

Franklin County Area  
United Way

2023 – 2024 Annual Report

**Franklin County Area United Way**  
**2023 - 2024**  
**Annual Report**

**A Letter from our President**

Greetings,

I am genuinely grateful to extend my heartfelt appreciation for your steadfast support throughout our 2023 campaign and to share the remarkable milestones achieved during this transformative year. Serving as Campaign Co-Chair and President of the Franklin County Area United Way Board has been both a privilege and a deeply personal journey, fueled by the unwavering dedication and generosity of our community.

Reflecting on the extraordinary journey we've embarked on, I am filled with a heartfelt sense of gratitude for the remarkable strides we've made together. The 2022 campaign set a record-breaking precedent, raising an astounding \$1,372,150—a testament to the indomitable spirit and boundless compassion of our community. Building upon this foundation, the 2023 campaign was infused with renewed vigor and purpose as we commemorated the 70th anniversary of the Franklin County Area United Way.

The remarkable fruits of our collective labor became evident as the 2023 campaign soared to unprecedented heights, surpassing the \$1.4 million mark for the first time in history, with a total raised of \$1,420,465. This remarkable achievement stands as a testament to the unwavering support and boundless generosity of our community, embodying the spirit of unity and compassion that defines the Franklin County Area. Through the overall success of our fundraising efforts, including five Power of the Purse gatherings and a resplendent golf tournament that collectively raised over \$112,000, we were able to allocate a record-breaking \$1,115,000 to our partner agencies, and ensuring vital support reaches those who need it most.

As I reflect on the journey we've undertaken together, I am grateful for the visionary leadership of our United Way team, the unwavering dedication of our board of directors, and the steadfast support of the Franklin County Area community and beyond. Together, we have exemplified the transformative power of compassion and solidarity, enriching the lives of countless individuals and families in our midst.

In conclusion, in light of these achievements and the profound sense of community, I am sincerely honored to have been entrusted with the responsibility of guiding the Franklin County area during my tenure on the board. Your unwavering trust and support have been the cornerstone of our collective efforts to foster positive change and create a brighter, more inclusive future for all. I extend my deepest appreciation for your continued commitment to our shared mission, and I am excited to continue our journey together as we strive to make a lasting impact in the Franklin County community and beyond.

With heartfelt gratitude,

Corey Baker  
2023 President & Campaign Co-Chair  
Franklin County Area United Way

## **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. Less than \$0.13 (per IRS 990) raised is used for year-round administration and fundraising. The balance, \$0.87, of each dollar, is used to provide health and human services that improve the lives of people in our communities.

## **RESULTS AND BENEFITS**

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

- Strengthening families: \$226,350 (20%)
- Nurturing and protecting children: \$107,554 (10%)
- Assisting the elderly and disabled: \$345,600 (32%)
- Emergency assistance: \$386,900 (36%)
- In-house programs: \$33,596 (2%)

In 2024, donations and pledges of \$1,115,000 received during the 2023 United Way campaign will be distributed to 53 agencies and programs providing health and human services.

- Strengthening families: \$238,550 (21%)
- Nurturing and protecting children: \$103,700 (10%)
- Assisting the elderly and disabled: \$372,250 (33%)
- Emergency Assistance: \$389,000 (35%)
- In-house programs: \$11,500 (1%)

## **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. Hanani House, CHADS Coalition for Mental Health, and Union Summer Camp, applied for funding for the first time and received \$13,600 collectively. County Seat Senior Center Foundation reapplied for funding, after not applying the previous year, and received \$4,500.

## Analysis

The 2023 campaign, once again, set an all-time record which was \$1,420,465 and surpassed the \$1,270,000 goal by \$150,465. Due to the generosity of so many companies and individuals, we can allocate \$1,115,000 to our 53 member agencies in 2024, the most ever.

