



**A BETTER
LIFE
FOR ALL**

2019 Annual Campaign Report

A LETTER FROM OUR BOARD CHAIR

JON BALLARD

On behalf of the United Way of Central Kentucky board of directors, I want to say thank you to our community members for your ongoing support of the organization's mission in Breckinridge, Grayson, Hardin, LaRue and Meade counties. Your generous donations and volunteer efforts are not only appreciated, but essential to the continuation of important programs in the areas we serve. Donors and volunteers like you have helped us create a stronger, more united community. When we unite our efforts toward common goals, we can bring people and communities together to advance the common good.

I personally have been a United Way donor and volunteer since 2010. I have had the wonderful opportunity to serve on the Board of Directors for six years and visit the agencies that receive funding thanks to the generosity of our donors. Trust me when I say that your donations are needed and are making an incredible difference in the lives of many. Residents within our service area are granted opportunities they would not have if it were not for these agencies and their programs that your donations directly support.

United Way's mission is to improve the quality of life of Central Kentuckians by focusing on creating measurable outcomes in the areas of education, health, basic needs and financial stability. The Board and staff work hard to make this mission a reality each day. 99 cents out of every dollar donated goes to local agencies in our community. The people you are supporting are neighbors. In addition to programs, volunteers spend nearly 3,000 hours each year giving back to the community through United Way's volunteer management process and projects. One of these projects is Day of Action. Company volunteers join forces with community members to spend a day working on projects at non-profits such as stocking food pantries, cleaning up grounds, painting and repair work among other needed tasks to keep these very important organizations running. Thank you to our volunteers. We cannot say it enough.

As we continue our journey to a stronger community in the next year, we are honored that you have chosen to join United Way of Central Kentucky as a partner, supporter and friend. We are delighted to serve our community for another year. United, we will build a brighter, stronger tomorrow.

Justin N. Ballard

BOARD OF DIRECTORS

JON BALLARD

2019 BOARD CHAIR

ELIZABETHTOWN INDEPENDENT SCHOOLS

CHAD SARVER

2020 BOARD CHAIR ELECT

CIT CHAIR

ALTEC

BILLY CANN

TREASURER

FINANCE COMMITTEE CHAIR

THE CECILIAN BANK

JERISIA LAMONS

SECRETARY

ELIZABETHTOWN COMMUNITY & TECHNICAL COLLEGE

GREG MILBY

MARKETING CHAIR

HEARTLAND COMMUNICATIONS

TRENA FLOYD

WESBANCO

LINDA PEPPER

UNITED BANK

C.J. QUICK

BRIGHTER FUTURES COUNSELING

BRETT BARNES

METALSA

SCOTT CONWAY

MAGNOLIA BANK

SEAN CLINNING

DOW CHEMICAL

GRANT NIEBUHR

ALTEC

DR. TIFFANY EVANS

ELIZABETHTOWN COMMUNITY & TECHNICAL COLLEGE

ALLISON BAUMGARDNER

THE CECILIAN BANK

KATHY GEDLING

BRECKINRIDGE COUNTY SCHOOLS

PASTOR JEFF NOEL

GRACE HEARTLAND CHURCH

CARYN LEWIS

GRAYSON COUNTY SCHOOLS

DR. JOHN GODFREY

HARDIN MEMORIAL HOSPITAL

TERESA LOGSDON

ASSISTANT HARDIN COUNTY COMMONWEALTH ATTORNEY

RAY SPRINGSTEEN

ABOUND CREDIT UNION

MARTY LITTREL

MEADE COUNTY RECC

JAMES JEFFRIES

HARDIN COUNTY WATER DISTRICT #2

RITA WILLIAMS

R.E. WILLIAMS, INC.



ABOUT UWCK

PEOPLE MAKE THE DIFFERENCE

WHO WE ARE

United Way of Central Kentucky solves complex and costly community challenges by forging partnerships and mobilizing resources to find new solutions to old problems that not one organization can address alone. Together, we win by inspiring others to join the fight against our community's most persistent problems and empowering individuals and families to reach their fullest potential. Serving Hardin, Breckinridge, Grayson, LaRue and Meade Counties, United Way of Central Kentucky invites you to change the odds for residents across our region.

OUR MISSION

Connecting our community for the common good.

OUR VISION

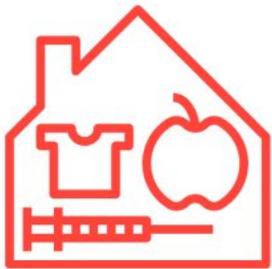
Each individual in our community is self-sufficient in the areas of Health, Education and Financial Stability.

HOW WE INVEST

The organizations we invest in help real people - which is why real people just like you determine where the donations go. Corporate donors, community members, as well as individuals from philanthropic and community organizations make up our Community Investment Team. These dedicated volunteers pore over each grant proposal and identify the local programs that align with our strategies and goals to create lasting impact. With over 3,000 nonprofits in Central Kentucky, identifying which programs align with our community's goals and aspirations is no small task. Our Community Investment Team volunteers spend over 900 hours determining which partnerships will create a lasting impact in our community.

DOLLARS INVESTED INTO OUR COMMUNITY

\$338,000



HEALTH &
BASIC NEEDS

\$270,965



EDUCATION

\$170,760



FINANCIAL
STABILITY

WHERE DOES MY MONEY GO?

