



United Way of Greater St. Louis

ANNUAL REPORT

2023



Greater St. Louis

TABLE OF CONTENTS



Letter from Leadership.....	3
2023 Recap.....	4-5
United to Amplify Impact.....	6-11
Supported Agencies.....	12-13
Volunteer Center.....	14-15
Philanthropy Overview.....	16-19
Corporate Supporters.....	20
Board/Campaign Cabinet.....	21-22
Financials.....	23

ABOUT UNITED WAY OF GREATER ST. LOUIS

United Way of Greater St. Louis (UWGSL) unites people, resources, and funding to help build strong and equitable communities across a 16-county region in Missouri and Illinois. United Way's impact on the community includes equipping over 160 local nonprofits with vital funding and training resources, operating the largest Volunteer Center in the region, and connecting local neighbors to providers of services through its 211 Helpline. For more information, contact **314-421-0700** or visit **www.HelpingPeople.org**.

LETTER FROM **LEADERSHIP**

Looking back on the past year, we cannot help but feel an overwhelming sense of gratitude for the incredible support and dedication each of you have brought to our cause. Your unwavering commitment has been nothing short of amazing. You have propelled our mission forward, bringing about remarkable progress. We are truly honored to express our heartfelt thanks to each and every one of you. Together, we've achieved so much, but our journey is just getting started, and we could not be more excited to share our vision for the future as we gear up for the next phase of our mission.

At the core of our strategy is the **Triple I** approach, built on the principles of individuals and families, impact, and innovation. Our dedication to helping **individuals and families** reach their fullest potential remains central. We are on a mission to empower our neighbors, helping them transition from simply surviving to truly thriving by equipping them with the tools and resources they need to build brighter futures.

Our focus on **impact** continues to set us apart. We address varied challenges while working to maximize donor investments by funding a collective of agencies, providing capacity-building training, and leveraging service delivery infrastructure to ensure every contribution has a far-reaching and sustainable effect, serving as an impact multiplier throughout our region.

Innovation is at the heart of our work, adding efficiency and effectiveness to everything we do. We are all about embracing fresh ideas, cutting-edge technologies, and groundbreaking collaboratives and methodologies to help us tackle challenges with renewed energy and creativity. This commitment to innovation will keep us at the forefront of change, driving progress and making a lasting impact.

Together, we are more than a fundraising campaign; we are a movement.

Our aim is to change trajectories and outcomes for people across our region, creating a ripple effect that will resonate for generations to come. With your continued support, we are confident we will achieve even greater heights.

Thank you for being an essential part of our journey. Your unwavering support fuels our passion and drives our determination to make a meaningful difference in the lives of those we serve. Let's keep this incredible journey going, united in our mission to create a brighter, more hopeful future for our community.



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

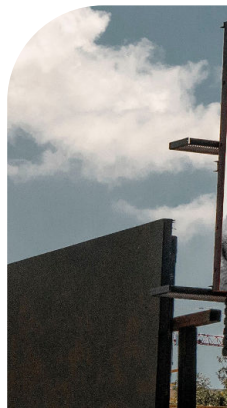


Keith H. Williamson
Board Chair
United Way of Greater St. Louis

2023 RECAP

2023 was a year filled with impactful initiatives to support the local community. A few special highlights include:

- Infused an additional **\$6.5 million** into the local community through groundbreaking state partnerships in both Missouri and Illinois to support stabilization efforts for families.
- Awarded more than **\$775,000** to nonprofit agencies spearheading emergent and emergency initiatives for the region through our newly launched **Targeted Funding Pool**.
- Deepened philanthropic relationships with *Anheuser-Busch*, *BJC* and onboarded a new partner, *Missouri Valley Conference*, to maximize the impact of their employee and student-athlete led engagements in the community.
- Broadened the availability of behavioral health resources for children and families in Missouri and Illinois through a **\$400,000** focused allocation from our **Regional Investment Committee**.
- Maximized collective impact efforts to fund 13 partner agencies to help over **700** families through our **United For Families Program**, with 93% of the enrolled families creating a plan for their family to stabilize and thrive.
- Launched a two-state, **integrated roundtable** with 30+ workforce development partners and experts to improve training, recruitment and retention efforts for vulnerable populations.



