

# 2020 ANNUAL REPORT TO THE COMMUNITY

MOVING FORWARD IN THE FACE OF ADVERSITY



Helping people.



**United  
Way**

Greater St. Louis



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## A LETTER FROM OUR PRESIDENT & BOARD CHAIR

As natives of the St. Louis region, we have long witnessed the generous and caring nature of our neighbors. In 2020, we saw it in a new light.

We started 2020 with a hopeful outlook as we embarked on our refined community investment model. Three years and many volunteer hours in the making, our new model allows United Way to align needs with investments and investments with impact. Ultimately, volunteers selected more than 160 local nonprofit organizations that are uniquely positioned to serve the people of our region.

Of course, early in the year, we realized that the business of helping people would look different in 2020. Suddenly, we were in the midst of a worldwide pandemic. Our region was scared and hurting, and needs were growing by the day.

Just like in the decades before, United Way stepped up to meet the new and changing needs of our region. We entered into new partnerships, created new programs and amped up systems and processes to ensure the people who were relying on us most could get the help they needed.

We not only heard from people who needed help, but also from people wanting to provide help – companies wanting to hold donation drives, families wanting to find safe or virtual volunteer opportunities, and so many people looking for ways to help their neighbors facing the unthinkable.

This sentiment has continued through United Way's community campaign, as generous individuals, companies, neighbors, and agencies from both sides of the river came together to help people live their best possible lives.

The strength and compassion of our region shined in 2020 like never before. Together, we are uniting to ensure millions of neighbors, family members, friends, loved ones, and colleagues have a vital safety net of agencies in place to provide needed wrap-around support. We are helping people manage through hard times and positioning them to bounce back. We are ensuring our region is lifted in the face of adversity.

We enter the new year confident and optimistic that, with the support of our generous and resilient community, we will continue to pave a path to a brighter future for us all.



Michelle D. Tucker  
President and CEO,  
United Way of Greater St. Louis



Michael Moehn  
Board Chair,  
United Way of Greater St. Louis

## COVID-19 RESPONSE

United Way of Greater St. Louis has been helping people for nearly a century, through good and bad, booms and busts.

We've served to help local people through every crisis our region has faced. And 2020 and the global COVID-19 pandemic was certainly a crisis. Thankfully, United Way serves as a safety net for our community, aiding hundreds of local nonprofits to continue to do what they do – help people in need. When the needs grew drastically and urgently, United Way was agile enough to quickly meet the needs of local people:



### Emergency Response Grants

Our COVID-19 Response invested more than \$1.2 million into local nonprofits through emergency response grants. These grants empowered them to continue their important work in helping families access food and supplies, safe childcare, rent, mortgage and utility assistance, and mental health resources.

Community Members	Number of People Helped
Individuals with disabilities	2,378
Individuals with healthcare needs	3,595
Individuals and/or families experiencing homelessness or unstable housing	1,639
Homebound individuals	3,948
Aging adults (age 60+)	11,920
People experiencing wage interruption/working poor	11,958
Children	9,279
Foreign born and/or non-English speaking individuals and/or families	1,566
First responders	97
Essential workers	595

The people in these images are all local and either gave help or received help from United Way funded agencies helping during the pandemic.



## COVID-19 RESPONSE (CONTINUED)



### United to Help Our Neighbors

When COVID-19 came to the St. Louis region, we moved quickly to create new programs and partnerships to respond. This includes our United to Help Our Neighbors program, which has provided \$136,000 to help 520 households regain stability.



### COADs (Community Organizations Active in Disaster)

We played a key role in supporting and coordinating local COADs (Community Organizations Active in Disaster), collaborations of nonprofits, government agencies, businesses, and other community organizations that respond during times of crisis and disaster, and we assisted in launching new efforts like the COVID Regional Response Team and the East St. Louis Area COAD.



### Digital Divide Response

In partnership with Starbucks Foundation and Points of Light, United Way offered one-time funding to support Safety Net network members seeking assistance with bridging the digital gap within our 16 county region. 60% of funding for this program will provide direct access to internet/broadband services, while 40% will focus on hardware support.



### 2-1-1 Help Line

Organizations throughout the region saw the immense need of our community and partnered with us to make an impact. Within days of the first local case, United Way 2-1-1 worked with local county agencies to implement a COVID-19 hotline to direct residents with questions. 2-1-1 also led the local efforts to distribute CARES Act support dollars by creating a rapid response platform to coordinate and connect more than 10,000 families to needed funds and resources for rent and utility support.

