had a 435% increase. The companies are to be commended for their creativity in holding fun campaigns with special events to gain momentum and create enthusiasm.

The top five companies raised \$512,734, which is almost 38% of the campaign attainment. The top ten companies raised \$705,589, almost 52% of the attainment of \$1,372,150; and the top 30 companies raised \$980,644 which is 72% of the attainment.

School districts throughout Franklin County play an important role in the campaign. The combined giving between East Central College, Franklin County R2, Meramec Valley, St. Clair, Sullivan, Union, and Washington school districts was \$127,581! Several of the districts used the t-shirts as an incentive for staff and over 1,200 shirts were sold. Don't be surprised if you see someone in your community wearing one of them.

Special events play a major role in raising funds and spreading awareness about United Way. In 2022, Power of the Purse events were held in New Haven, Pacific, Sullivan, Union, and Washington, and raised a total of \$82,475. The 21st Annual Golf Classic, held on October 7th, raised \$27,944.

More in-person meetings were held, and we continued to be involved in our community. We continued facilitating our monthly emergency agency providers meeting. This gives the agencies the opportunity to share concerns and valuable information to better meet the needs of those they serve. We also continue to be active in the Franklin County Homeless Task Force, Franklin County Service Providers, and the Mercy Health Council.

In 2022, four community grants totaling \$3,599 were given to deserving agencies. The Community Literacy Foundation received \$1,000 for the Books for Newborns program. A grant of \$599 was awarded to Grace's Place Crisis Nursery for a computer. Driving Hope received \$1,000 which will enable them to provide transportation for victims of domestic violence. The final grant of \$1,000 was awarded to St. Clair School District for the Dolly Parton Imagination Library program.

As the new year starts, plans are underway for another successful year as we are excited to be celebrating 70 years of United Way in Franklin County.

Kasey Owens, President
March 14, 2023

Kim Scego, Executive Director
March 14, 2023

Executive Committee

President	Kasey Owens Intl. Fertility Insurance 1250 Deer Run Drive Washington, MO 63090	Secretary	Kyle Brittingham Level 9 Heating & Cooling 2131 Highway A Washington, MO 63090
Vice President	Corey Baker Bank of Franklin County 900 East 8th Washington, MO 63090	Treasurer	Sam Straatmann Straatmann Toyota 215 George Hildner Drive Washington, MO 63090

Board of Directors

Krystal Baxter Farmers & Merchants Bank 959 N. Commercial St. Clair, MO 63077	Abigaile Gruen Sullivan Bank 318 West Main Sullivan, MO 63080	Marc Schillebeeckx WEG Transformers USA One Pauwels Drive Washington, MO 63090	<u>Staff</u> <i>Executive Director</i> Kim Scego
Bria Brandt Purina Animal Nutrition 3562 Highway MM Gray Summit, MO 63039	Bill Hellebusch Mercy 851 East 5 th Washington, MO 63090	Mary Shofner The Quality Coach 1351 Jefferson, Ste. 120 Washington, MO 63090	<i>Assistant Director</i> Kelli Schulte
Christine Brinkmann Ameren MO 1901 Chouteau Ave. St. Louis, MO 63103	Rick Hodges Hodges Badge Company 6440 Enduro Drive Washington, MO 63090	Madeline Slay Bank of Washington 200 West Main Washington, MO 63090	<i>Administrative Assistant</i> Kim Buschman
DeAnna Cassat East Central College 1964 Prairie Dell Road Union, MO 63084	Markie Lampkin Union R-XI School District 1217 West Main Union, MO 63084		<i>Bookkeeper/Admin.Asst.</i> Susan Schmidt
Wayne Dierker Lonedell R-14 School District 7466 Highway FF Lonedell, MO 63077	Leslie Lause Gasconade Co. R-1 School 170 Blue Pride Drive Hermann, MO 65041		
Jordan Faerber GenFinity Wealth Mgmt. 1451 High St., Ste. 215 Washington, MO 63090	Ramona Mundwiller MO Society Osteopathic Physicians Hermann, MO 65041		