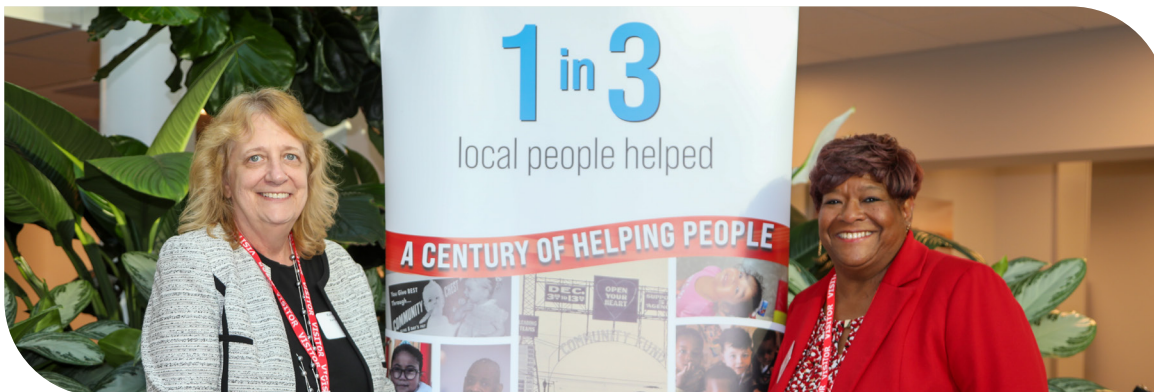


2023 **RECAP**, CONTINUED...

- Increased the reach and impact of the **Community Information Exchange** by adding over **300** community-based organizations and three major hospital systems across Missouri and Illinois serving over 2,200 neighbors through 1,576 programs and 2,114 agency users.
- Marketing launched an organization **brand refresh** that resulted in updated messaging, a new slogan, "*Unite with us*", new website, brighter color palette, and new mission video which was used as commercials that ran in prime time and PSAs.
- To align with the new look and feel as part of the brand refresh, we relaunched **helpingpeople.org** making it more user-friendly with a path for all of our audiences to find what they need across the site easily. Since it's launch we've had over 154,000 users and 305,000+ page views.
- Led the strategic expansion of advertising efforts to **boost community awareness** about our collective impact and shared infrastructure fueled by donors and volunteers. Media outlets remained steadfast partners ensuring year-round coverage, including 1,292 media mentions and over **224.8 million** impressions across TV, radio, print, magazines, and digital platforms.
- Social media engagement** across all channels continued to be high attracting over 2,800 new followers and making **526,000+** impressions.

UNITED TO **AMPLIFY IMPACT**

United Way of Greater St. Louis (UWGSL) provides vital funding to a safety net of agencies, helping millions of people across the region. Grants and investments help address emerging needs in our five impact areas. Together, over **160** non-profits across our bi-state region are working in unison with a common goal, to improve our communities. Our safety net of agencies strive to provide programs and assistance to help with basic needs, early childhood and youth success, jobs and financial mobility, health and well-being, as well as community stability and crisis response. In all, we achieve tangible results through investments, connections and transformative efforts that lead to thriving communities.



A SAFETY NET FOR THE ENTIRE REGION

Your impact on the St. Louis region through UWGSL is incredible. We provide a strong, quality, expansive and flexible safety net to serve our entire community. Below are our five impact areas of focus, prioritized to help keep our community strong.



Basic Needs

By supporting people's basic needs, we are helping to stabilize people now so they can be better positioned to become independent later.



Jobs & Financial Mobility

If families and individuals have secure financial footing, they are less likely to experience instability and more likely to succeed.



Early Childhood & Youth Success

When kids are safe, nurtured, and ready to learn, they are more likely to graduate, succeed and become productive citizens.



Health & Well-being

Being healthy is vital for children to grow and develop, and for adults to live a full and productive quality of life.



Community Stability & Crisis Response

A resilient, prepared and safe community can strengthen and enhance the lives of its members, affording them the necessary tools to thrive.

UNITED TO **AMPLIFY IMPACT**, CONTINUED...