The people in these images are all local and either gave help or received help from United Way funded agencies helping during the pandemic.



## COMMUNITY NEEDS & INVESTMENTS

### Refining The Model

Born of a need to make sure that the help we give locally is going where it's needed most, the culmination of this process landed this year.

It began with an extensive Community Needs Assessment, including surveys, interviews, and analysis from staff, agencies, companies, volunteers, and the general public. We refined our approach, focusing on 24 different need areas across our 16-county region. The focus of our

investment is to make sure the St. Louis region has the safety net support in place so people won't fall through the cracks.

We implemented a three-year grant system that will allow us to be flexible enough to change with oncoming or burgeoning needs in our community. After an extensive RFP, hundreds of volunteers and the Regional Investment Committee selections and finalizing agency agreements, 164 agencies, including 37 organizations new to United Way, will help address those needs and have the greatest impact in our community.



## COMMUNITY NEEDS & INVESTMENTS (CONTINUED)

### The 24 Areas of Need

Access to Healthcare
Aging and Senior Support
Behavioral Health and Substance Abuse
Built Environment
Child Welfare
Community Building
Crisis Intervention
Debt
Disaster Preparedness and Response
Early Childhood Education
Financial Education
Financial Safety Net
Food Security
Housing Security
Income
Jobs
Justice System
K-12 Education and Out-of- School Time
Legal Assistance
Physical Health
Post-Secondary Education
Safety
Services for Individuals with Disabilities
Transportation



Through a powerful mix of community generosity, understanding needs, and making strategic investments into programs and services that meet needs and achieve outcomes, we are creating a **stronger, healthier and more equitable** region.

# YOUR IMPACT

## A safety net for the entire region

Your impact on the St. Louis region through United Way is incredible. We provide a strong, expansive, and flexible safety net to serve our entire community. With more than 160 partner agencies, and innumerable other community partners, we help tens of thousands of local people of all ages, from all walks of life, from every corner of our area. Listed here is just a fraction of the thousands of ways you make life better for everyone within our 16-county region.



### HOME STABILITY

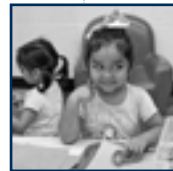
- United Way agencies reported that 16,870 clients had a secure, stable living situation and their basic needs met through 38 programs providing shelter and housing.

### SUBSTANCE USE

- United Way funded agencies provided programming to help participants avoid and reduce substance use for 17,554 people.

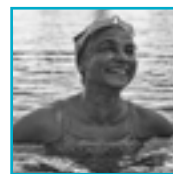
### QUALITY EARLY EDUCATION

- United Way programs serving children ages 0-5 helped 3,970 children meet or exceed developmental milestones.



### JOB

- United Way agencies and labor programs provided services to support 23,781 clients in obtaining employment.



### GET HEALTHY

- Through United Way funded agencies, 65,682 people received services to help them develop and/or maintain healthy eating habits and/or a physically active lifestyle.

### JUSTICE INVOLVEMENT

- United Way agencies reported that 3,377 clients were free from law enforcement/juvenile justice involvement or re-offending.

### MILLIONS OF MEALS

- Through partnerships and programs with United Way agencies, more than 28 million meals were provided to local residents.



### A STRONG START

- 209 people participated in Individual Development Accounts (IDA) programs to help gain savings for needs like housing, education, vehicles, and more.

### VIOLENCE PREVENTION

- United Way agencies reported that 8,985 clients gained strategies for enhancing safety through 18 programs that prevent and address domestic violence.

### VITA IS VITAL

- Through United Way efforts to coordinate VITA (Volunteer Income Tax Assistance) programming, \$17,207,902 in tax refunds was returned to individuals and families.

### STAFF TRAINING

- United Way agencies and collective impact initiatives trained 7,933 childhood education staff to provide quality programs and services.

### OUT-OF-SCHOOL PROGRAMMING

- 47,443 youth participated in out-of-school time programs through United Way funded partners and collective impact initiatives.

### DISABILITY SERVICES

- United Way funded agencies provided 127 programs that helped local people with disabilities, including services from transportation to housing, therapy and much more.