Four companies were selected to kick-off the campaign and had an amazing outcome raising \$100,666. Bank of Franklin County increased their company contributions 25% over the previous year totaling \$54,292. The School District of Washington brought in \$17,991. Schroeder Insurance raised \$12,875, resulting in a 42% increase. Rounding out the four companies was United Bank of Union, raising \$15,509, which was over a \$5,000 increase from the prior year. The companies are to be commended for their creativity in holding fun campaigns with unique events to gain momentum and create enthusiasm.

The top five companies raised \$602,412, which is almost 42% of the campaign attainment and over \$90,000 more than the previous year. The top ten companies raised \$795,179, almost 56% of the attainment of \$1,420,465; and the top 30 companies raised an outstanding \$1,066,967 which is 75% of the attainment.

School districts throughout Franklin County play a vital 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 \$12,710. Several of the districts used the T-shirts as an incentive for staff and over 1,200 shirts were sold. Do not be surprised if you see someone in your community wearing one of them.

Special events play a key role in raising funds and spreading awareness about United Way. In 2023, Power of the Purse events were held in New Haven, Pacific, Sullivan, Union, and Washington, and raised \$85,568. The 22<sup>nd</sup> annual Golf Classic, held on October 7th, raised \$26,452.

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 2023, five community grants totaling \$4,500 were given to deserving agencies. The Scenic Regional Library received \$1,000 to help with new software for a newborn reading program. A grant of \$1,000 was awarded to City of Union Parks to help with staffing costs of their summer camp program. Community Foundation of Herman received \$1,000 which will help families who are uninsured/under afford access to mental health services. Additionally, awarded \$1,000 was Loving Hearts, which used the grant for reimbursement to help partially cover the costs of repairs to their truck used to pick up food for their pantry. The final grant of \$500 was awarded to Stories Matter for help in implementing a Lending Library within a Head Start location.

As the new year starts, plans are underway for another successful year. As we enter year 71 for Franklin County Area United Way, we do so with our new Director Kelli Schulte, who proceeded Kim Scego after her retirement on June 30, 2023.