UNITED WAY INVESTS

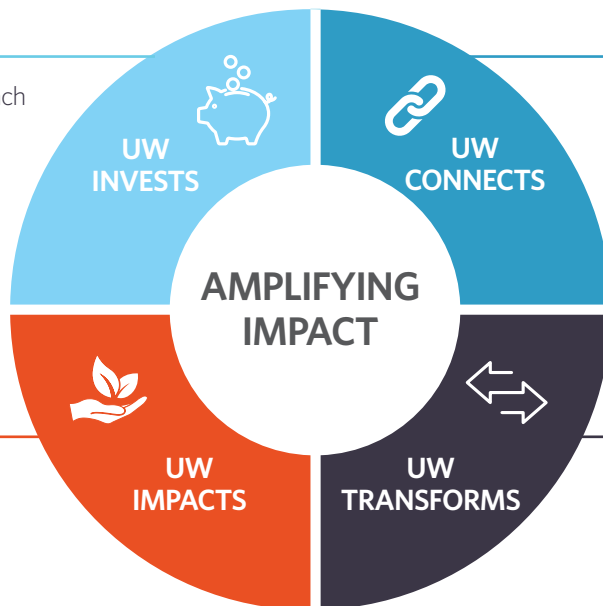
Our approach of layered funding acts to support community success through an investment strategy designed to deliver a stable infrastructure of non-profits across our 16-county footprint. Through support and collaboration, our agencies proactively solve emergencies and emerging community needs at the core through strategic funding.

QUALITY AGENCIES

- 3-Tier Funding Approach
- Flexible Funding
- Curated Network
- Capacity Building
- Life-Cycle Supports

DATA & EVALUATION

- Regional Data
- Community Needs Assessment
- 211 Counts Dashboard
- Robust Reporting/Regional Outcome Measures

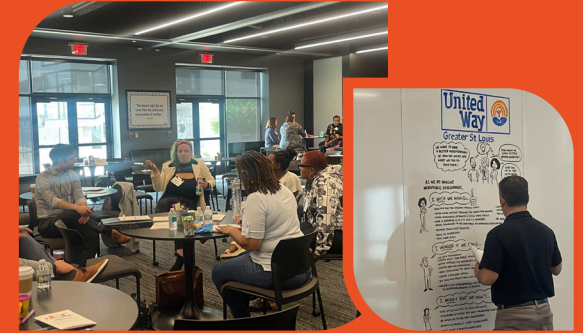


PROGRAMS & DIRECT SERVICES

- 211
 - Community Information Exchange
 - Hardship Funds
- 100 Neediest Cases
- Disaster and Crisis Response

SYSTEMS CHANGE

- Financial Stability Initiatives
- Community Leadership Roundtables
- Public Policy Initiatives
- Targeted Investments



In 2023, we launched our inaugural **Community Leadership Roundtables** as a part of our Systems Change investment efforts. Systems Change funding supports organizations with the expertise to promote systemic and lasting change at all levels across the community. Four organizations were awarded a total investment of **\$384,479**:

- Behavioral Health Network: **\$99,479**
- Jefferson County Community Partnership: **\$100,000**
- East Side Aligned Early Learning Partnership and Youth Development Alliance: **\$100,000**
- St. Clair County Youth Coalition (East Side Aligned): **\$85,000**

Targeted funding focuses on the immediate and most pressing needs facing our community at points in time. The investment strategy goes beyond the Safety Net, which means, **more than \$775,000** in community dollars work to support nonprofits across the region who are using emergency or innovative program models to address immediate community needs.

As of November 2023

To view the full targeted agency awards list visit us online at <https://helpingpeople.org/agency-hq>

UNITED TO **AMPLIFY IMPACT**, CONTINUED...

UNITED WAY CONNECTS

United Way of Greater St. Louis (UWGSL) connects individuals to possibilities through accessible immediate help, with a primary focus on social determinants of health and economic mobility, utilizing systems designed to support individuals in times of crisis or everyday needs. UWGSL supports crisis response, wraparound services, homeless diversion and prevention, utility assistance, holiday and hardship assistance, targeted transportation initiatives and more.

UNITED WAY 211

Connecting Individuals to service providers 24/7/365

- United Way 211 is our region’s lifeline to thousands of non-profit partners and programs supporting more than 205,763 contacts in 2023.

199,220	Calls	3,417	Chat
2,135	Emails	1,021	Text
77,491	Housing	3,761	Transportation
32,648	Utilities	2,743	Health
4,465	Behavioral Health		

- As a barometer for community needs, 211 assesses and captures needs in real-time, yielding the following for 2023.

CRITICAL MEDICAL NEEDS PILOT

In April 2023, UWGSL launched the **Critical Medical Needs Pilot (CMNP)**. CMNP’s focus is to assist individuals with certified critical medical and/or behavioral health conditions in St. Louis City and County who struggle to maintain or need assistance restoring electric and gas utility services due to health conditions beyond their control. United Way provides support in partnership with the *Community Action Agency of St. Louis County, Urban League, EnergyCare, Missouri Public Service Commission, Ameren Missouri, Spire, BJC, SSM, Mercy*, and many others.