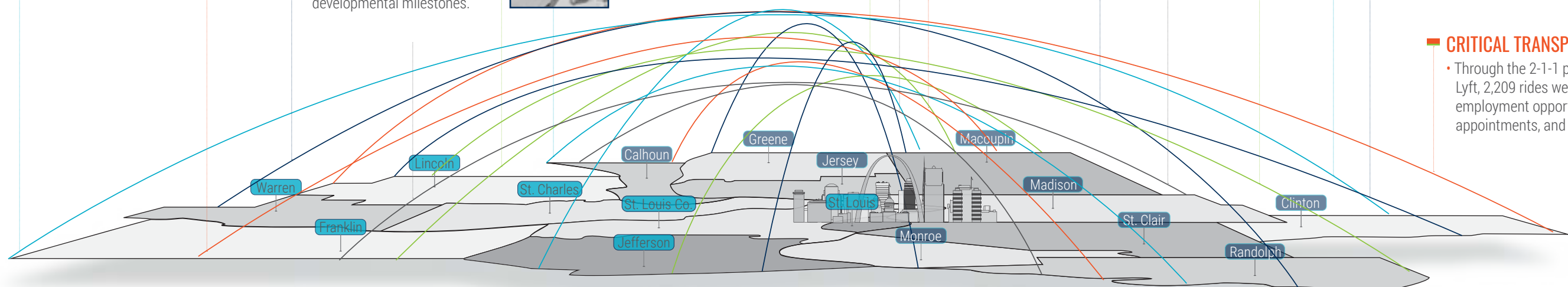


### DISASTER PREPAREDNESS

- 32,764 people were prepared for or successfully recovered from an emergency or disaster.

### CRITICAL TRANSPORTATION

- Through the 2-1-1 pilot with Lyft, 2,209 rides were issued to employment opportunities, medical appointments, and to provide food.





## UNITED WAY'S 2-1-1

### Meeting Needs

With more than a decade of answering calls from people in need, United Way 2-1-1 is ready for anything, even the many challenges in 2020. Due to the unprecedented needs in our region brought on by COVID-19, 2-1-1 saw a more than 60% increase in calls in 2020. 2-1-1's trained professionals were there for our community 24 hours a day, seven days a week.

And, it wasn't just individuals that 2-1-1 was poised to help. Our data and tracking systems helped organizations, government agencies, and other partners gain real-time insights into the current and upcoming needs of our region, helping our community better navigate the crisis.



From mid-March through December, calls increased 60% over 2019.

### Top 2-1-1 Requests from Callers



### Recap of 2-1-1 Calls & Needs



## VOLUNTEER CENTER

### Stepping up to the Challenge

Even with many working from home and staying socially distant, the people in our community still responded to the needs of others through volunteering. United Way's Volunteer Center was able to keep individuals and companies involved in projects that helped thousands of local people.



To bolster the response to needs spurred by the pandemic, community partners came together to create needfeed.org. Managed by the Volunteer Center, this invaluable tool serves as a regional resource exchange for nonprofits to communicate in real time their supply needs and surpluses, including things like food supplies, PPE, cleaning supplies, and more.



### Volunteering Statistics



The numbers above reflect 01/01/2020 - 12/15/2020

# AGENCY LISTING

Since our inception in 1922, United Way has always partnered with amazing nonprofits to help people throughout our region.

In 2020, we welcomed 37 new partner agencies to help strengthen the regional safety net by providing more targeted services where there is the greatest need.

Affinia Healthcare	\$100,000
Agape Ministry of Warren County, Inc.	\$75,000
Alcoholic Rehabilitation Community Home	\$63,080
Almost Home	\$136,533
ALS (Amyotrophic Lateral Sclerosis) Association, St. Louis Regional Chapter	\$172,274
American Cancer Society	\$886,377
American Heart Association	\$625,095
American Lung Association in Missouri	\$293,032
American National Red Cross - South Central Illinois	\$20,000
American National Red Cross - Missouri and Arkansas	\$1,500,000
Annie Malone Children & Family Services	\$181,749
Asthma and Allergy Foundation of America, St. Louis Chapter	\$126,156
Big Brothers Big Sisters of Eastern Missouri	\$362,273
Big Brothers Big Sisters of Southwestern Illinois	\$76,406
Bilingual International Assistant Services	\$100,000
Boy Scouts of America, Greater St. Louis Area Council	\$1,346,170
Boys and Girls Club of Bethalto	\$33,000
Boys and Girls Club of St. Louis (Herbert Hoover Boys and Girls Club)	\$417,754
Boys Hope Girls Hope of St. Louis	\$50,000

