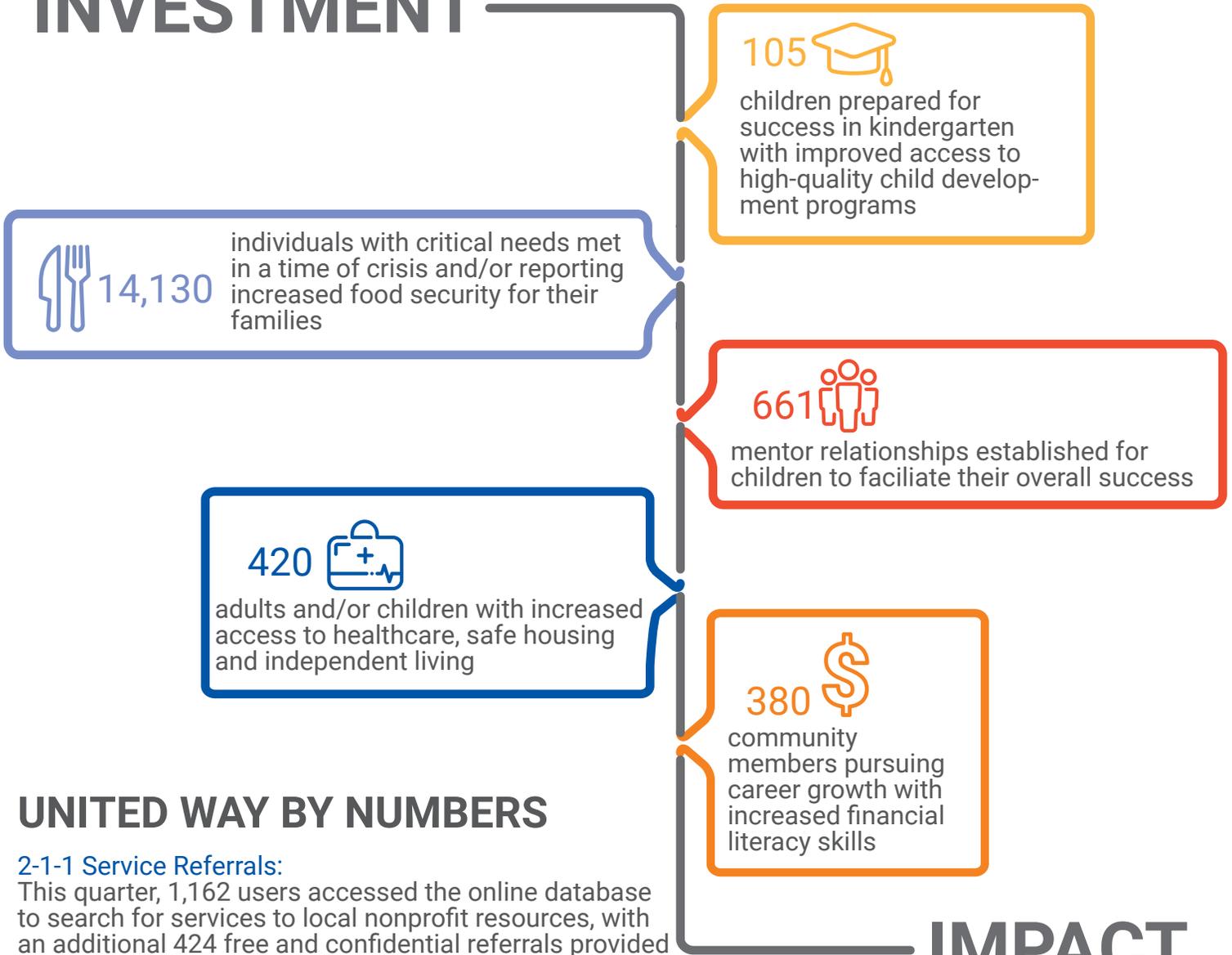


HIGHLIGHTS THIS QUARTER

Fall 2019

Our community's commitment to creating opportunities that help individuals and families achieve stability is living proof that each of us has the ability to make a difference. With investments from caring members of our community like you, we are proud to announce the following results for this quarter:

INVESTMENT



UNITED WAY BY NUMBERS

2-1-1 Service Referrals:

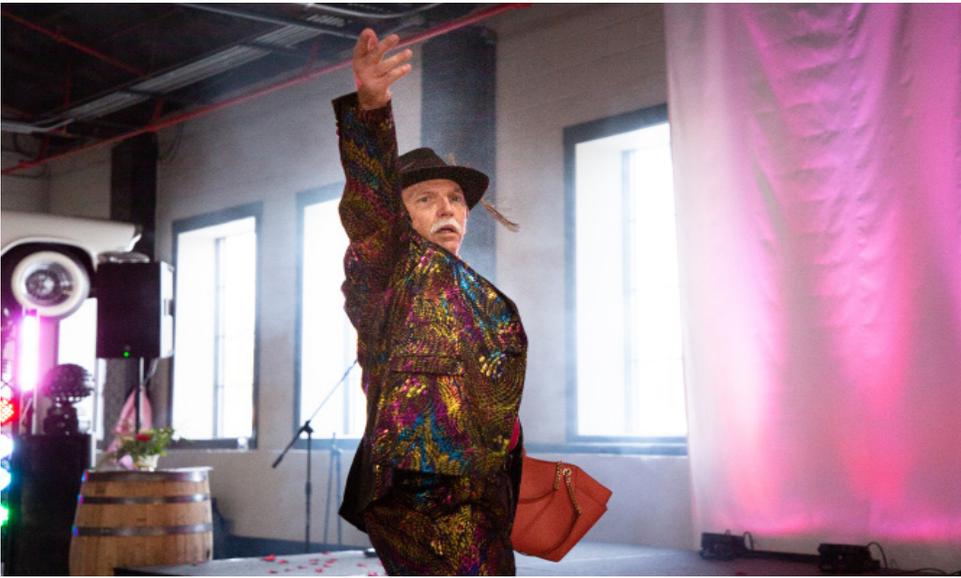
This quarter, 1,162 users accessed the online database to search for services to local nonprofit resources, with an additional 424 free and confidential referrals provided to callers utilizing the hotline.

CentralkYServes.org:

United Way of Central Kentucky's volunteer site hosted 365 registered users, receiving 279 volunteer responses to listed agency needs.

IMPACT

POWER OF THE PURSE 2019



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 partnership between United Way Born Learning academies and Dolly Parton Imagination Library encourages and facilitates 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.**

CREATING SUCCESS STORIES

"A single parent of three in Hardin County reported that her child had not owned any books of her own until she started receiving the Dolly Parton Imagination Library books. She and her three year old child try to sit and read at least one book together each day and she reports that her child is excited and looks forward to this activity and she feels that it is increasing the child's vocabulary and engaging her interest."

Karen Skees
Director of Youth Services Center



DID YOU KNOW?

How does United Way spend my donation? What are United Way of Central Kentucky's overhead and administrative costs?

Donations and investments are allocated to the local community's served by United Way of Central Kentucky (Hardin, Breckinridge, Grayson, LaRue and Meade Counties) to make the greatest possible impact. These dollars are allocated by United Way Community Investment Team (CIT) volunteers from all five counties who spend hours vetting applicants and evaluating their effectiveness and efficiency. They review funding requests, analyze the needs of the community, and make informed decisions in allocating United Way dollars. A complete listing of United Way of Central Kentucky's annual allocations can be found on our website at www.unitedwayck.org/funded-partners.

After allocations to funded programs, United Way of Central Kentucky's fundraising and administrative percentage is 18% - well below industry standards and recommendations from the Better Business Bureau Wise Giving Alliance and Office of Personnel Management which recommends a rate of 25%-35%. That means that \$0.82 of every dollar goes directly to our funded non-profit community partners. In addition, United Way of Central Kentucky is a member of the Better Business Bureau, has been vetted to meet all 20 standards of charitable accountability, and holds a Gold rating with GuideStar - a third party premier non-profit database.