- In the first year, CMNP received over 271 requests for assistance. Because of an investment from Ameren Missouri and Spire, CMNP has been able to facilitate over **\$59,591.77** in financial assistance to households with family members living with critical medical and/or behavioral health conditions.
- The CMNP 2024 program will expand to include *American Water*.

RIDE UNITED

- In partnership with **United Way Worldwide** and **Lyft**, we allocated \$17,000 to support transportation needs related to employment, food access and medical treatment in St. Louis City/County in Missouri and St. Clair and Madison counties in Illinois. This program is designed to support agency case managers whose clients have transportation needs creating barriers to their success. Agency partners can refer their clients directly to the program, and the 211 team coordinates with Lyft and the client to schedule roundtrip rides to and from new jobs, grocery stores, doctor appointments and more. In addition, UWGSL invested an additional **\$125,000** to expand this program beyond 2023.

UNITED TO **AMPLIFY IMPACT**, CONTINUED...

100 NEEDIEST CASES

What started as a way to provide dinner and toys for those in need more than a century ago evolved into the United Way of Greater St. Louis (UWGSL) **100 Neediest Cases**, a holiday assistance program to help those in our community who need it most.

In 2023, more than 5,300 families participated in the program. These families are at or below 125% of the Federal Poverty Guidelines. Their needs can range from donations of purchased coats, shoes, medication and other basic needs families may require.

Through a partnership with the *St. Louis Post Dispatch* that began in 1954, of the thousands of cases, 100 are featured in the newspaper in an effort to drive donations, family adoptions and fundraising during the holiday season. In 2022, **\$1.5 million** dollars was raised to help the thousands of families who needed assistance with 100% of the funds raised going directly to these clients, spreading joy through the holiday season.

5,370	Cases	13,525	Total People Helped
7,081	Children	59	Agencies
6,444	Adults		



UNITED WAY TRANSFORMS

UWGSL's Systems Change Strategy is designed to go beyond change and ensure lasting transformation as a return on the investments in our community. We work to ensure achievement at the regional level, outcomes signal health and individuals shift from crisis to stabilization. Our efforts go beyond collaboration alone to elevate impact. Our efforts change behaviors, improve service delivery and produce tangible community outcomes.

UNITED FOR FAMILIES (UFF)

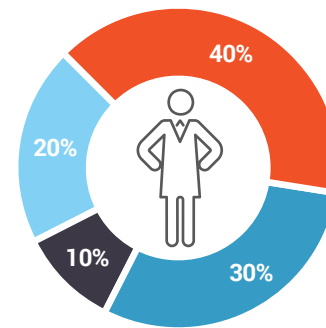
United For Families is one of UWGSL's prevention efforts to divert families from crisis and help move them to stability via short-term case management, financial coaching, job training and more.

- More than 40% of our region's households struggle to meet their basic living expenses such as food, transportation, healthcare, childcare, taxes and other miscellaneous expenses. This number includes households that are not "vulnerable" according to federal poverty guidelines and yet still don't have adequate income to meet all basic living expenses. By focusing upstream, we are achieving long term savings for the community.
- UFF leveraged \$1M from the State of Illinois and \$650,000 from the State of Missouri to fund 13 partner agencies (5 in Illinois and 8 in Missouri) focused on stabilizing families with children in the home.
- Case managers, funded by UWGSL, worked with over 700 families to provide a full scale of services.
- 93% of the enrolled families created a plan for their family to stabilize and thrive.

UNITED TO **AMPLIFY IMPACT**, CONTINUED...

GREATER ST. LOUIS COMMUNITY INFORMATION EXCHANGE (CIE)

- This cooperative group of healthcare systems, community-based organizations and more, led by United Way of Greater St. Louis (UWGSL), started in 2018 to change the landscape of our service delivery infrastructure. The goal is bridging the gaps of social determinants in our health systems.
- In 2020, UWGSL and the CIE achieved a historic first with our ability to share resources, initiate and respond to referrals where a community partner can provide immediate assistance like food, utility assistance, housing, transportation and more. Since then, more than 12,000 individuals have been connected to 325 community-based organizations and more than 2,800 network users.
- CIE Coordination Centers are able to provide additional assessments to referrals through BJC and SSM.
- In 2023, the CIE Coordination Center has received 2,687 referrals since its launch, resulting in 2,785 needs being identified, managed and supported.