Call for Help, Inc.	\$148,930
Cardinal Ritter Senior Services	\$303,913
Caritas Family Solutions (Christian Social Services of Illinois)	\$67,938
Carondelet Community Betterment Federation, Inc.	\$75,000
CASA of Southwestern Illinois	\$103,892
CASA of St. Louis (VOICES)	\$97,096
Catholic Charities of St. Louis	\$410,866
Catholic Urban Programs	\$75,000
Center for Hearing & Speech	\$374,848
Center for Women in Transition	\$58,625
Central Institute for the Deaf	\$205,619
Children's Home & Aid	\$360,669
College Bound	\$55,935
Community Action Agency of St. Louis County, Inc.	\$90,000
Community Care Center	\$79,224
Community Council of St. Charles County	\$94,369
Community Living, Inc.	\$224,110
COMTREA (Community Treatment, Inc.)	\$53,518
Coordinated Youth & Human Services	\$185,427
Cornerstone Center for Early Learning, Inc.	\$189,798
Covenant House Missouri	\$75,000
Crider Health Center (Compass Health, Inc.)	\$313,478
Deaconess Faith Community Nurse Ministries	\$95,128
Delta Center for Independent Living	\$60,583
Delta Gamma Center for Children with Visual Impairments	\$100,000
Doorways	\$100,000
Down Syndrome Association of Greater Saint Louis	\$50,000
Duo Dogs, Inc. (Support Dogs)	\$132,507
Eagle's Nest of St. Clair County	\$75,000
Easterseals Midwest	\$124,554
Emmaus Homes, Inc.	\$226,995
Employment Connection	\$622,358
Epilepsy Foundation of Missouri and Kansas	\$50,000

Epworth Children & Family Services, Inc.	\$515,145
FamilyForward	\$382,555
Fathers & Families Support Center	\$163,659
Foster and Adoptive Care Coalition	\$236,663
Gateway Region YMCA	\$1,288,691
Gene Slay's Girls & Boys Club of St. Louis, Inc.	\$167,091
Girl Scouts of Central Illinois	\$5,803
Girl Scouts of Eastern Missouri	\$362,671
Girl Scouts of Southern Illinois	\$174,825
Girls Incorporated of St. Louis	\$267,211
Good Shepherd Children & Family Services	\$423,024
Great Circle	\$473,110
Guardian Angel Settlement Association	\$338,627
Harris House Foundation	\$178,370
Highland Area Christian Service Ministry	\$35,772
Home Sweet Home	\$50,000
Humanitri	\$131,667
Illinois Center for Autism	\$205,763
Immigrant & Refugee Women's Program	\$81,000
IMPACT CIL	\$50,000
Independence Center	\$100,000
Infant Loss Resources	\$50,000
International Institute of Metropolitan St. Louis	\$264,345
Jewish Community Center	\$618,010
Jewish Family Services of St. Louis	\$541,745
Jewish Federation of St. Louis	\$110,372
Justine Petersen Housing and Reinvestment Corporation	\$100,000
Kids In The Middle, Inc.	\$186,037
Kreative Kids	\$30,000
Land of Lincoln Legal Aid, Inc.	\$337,560
Legal Services of Eastern Missouri	\$542,956
Lemay Child and Family Center	\$159,215
Lessie Bates Davis Neighborhood House, Inc.	\$306,232
Leu Civic Center	\$102,539

• Foster Learning • Improve Health • Strengthen Communities • Provide Food and Shelter • Establish Financial Stability | New Agency

Agencies and allocation amounts reflect amount awarded in 2020 for the 2021 calendar year.

# AGENCY LISTING (CONTINUED)

LifeBridge Partnership	\$109,769
LifeWiseSTL	\$427,834
Lincoln County Council on Aging	\$126,667
Lupus Foundation of America, Heartland Chapter	\$50,700
Lutheran Child and Family Services of Illinois	\$56,744
Lutheran Family and Children's Services of Missouri	\$500,967
Lutheran Senior Services	\$209,090
Madison County Catholic Charities	\$277,618
Madison County Urban League, Inc.	\$175,986
Mathews-Dickey Boys' & Girls' Club	\$255,382
Marygrove	\$289,748
Megan Meier Foundation	\$52,546
Memory Care Home Solutions	\$100,000
MERS Missouri Goodwill Industries	\$578,839
MindsEye Radio	\$110,328
Mission St. Louis	\$100,000
NAMI St. Louis	\$85,000
National Council on Alcoholism and Drug Abuse	\$341,570
National Kidney Foundation	\$80,236
National Multiple Sclerosis Society - Gateway Area	\$179,332
Northside Youth And Senior Service Center	\$179,040
NPower, Inc.	\$100,000
Nurses for Newborns	\$133,654
Oasis Institute	\$100,000
Oasis Women's Center	\$102,068
Operation Food Search	\$75,000
Paraquad, Inc.	\$152,138
Parents as Teachers National Center	\$50,000
Peter & Paul Community Services	\$75,000
Pony Bird, Inc.	\$100,000
Preferred Family Healthcare, Inc.	\$173,406
Presbyterian Children's Homes and Services	\$50,000
Provident Behavioral Health	\$1,302,920
R3 Development NFP	\$100,000