Agency	2022 Funding
ABiLITY	\$ 10,400.00
Agape Help House of Pacific	\$ 43,700.00
Aging Ahead	\$ 33,000.00
ALIVE	\$ 25,000.00
American Red Cross	\$ 6,600.00
Back Pack Programs	\$ 8,000.00
Boy Scouts of America	\$ 24,300.00
Buddies Not Bullies	\$ 11,500.00
Camp Washington	\$ 4,600.00
Children's Advocacy Center	\$ 13,600.00
Community Grants (Roll \$6,000 from 2021)	
Community Outreach	\$ 22,000.00
Community Response for Children	\$ 12,062.00
County Seat Senior Center	\$ 3,500.00
Compass Health Network (Crider Health Center)	\$ 29,000.00
Emergency Fund (Roll \$3,976.81 from 2021)	
Empac Group, Inc.	\$ 37,000.00
Exceptional Equestrians	\$ 48,900.00
Four Rivers Family YMCA	\$ 50,000.00
Franklin County 4-H Clubs	\$ 9,250.00
Franklin County CASA	\$ 16,388.00
Franklin County Dental Network	\$ 30,000.00
Franklin County FFA	\$ 2,500.00
Franklin County Foster Closet	\$ 10,000.00
Gerald Senior Center, Inc.	
Girl Scouts of Eastern Missouri	\$ 13,400.00
Grace's Place	\$ 24,000.00
Heartland Independent Living Center	\$ 15,000.00
Henry Hartbauer Award	\$ 1,000.00
Legal Services of Eastern Missouri	\$ 19,700.00
Loving Hearts Outreach	\$ 100,000.00
Lutheran Family & Children's Services of MO	\$ 11,000.00
Meals-on-Wheels	\$ 14,000.00
Meramec Community Mission	\$ 28,100.00
New Haven Community Outreach	\$ 3,000.00
New Haven Senior Center	\$ 10,000.00
OATS, Inc.	\$ 50,000.00
Rainbow Abilities Center	\$ 30,000.00
Saint Louis Counseling	\$ 62,000.00
St. Peter's UCC Food Pantry	\$ 10,000.00
Sullivan Emergency Assistance Fund	\$ 8,000.00
Summer Reading Program	\$ 5,000.00
TEMCO, Inc.	\$ 15,200.00
Tri-County Community Senior Center, Inc.	\$ 15,400.00
Turning Point	\$ 7,000.00
Union Food Pantry	\$ 24,300.00
VOYCE	\$ 10,700.00
Washington Emergency Relief Fund	\$ 68,900.00
YMCA Community Literacy Council	\$ 3,000.00
Total Amount Allocated	\$ 1,000,000.00

Agency	2023 Funding
ABILITY	\$ 11,400.00
Agape Help House of Pacific	\$ 48,000.00
Aging Ahead	\$ 30,000.00
ALIVE	\$ 25,000.00
Back Pack Programs	\$ 16,000.00
Boy Scouts of America	\$ 26,000.00
Buddies Not Bullies	\$ 15,000.00
Camp Washington	\$ 4,600.00
Children's Advocacy Center	\$ 15,500.00
Community Grants	\$ 3,596.00
Community Outreach	\$ 32,000.00
Community Response for Children	\$ 12,000.00
Compass Health Network (Crider Health Center)	\$ 34,500.00
Empac Group, Inc.	\$ 40,700.00
Exceptional Equestrians	\$ 50,000.00
Four Rivers Family YMCA	\$ 55,000.00
Franklin County 4-H Clubs	\$ 9,250.00
Franklin County CASA	\$ 17,204.00
Franklin County Dental Network	\$ 30,000.00
Franklin County Foster Closet	\$ 10,900.00
Girl Scouts of Eastern Missouri	\$ 15,000.00
Grace's Place	\$ 24,000.00
Heartland Independent Living Center	\$ 15,000.00
Henry Hartbauer Award	\$ 2,000.00
Legal Services of Eastern Missouri	\$ 21,500.00
Loving Hearts Outreach	\$ 100,000.00
Lutheran Family & Children's Services of MO	\$ 12,300.00
Meals-on-Wheels	\$ 17,000.00
Meramec Community Mission	\$ 35,000.00
New Haven Community Outreach	\$ 3,000.00
New Haven Senior Center	\$ 10,000.00
OATS, Inc.	\$ 55,000.00
PreventEd	\$ 8,050.00
Rainbow Abilities Center	\$ 30,000.00
Saint Louis Counseling	\$ 69,400.00
St. Peter's UCC Food Pantry	\$ 15,000.00
Summer Reading Program	\$ 5,000.00
TEMCO, Inc.	\$ 20,000.00
Tri-County Community Senior Center, Inc.	\$ 20,000.00
Turning Point	\$ 7,800.00
Union Food Pantry	\$ 37,000.00
VOYCE	\$ 12,000.00
Washington Emergency Relief Fund	\$ 76,000.00
YMCA Community Literacy Council	\$ 3,300.00
Total Amount Allocated	\$ 1,100,000.00