SOCIAL DETERMINANTS OF HEALTH

Socioeconomic Factors

- Education
- Job status
- Family/Social support
- Income
- Community safety

Health Behaviors & Economic Mobility

- Tobacco use
- Diet & exercise
- Alcohol use
- Sexual activity

Physical Environment

Health Care

- Access to care
- Quality of care

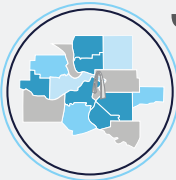


UNITED TO **AMPLIFY IMPACT**, CONTINUED...

UNITED WAY IMPACTS

Our efforts show when we have been successful and when more is needed. United Way supports a wide lens of data sets and tracked outcomes, along with measurement tools to guide our work and to know what is really working to help our communities achieve greater stability and better outcomes.

227 | agencies directly funded

 **\$44 M**
to support core needs and agency infrastructure across the region

\$17.37 M
returned to families through the Volunteer Income Tax Assistance (VITA) program



 **\$1.45 M**
dollars invested to meet emergency needs


 **1,360**
families and households helped through hardship funds

 **5,370**
households received holiday assistance through 100 Neediest Cases

More than
205,000 
inquiries managed through United Way 211

 **167,353**
households across the region stabilized by receiving support to meet immediate basic needs

22,447 
clients supported to successfully manage health conditions

2,740 
transportation needs facilitated to achieve jobs or medical appointments

28,879 | clients supported resulting in fewer behavioral health needs

 **21,690**
individuals achieved improved financial mobility and workforce advancements

 **3,630**
CIE users collaborated across:
742 | **4** | **11,938**
programs | hospital systems | data and cases solved

185,000 | needs identified and connected to community resources through United Way 211

UNITED WAY **PARTNER AGENCIES**

For over 100 years, United Way has partnered with amazing agencies which make our region stronger and healthier.

In 2023, we helped fund more than **160 partner agencies** to strengthen the regional safety net by providing targeted services where there is the greatest need.