Ready Readers	\$50,000
Rebuilding Together St. Louis	\$100,000
Riverbend Family Ministries	\$36,848
Riverbend Head Start & Family Services	\$76,177
Safe Connections	\$242,978
Saint Louis Counseling	\$296,645
Saint Louis Crisis Nursery	\$183,697
Saints Joachim and Ann Care Service	\$50,000
The Salvation Army	\$903,819
Senior Services Plus, Inc. (SSP)	\$121,025
Sherwood Forest Camp, Inc.	\$279,145
Society for the Blind & Visually Impaired	\$80,000
Society of St. Vincent de Paul - St. Boniface Conference	\$18,250
The SoulFisher Ministries	\$100,000
SouthSide Early Childhood Center	\$165,147
St. Joseph Institute for the Deaf	\$100,000
St. Louis Arc, Inc.	\$615,695
St. Louis Area Foodbank	\$451,302
St. Louis Public Schools Foundation	\$50,000
St. Martha's Hall	\$150,000
St. Patrick Center	\$387,477
St. Vincent Children's Home	\$77,102
Starkloff Disability Institute	\$100,000
STL Village, Inc.	\$21,000
Turning Point	\$125,255
Unleashing Potential	\$443,200
United Cerebral Palsy (UCP) Heartland	\$500,000
United Services for Children	\$171,790
United4Children	\$122,714
University City Children's Center	\$135,793
Urban League of Metropolitan St. Louis	\$1,306,074
Violence Prevention Center of Southwestern Illinois	\$116,039
Visiting Nurse Association of Greater St. Louis	\$87,040
Vivient Health	\$284,993
VOYCE	\$183,072

Webster Child Care Center at Laclede Groves	\$143,810
Wesley House Association	\$114,033
The Women's Safe House	\$129,379
Wyman Center, Inc.	\$496,513
Young Men's Christian Association of Edwardsville, Illinois	\$50,000
Youth and Family Center	\$294,262
Youth In Need	\$423,570
YWCA of Alton	\$65,000

United Way of Greater St. Louis is also providing nearly \$858,000 in one-time funding and capacity support to 19 former partner agencies to help fill gaps and meet needs exacerbated by COVID-19 as they transition to other funding sources.

• Foster Learning • Improve Health • Strengthen Communities • Provide Food and Shelter • Establish Financial Stability | New Agency

Agencies and allocation amounts reflect amount awarded in 2020 for the 2021 calendar year.

## DRIVEN BY VOLUNTEERS

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Donald M. Suggs  
Lawrence E. Thomas  
Patrick J. White II

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James R. Schmersahl

### Corporate Secretary

Valerie E. Patton

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Tiana Jo Berry-Jones  
Karen L. Branding  
Veronica D. Coleman  
Richard H. McClure  
Karen Marie Vangyia  
Kimberly G. Walker, CFA  
Timothy Wentworth

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Phillip E. Hickman  
Nancy L. LeVault  
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William Bradley Jr.  
Nancy E. Cross  
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Kelly Gast  
Bruce B. Holland  
Janet M. Holloway  
Robert S. Holmes Jr.  
W. Stephen Maritz  
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Penny Pennington  
Cassandra R. Sanford  
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Rueben A. Shelton  
Keith H. Williamson

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Thomas J. Minogue  
Greg Smith

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John K. Beardslee  
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Keith Brooks  
Emily Burch  
Thomas C. Burke  
Julianne Callaway  
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James Joseph McGrath  
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Richard A. Merluzzi  
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Karlos Ramirez  
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Margaret H. Schneithorst  
Matt Schrimpf  
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Quentin Williams  
Dr. Mark S. Wrighton, Ph.D.  
Roman P. Wuller  
Amadou Yattassaye