OUR FUNDED AGENCY PARTNERS

Big Brothers Big Sisters of Kentuckiana: \$50,000 to facilitate meaningful, monitored mentoring between adult volunteers and children.

Breckinridge County Schools: \$7,500 to improve kindergarten readiness through United Way Born Learning Academies and support after-school vocational training for students.

Breckinridge-Grayson Programs: \$5,000 to provide students and their families with essential basic hygiene supplies and increase family engagement in early childhood education.

CASA of the Heartland: \$50,000 to provide children in the Hardin County court system with trained volunteer advocates who care for their best interests and help them find safe, permanent, and loving homes.

Cloverport Independent School District: \$4,000 to increase access to basic hygiene supplies and support career-focused initiatives for students.

Community Health Clinic: \$70,000 to improve access to medical, dental, and patient advocacy services for the uninsured and underinsured residents of our community.

Elizabethtown Independent Schools: \$33,000 to provide free, high-quality books to young children and support after-school initiatives which provide at-risk students with homework assistance and enrichment opportunities otherwise not afforded to them.

Feeding America, Kentucky's Heartland: \$65,000 to supply community members with a stable source of food and provide children with nutritious and easy-to-prepare food to keep them from going hungry when school is not in session.

Grayson County Alliance: \$50,000 to improve food stability for local families.

Grayson County Ministerial Association: \$10,000 to provide rent, utility, and other basic need assistance which improve stability.

Grayson County Schools: \$10,500 to foster mentorship opportunities and purchase supplies which provide opportunities for students to explore various career fields of interest, and support United Way Born Learning Academies which improve school readiness.

Hardin County Schools: \$57,465 to improve kindergarten readiness through United Way Born Learning Academies, encourage positive parent/child relationships, conduct educational home visits, and keep teen parents on track to graduate.

Hardin County Skills U: \$20,760 to provide one on one success coaching for adult students pursuing their GED.

Helping Hand of Hope: \$100,000 to provide beds, pillows, and linens to children who otherwise do not have a bed to sleep in and emergency financial assistance to individuals and families.

Home of the Innocents: \$2,000 to teach parents and caregivers the skills they need to prevent child abuse and neglect in the home. LaRue County Schools: \$14,000 to expand afterschool club scholarships for at-risk students which engage students in extra-curricular activities otherwise not afforded to them.

Magnolia Cumberland Presbyterian Church: \$17,000 to provide fresh produce, meat, and other food items to families struggling with hunger.

Mission Hope for Kids: \$15,000 to provide an enriching after-school environment and improve outcomes for at-risk students through supportive mentor relationships.

Silverleaf Sexual Trauma Recovery Services: \$40,000 to provide counseling to children who have suffered sexual abuse, preventing future mental health and substance abuse which can stem from untreated trauma.

SpringHaven Domestic Violence Program: \$60,000 to provide safety and advocacy support for survivors of domestic violence as well as resources needed to regain independence.

Tri County CASA: \$22,500 to afford abused and neglected children in the Breckinridge, Grayson, and Meade County court system with trained volunteer advocates who care for their best interests and help them find safe, permanent, and loving homes.

2-1-1: \$26,000 to administer services through the local 2-1-1 call center which provides information and referrals to community resources with 24/7 access to all residents in Central Kentucky.

Way to Work: \$150,000 to provide one-on-one coaching and job training through a network of comprehensive employment and barrier removal services.

POWER OF THE PURSE

\$23,428.69 RAISED



United Way's Power of the Purse was hosted at The Garage at Haycraft in August. Guests enjoyed a delicious dinner provided by Heartland Catering, a live auction and fashion show of new, designer handbags modeled by local gentlemen. Each of the thirteen handbags were filled with various donated goods that included tickets to sporting events, high end beauty products, a variety of gift cards for local restaurants, jewelry and more.

Thanks to our many generous sponsors, United Way of Central Kentucky was able to host this event to benefit early childhood education initiatives in our community. In our region, 51% of children enter Kindergarten unprepared, having the potential to lead to significant future challenges in those children's lives. The recent partnership between United Way Born Learning academies and Dolly Parton Imagination Library encourages and facilitates their learning. These programs give children in our community the opportunity overcome setbacks through earlier access to reading materials. **This year, 170 tickets were sold to Power of the Purse raising \$23,428.69 through the event.**

DAY OF ACTION

898 HOURS OF SERVICE



United Way's Day of Action provides opportunities for volunteers, donors and advocates to be part of solutions that make a difference in people's lives. Through a partnership with Metalsa, Altec, and Cox Enterprises, **United Way of Central Kentucky mobilized 149 employees who volunteered with ten nonprofits, giving over 898 hours in service at a value of \$19,235 to our community.**

The event's major sponsors, Altec and Cox Enterprises, brought together teams of volunteers from more than eight states across the country to install new playground equipment at Elizabethtown Independent Schools' Panther Place After-school Program. Teams on site restored and painted existing equipment, installed new swing sets, and resurfaced the playground with fresh mulch.

Throughout the community more than 100 additional volunteers from Metalsa worked on landscaping at CASA of The Heartland, prepared care kits for Silverleaf Sexual Trauma & Recovery Services, sorted through boutique donations at Mission Hope for Kids, packed senior care boxes at Feeding America, and more.