Affinia Healthcare, Inc.	\$101,560	Boys and Girls Club of Alton, Inc.	\$100,000	Delta Center for Independent Living	\$60,583	International Institute of Metropolitan St. Louis	\$264,345
Agape Ministry of Warren County, Inc.	\$76,170	Boys and Girls Clubs of Greater St. Louis, Inc.	\$717,152	Delta Gamma Center for Children with Visual Impairments	\$101,560	Jewish Community Center	\$636,921
Alcoholic Rehabilitation Community Home	\$64,064	Boys Hope Girls Hope of St Louis, Inc.	\$50,780	Doorways (Interfaith Residence)	\$101,560	Jewish Family Services of St. Louis	\$550,196
Almost Home, Inc.	\$142,759	BrightPoint	\$371,705	Down Syndrome Association of Greater St. Louis	\$50,780	Jewish Federation of St. Louis	\$113,749
American Cancer Society	\$900,204	Cardinal Ritter Senior Services	\$308,654	Duo Dogs, Inc.	\$132,507	Justine Petersen Housing & Reinvestment Corporation	\$100,000
American Heart Association- Greater St. Louis Chapter	\$634,846	Caritas Family Solutions	\$68,998	Easterseals Midwest	\$126,497	Keyway Center for Diversion & Reentry	\$59,540
American Lung Association in Missouri	\$297,603	CASA of Southwestern Illinois	\$105,513	Emmaus Homes, Inc.	\$230,536	Kids In The Middle, Inc.	\$188,939
American National Red Cross of South Central Illinois	\$20,312	CASA of St. Louis	\$98,611	Employment Connection	\$632,067	Kingdom House d/b/a LifeWise STL	\$440,926
American Red Cross of Greater St. Louis	\$1,500,000	Catholic Charities of Madison County	\$281,949	Empower Missouri	\$57,800	Kreative Kids Learning Center	\$30,000
Amyotrophic Lateral Sclerosis Association St. Louis Regional Chapter	\$174,961	Catholic Charities of St. Louis	\$417,276	Epilepsy Foundation of Missouri and Kansas	\$50,780	Land of Lincoln Legal Aid, Inc.	\$352,953
Annie Malone Children and Family Service Center	\$181,749	Catholic Urban Programs	\$76,170	Epworth Children and Family Services, Inc.	\$515,145	Legal Services of Eastern Missouri, Inc.	\$567,715
Asthma and Allergy Foundation of America St. Louis Chapter	\$128,124	Center for Hearing & Speech	\$380,696	FamilyForward	\$394,261	Lemay Child and Family Center	\$159,215
Betterment Federation, Inc. Carondelet Community	\$75,288	Central Institute for the Deaf	\$208,827	Fathers and Families Support Center	\$166,212	Lessie Bates Davis Neighborhood House, Inc.	\$311,009
Big Brothers Big Sisters of Eastern Missouri	\$367,924	Child Center Marygrove	\$294,268	Foster Care Coalition of Greater St. Louis, Inc.	\$247,455	Leu Civic Center, Inc.	\$104,139
Big Brothers Big Sisters of Southwestern Illinois	\$77,598	Community Action Agency of St. Louis County, Inc.	\$91,404	Gateway Region YMCA	\$1,308,795	LifeBridge Partnership	\$111,481
Bilingual International Assistant Services of Greater St. Louis	\$100,000	Community Care Center, Inc.	\$80,460	Gene Slay's Girls and Boys Club of St. Louis, Inc.	\$169,698	Lincoln County Council on Aging	\$128,643
Boy Scouts of America, Inc., Greater St. Louis Area Council	\$1,407,555	Community Council of St. Charles County	\$95,841	Girl Scouts of Central Illinois	\$5,894	Lupus Foundation of America Heartland Chapter Inc.	\$51,491
		Community Living, Inc.	\$227,606	Girl Scouts of Eastern Missouri	\$373,769	Lutheran Child and Family Services of Illinois	\$56,744
		Compass Health Inc. & Affiliates	\$372,721	Girl Scouts of Southern Illinois	\$177,552	Lutheran Family and Children's Services of Missouri	\$508,782
		Coordinated Youth and Human Services	\$188,320	Girls Incorporated of St. Louis	\$267,211	Lutheran Senior Services	\$212,352
		Cornerstone Center for Early Learning, Inc.	\$192,759	Good Shepherd Children and Family Services	\$429,623	Madison County Urban League, Inc.	\$175,986
		Covenant House Missouri	\$77,295	Guardian Angel Settlement Association	\$343,910	Megan Meier Foundation	\$53,366
		Deaconess Faith Community Nurse Ministries	\$96,612	Harris House Foundation	\$181,153	Memory Care Home Solutions	\$101,560
				Highland Area Christian Service Ministry	\$36,330	MERS/Missouri Goodwill Industries	\$587,869
				Home Sweet Home	\$50,780	MindsEye Radio	\$112,049
				Humanitri	\$133,721	Mission St. Louis	\$101,560
				Illinois Center for Autism	\$208,973	NAMI St. Louis	\$86,326
				Immigrant Home English Learning Program	\$82,264	National Kidney Foundation Inc.	\$81,488
				IMPACT Center for Independent Living (CIL)	\$50,780	National Multiple Sclerosis Society - Gateway Area Chapter	\$182,130
				Independence Center	\$101,560	Northside Youth And Senior Service Center, Inc.	\$181,833
				Infant Loss Resources	\$50,780	NPower, Inc.	\$101,560
						Nurses for Newborns	\$137,744
						Oasis Women's Center	\$103,660

UNITED WAY **PARTNER AGENCIES,** CONTINUED...