## FINANCIAL REPORT

### STATEMENT OF FINANCIAL POSITION

	June 30, 2020	June 30, 2019
<b>ASSETS</b>		
Cash and cash equivalents	\$13,993,568	\$9,359,738
Campaign pledges receivable	22,354,448	27,975,445
Allowance for uncollectible pledges	(2,804,572)	(3,013,832)
Other receivables and prepaids	1,429,983	2,190,965
Charitable remainder trusts	8,025,753	6,888,836
Investments	34,072,598	34,267,308
Land, building, furniture and equipment	3,129,760	3,478,355
Endowment investments	16,541,189	15,348,396
Beneficial interests in perpetual trusts	5,107,335	5,165,760
Promissory note receivable	390,027	400,000
<b>Total Assets</b>	<b>\$102,240,089</b>	<b>\$102,060,971</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$1,366,362	\$1,181,201
Payable to United Way Worldwide	288,305	286,324
Allocations payable	22,618,778	23,441,712
Donor designations payable	4,000,672	5,404,120
Forgivable note payable	2,238,000	-
Pension plan and post-retirement plan liabilities	6,945,951	5,050,535
<b>Total Liabilities</b>	<b>37,458,068</b>	<b>35,363,892</b>
<b>Net Assets</b>		
Without donor restrictions:		
Board designated	1,281,465	1,587,446
Net investment in land, building and equipment	3,129,760	3,446,358
Available for operations	22,364,345	26,077,405
Total without donor restrictions	26,775,570	31,111,209
With donor restrictions:		
Perpetual in nature	16,828,971	16,887,396
Endowment earnings	4,819,553	4,626,760
Purpose or time restricted	16,357,927	14,071,714
Total with donor restrictions	38,006,451	35,585,870
<b>Total Net Assets</b>	<b>64,782,021</b>	<b>66,697,079</b>
<b>Total Liabilities and Net Assets</b>	<b>\$102,240,089</b>	<b>\$102,060,971</b>

### STATEMENT OF ACTIVITIES

	2020	2019
<b>PUBLIC SUPPORT, REVENUE AND GAINS</b>		
<b>Public Support</b>		
Annual campaigns and endowments	\$78,462,083	\$91,950,811
Donor designations	(22,142,834)	(29,971,842)
Provision for uncollectible pledges	(3,545,149)	(2,885,778)
Net Annual Campaigns	52,774,100	59,093,191
Estate, trust and other contributions	9,854,013	6,557,793
<b>Total Public Support</b>	<b>62,628,113</b>	<b>65,650,984</b>
<b>Revenue and Gains</b>		
Net realized gains on investments	1,195,596	1,455,364
Net unrealized gains on investments	170,095	672,135
Interest and dividends	1,249,396	1,431,327
Increase (decrease) in value of split-interest agreements	207,260	372,104
<b>Total Revenue and Gains</b>	<b>2,822,347</b>	<b>3,930,930</b>
<b>Total Public Support, Revenue and Gains</b>	<b>65,450,460</b>	<b>69,581,914</b>
<b>ALLOCATIONS AND EXPENSES</b>		
Gross funds awarded to agencies	43,436,935	44,016,930
Other programs and grants	4,373,965	5,539,718
Allocations to agencies and other programs	47,810,900	49,556,648
Other program services:		
Allocations/grant-making	1,359,176	1,377,074
Community solutions	3,601,810	3,142,089
Volunteer Center	614,079	584,203
Case management services	2,965,034	2,935,132
Philanthropic services	814,788	977,029
<b>Total Program Services</b>	<b>57,165,787</b>	<b>58,572,175</b>
Supporting services:		
Fundraising	5,357,112	6,086,680
Management and general	2,786,192	2,830,870
<b>Total Supporting Services</b>	<b>8,143,304</b>	<b>9,175,550</b>
<b>Total Allocations and Expenses</b>	<b>65,309,091</b>	<b>67,489,725</b>
<b>Increase in Net Assets from Operations</b>	<b>141,369</b>	<b>2,092,189</b>
<b>Pension and Postretirement Plan Changes Other than Pension Plan Service Costs</b>		
	(2,056,427)	(1,998,914)
<b>Increase (Decrease) in Net Assets</b>	<b>(1,915,058)</b>	<b>93,275</b>
<b>Net Assets - Beginning of Year</b>	<b>66,697,079</b>	<b>66,603,804</b>
<b>Net Assets - End of Year</b>	<b>\$64,782,021</b>	<b>\$66,697,079</b>

Complete audited financial statements and accompanying footnotes as of and for the year ending June 30, 2020 are available at [helpingpeople.org/our-reports](https://helpingpeople.org/our-reports). For details regarding with and without donor-restricted net asset activities, please refer to the audited financial statements.



**Helping** people.



Greater St. Louis