---

Corey Baker, President  
June 11, 2024

---

Kelli Schulte, Executive Director  
June 11, 2024

## Executive Committee

### **President**

**Corey Baker**

Bank of Franklin County  
900 East 8th  
Washington, MO 63090

### **Secretary**

**DeAnna Cassat**

East Central College  
1964 Prairie Dell Road  
Union, MO 63084

### **Vice President**

**Kyle Brittingham**

Level 9 Heating & Cooling  
2131 Highway A  
Washington, MO 63090

### **Treasurer**

**Jordan Faerber**

GenFinity Wealth Management  
1451 High St, Ste 215  
Washington, MO 63090

## Board of Directors

### **Krystal Baxter**

Farmers & Merchants Bank  
959 N Commercial  
St. Clair, MO 63077

### **Kodi Gildehaus**

Mercy  
851 E Fifth St  
Washington, MO 63090

### **Mary Robertson**

School District of Washington  
220 Locust St  
Washington, MO 63090

### **Bria Brandt**

Purina Animal Nutrition  
3562 Highway MM  
Gray Summit, MO 63039

### **Abigaile Parry**

Sullivan Bank  
318 W Main St  
Sullivan, MO 63080

### **Madeline Slay**

Bank of Washington  
200 W Main St  
Washington, MO 63090

### **Christine Brinkmann**

Ameren MO  
1901 Chouteau Ave  
St. Louis, MO 63103

### **Markie Lampkin**

Union School District  
1217 W Main St  
Union, MO 63084

### Staff

#### **Executive Director**

Kelli Schulte

#### **Past Executive Director**

Kim Scego

### **Tim Eagan**

Eagan Building Group  
207 E Fifth St  
Washington, MO 63090

### **Melissa Maune**

First State Community Bank  
1801 Bedford Center Dr  
Washington, MO 63090

#### **Administrative Assistant**

Kim Buschman

### **Stephanie Fitzgerald**

Missourian Media Group  
6321 Bluff Road  
Washington, MO 63090

### **Kesha Nichols**

US Bank  
Pacific, MO 63069

#### **Administrative Assistant**

Jordan Bierman

### **Kate Frankenberg**

WEG Transformers, USA  
One Pauwels Dr  
Washington, MO 63090

### **Kasey Owens**

International Fertility Ins  
1250 Deer Run Dr  
Washington, MO 63090

#### **Bookkeeper/Admin Asst.**

Emily Mueller

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

	<b>June 30</b>	
	<b>2023</b>	<b>2022 (Restated)</b>
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$ 570,899	\$ 446,882
Investments	285,617	245,192
Restricted cash	56,312	72,287
Pledges receivable, net	261,873	333,312
Prepaid insurance	3,110	-
Accrued interest receivable	2,224	143
Total Current Assets	<b>1,180,035</b>	<b>1,097,816</b>
<b>Fixed Assets</b>		
Equipment	13,579	13,579
Less - Accumulated depreciation	12,031	10,860
Total Fixed Assets	<b>1,548</b>	<b>2,719</b>
Total Assets	<b>\$ 1,181,583</b>	<b>\$ 1,100,535</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Allocations payable	\$ 528,584	\$ 478,701
Payable to United Way of Greater St. Louis	60,539	42,900
Compensated absences	792	3,850
Deferred revenue	14,429	-
Total Current Liabilities	<b>604,344</b>	<b>525,451</b>
<b>Net Assets</b>		
Without donor restrictions:		
Board designated reserves	112,797	102,492
Undesignated	146,257	66,993
With donor restrictions	318,185	405,599
Total Net Assets	<b>577,239</b>	<b>575,084</b>
Total Liabilities And Net Assets	<b>\$ 1,181,583</b>	<b>\$ 1,100,535</b>

See notes to financial statements

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

	For The Year Ended June 30, 2023		
	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUES</b>			
Donations and pledges	\$ 1,181,643	\$ 47,999	\$ 1,229,642
Less - Uncollectible pledges	62,339	-	62,339
Net Donations	1,119,304	47,999	1,167,303
In-kind contributions	60,746	-	60,746
Fundraising events, less cost of direct benefit to donors of \$43,428 in 2023	130,503	-	130,503
Other revenue	8,026	-	8,026
Net investment return	14,531	-	14,531
Net assets released from restrictions	135,413	(135,413)	-
Total Revenues	1,468,523	(87,414)	1,381,109
<b>ALLOCATIONS AND EXPENSES</b>			
Program services:			
Funds awarded	1,090,858	-	1,090,858
Other program services:			
Allocations to agencies	27,200	-	27,200
Community services	64,960	-	64,960
Total Program Services	1,183,018	-	1,183,018
Supporting services:			
Management and general	86,314	-	86,314
Fund raising expenses	109,622	-	109,622
Total Supporting Services	195,936	-	195,936
Total Allocations And Expenses	1,378,954	-	1,378,954
<b>CHANGE IN NET ASSETS</b>	89,569	(87,414)	2,155
NET ASSETS, JULY 1, 2022	169,485	405,599	575,084
<b>NET ASSETS, JUNE 30, 2023</b>	\$ 259,054	\$ 318,185	\$ 577,239

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

For The Year Ended June 30, 2022 (Restated)

	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUES</b>			
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	1,227,437	130,817	1,358,254
<b>ALLOCATIONS AND EXPENSES</b>			
Program services:			
Funds awarded	999,124	-	999,124
Other program services:			
Allocations to agencies	22,684	-	22,684
Community services	57,187	-	57,187
Total Program Services	1,078,995	-	1,078,995
Supporting services:			
Management and general	77,858	-	77,858
Fund raising expenses	97,549	-	97,549
Total Supporting Services	175,407	-	175,407
Total Allocations And Expenses	1,254,402	-	1,254,402
<b>CHANGE IN NET ASSETS</b>	(26,965)	130,817	103,852
NET ASSETS, JULY 1, 2021	196,450	274,782	471,232
<b>NET ASSETS, JUNE 30, 2022</b>	\$ 169,485	\$ 405,599	\$ 575,084