Operation Food Search, Inc.	\$76,170	Saint Louis Counseling Catholic Charities Services, Inc.	\$301,273	Sts. Joachim & Ann Care Services	\$50,780	Vivent Health	\$289,439
Paraquad, Inc.	\$154,511	Saint Louis Crisis Nursery	\$192,074	The Eagle's Nest of St. Clair County	\$75,000	VOYCE	\$185,928
Parents As Teachers National Center, Inc	\$51,530	Senior Services Plus, Inc.	\$122,913	The National Alliance on Mental Illness Southwestern Illinois	\$40,000	Webster Child Care Center at Laclede Groves	\$146,053
Peter & Paul Community Services, Inc.	\$76,170	Sherwood Forest Camp, Inc.	\$283,500	The Oasis Institute	\$101,560	Wesley House Association	\$115,812
Pony Bird, Inc.	\$101,560	SouthSide Early Childhood Center	\$170,200	The Salvation Army	\$917,919	Women's Safe House	\$131,397
Preferred Family Healthcare	\$176,111	St. John's Community Care	\$100,000	The SoulFisher Ministries	\$101,560	Wyman Center, Inc.	\$511,706
Presbyterian Children's Homes and Services	\$50,780	St. Joseph Institute for the Deaf	\$101,560	Turning Point Advocacy Services	\$127,209	Young Men's Christian Association of Edwardsville	\$50,780
Prevent+Ed	\$346,898	St. Louis Arc	\$625,300	United 4 Children	\$124,628	Young Women's Christian Association Southwestern Illinois	\$66,014
Provident Inc. (includes 406322 Mary Ryder Home @\$316972)	\$1,659,761	St. Louis Area Foodbank, Inc.	\$471,881	United Cerebral Palsy Heartland	\$507,800	Youth and Family Center	\$298,852
R3 Development NFP	\$101,560	St. Louis Public Schools Foundation	\$50,780	United Services for Children	\$174,470	Youth In Need	\$436,531
Ready Readers	\$50,780	St. Louis Society for the Blind and Visually Impaired	\$81,248	University City Children's Center	\$137,911	YWCA of Metropolitan St. Louis	\$966,729
Rebuilding Together St. Louis	\$101,560	St. Martha's Hall	\$152,340	Unleashing Potential	\$456,762		
Riverbend Family Ministries, NFP	\$38,528	St. Patrick Center	\$405,146	Urban League of Metropolitan St. Louis	\$1,326,449		
Riverbend Head Start and Family Services, Inc.	\$77,365	St. Vincent Home for Children d/b/a The Core Collective at Saint Vincent	\$79,461	Violence Prevention Center of Southwestern Illinois	\$117,849		
Safe Connections	\$254,058	Starkloff Disability Institute	\$101,560	Visiting Nurse Association Greater St. Louis	\$88,398		
		STL Village, Inc.	\$21,328				

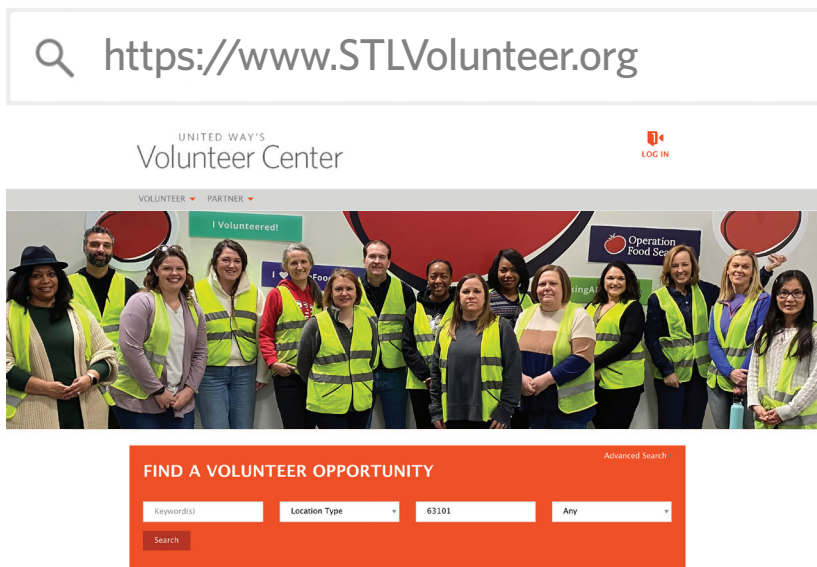
Agencies and allocation amounts reflect amount awarded in 2023 for the 2024 calendar year.



VOLUNTEER CENTER

Our Volunteer Center, the nation's second oldest, celebrated its 90th birthday last year. The Volunteer Center continues to be regarded as the region's leading expert for volunteer management. More agencies than ever before utilized **STLVolunteer.org** to recruit volunteers by posting their diverse volunteer needs. STLVolunteer.org offers hundreds of opportunities for people to help our community through the issues they care about, including one-time, ongoing, individual, group, or virtual opportunities. To deepen volunteer engagement this year, we implemented a four-part email welcome series for new STLVolunteer.org users.

Throughout the year, we celebrated the impact that volunteers make every day through our Volunteer Center's agency, corporate and community partnerships.



VOLUNTEER CENTER, CONTINUED...

The Volunteer Center continued to grow and further refine its business plan for our customized project offerings. Customized projects are our main employee engagement service which encompasses our **Service2Go** program and coordinated projects. The projects are perfect for teams of any size. The Volunteer Center will play matchmaker with one of our trusted nonprofit partners to find groups an impactful half or full day of service in the community.