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

	June 30	
	2022	2021
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 446,882	\$ 411,886
Investments	245,192	254,973
Restricted cash	72,287	24,071
Pledges receivable, net	333,312	250,711
Accrued interest receivable	143	427
Total Current Assets	1,097,816	942,068
Fixed Assets		
Equipment	13,579	13,579
Less - Accumulated depreciation	10,860	9,119
Total Fixed Assets	2,719	4,460
Total Assets	\$ 1,100,535	\$ 946,528
 LIABILITIES AND NET ASSETS		
Current Liabilities		
Allocations payable	\$ 538,708	\$ 501,004
Payable to United Way of Greater St. Louis	42,900	28,961
Compensated absences	3,850	4,462
Total Current Liabilities	585,458	534,427
Net Assets		
Without donor restrictions:		
Designated by the Board for emergencies	42,485	42,485
Undesignated	66,993	94,834
With donor restrictions	405,599	274,782
Total Net Assets	515,077	412,101
Total Liabilities And Net Assets	\$ 1,100,535	\$ 946,528

FRANKLIN COUNTY AREA UNITED WAY, INC.
STATEMENT OF ACTIVITIES

	For The Year Ended June 30, 2022		
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES			
Donations and pledges	\$ 1,062,545	\$ 145,413	\$ 1,207,958
Less - Uncollectible pledges	30,824	-	30,824
Net Donations	1,031,721	145,413	1,177,134
In-kind contributions	43,520	-	43,520
Fundraising events, less cost of direct benefit to donors of \$29,027 in 2022	84,113	-	84,113
Other revenue	51,755	-	51,755
Net investment return	1,732	-	1,732
Net assets released from restrictions	14,596	(14,596)	-
Total Revenues	<u>1,227,437</u>	<u>130,817</u>	<u>1,358,254</u>
ALLOCATIONS AND EXPENSES			
Program services:			
Funds awarded to agencies	1,000,000	-	1,000,000
Other program services:			
Allocations to agencies	22,684	-	22,684
Community services	57,187	-	57,187
Total Program Services	<u>1,079,871</u>	<u>-</u>	<u>1,079,871</u>
Supporting services:			
Management and general	77,858	-	77,858
Fund raising expenses	97,549	-	97,549
Total Supporting Services	<u>175,407</u>	<u>-</u>	<u>175,407</u>
Total Allocations And Expenses	<u>1,255,278</u>	<u>-</u>	<u>1,255,278</u>
CHANGE IN NET ASSETS	(27,841)	130,817	102,976
NET ASSETS, JULY 1, 2021	<u>137,319</u>	<u>274,782</u>	<u>412,101</u>
NET ASSETS, JUNE 30, 2022	<u><u>\$ 109,478</u></u>	<u><u>\$ 405,599</u></u>	<u><u>\$ 515,077</u></u>