From a recent Service2Go project, the company coordinator said,

“*The feedback from our volunteers has been overwhelmingly positive. Those who participated in assembling the kits and visited the childhood facility couldn't stop talking about the meaningful impact it has on local families. The experience left us all with a profound sense of fulfillment and admiration for the work Southside does in our community. Thank you for the opportunity to contribute and participate in such a valuable initiative. We look forward to continuing our support and partnership with United Way.*” — Nikki

Service2Go is a meaningful, team-building volunteer opportunity allowing companies and groups to give back by assembling kits. Groups can choose from various kits that have been researched and evaluated to ensure they meet a critical need in our community. We handle the logistics and administration, so the groups can spend time giving back to the community while boosting engagement and morale.

TOP CORPORATE PARTNERSHIPS



VOLUNTEER CENTER HIGHLIGHTS 2023

142

Organizations Achieved
Certification Status

120

UW Safety Net partner
Agencies Achieved Volunteer
Center Certification Status

6,502

Volunteers recruited
through STLVolunteer to
serve local community

459

Current local active
partner agencies

2,307

Volunteer opportunities
available on
STLVolunteer.org

30

Companies engaged with
Volunteer Center Services

5,890

Volunteers registered
for customized projects

7,377

Volunteer hours for
customized projects organized
by UWGSL's Volunteer Center

\$220,926.¹⁸

Dollar value of volunteer hours associated
with customized projects

308

People trained by the
Volunteer Center

Stats through 11.30.23

PHILANTHROPY OVERVIEW

Because of your generous support, United Way of Greater St. Louis is changing the lives of one million people annually, throughout our region.

Our expert team is here to help you explore your options and achieve your charitable giving goals.

DONOR JOURNEY

In 2023, United Way introduced the **Donor Journey** to provide tools that help donors with more customized giving choices at every step of the journey.

If you're looking for **tax-smart giving** tools that include gifts of appreciated securities and annual required minimum distributions (RMD). We are here to help you discover ways to leverage your charitable giving while minimizing certain tax obligations. We also offer tax credits for first time donors or donors who want to add to their annual contribution and make their giving go farther.

Leveraging assets in your will or estate is another way to express your generosity and leave a legacy that will positively impact our entire region.

Our planned giving tools include:

- Bequests
- Charitable Gift Annuities
- Remainder Trusts
- And More

Our team of charitable giving experts can help you explore if estate or planned giving is right for you.



The legal name to use in gift-planning transactions is **United Way of Greater St. Louis, Inc.**
Our Federal Tax ID number is 43-0714167.

For more information, visit us online at <https://helpingpeople.org/ways-to-give/>

LEADERSHIP SOCIETY HIGHLIGHTS 2023

In the dynamic landscape of community engagement and philanthropy, United Way of Greater St. Louis (UWGSL) Leadership Giving Societies, comprising over 7,000+ members, know the power of collective giving. The **de Tocqueville Society** members contribute \$10,000 or more, **Leadership Givers** contribute \$1,000 or more, and **United Young Leaders**, geared toward young professionals 35 and under, contribute \$25 or more annually.

The following unique programs and events in 2023 tailored to members underscore our commitment to fostering meaningful connections and making an impact in our communities.

- **Run for the Roses:** the inaugural Kentucky Derby pace-setting event exclusively for de Tocqueville and Leadership Society members held each May.
- **Divine 9 Challenge:** a Charmaine Chapman Leadership Society initiative, bringing together the nine historically Black Sororities and Fraternities for a friendly fundraising competition each Fall.
- **Women's Leadership Society Mentorship Program:** providing mentoring circles led by local leaders.
- **Meet-Up @ the Armory:** Men's Leadership Society members gathered for a night of entertainment and camaraderie, celebrating the collective impact of the society.
- **Networking with Purpose:** a program to build personal and professional networks.
- **Let's Do Lunch:** WLS signature program continues to have an overwhelming response, where over 40 WLS members hosted a breakfast, lunch or happy hour to connect and expand professional networks and encourage giving.
- **Leadership Day of Service:** a hands-on experience where Leadership Giving Society members volunteer with partner agencies.
- **Winter Welcome:** United Young Leaders connected and welcomed new members, preparing over 150 Service2Go kits for immigrants and refugees in our St. Louis region.

To learn more about United Way's Leadership Giving Societies, de Tocqueville Society or United Young Leaders, visit us online at <https://helpingpeople.org/leadership-giving/>

This year, de Tocqueville members raised over

\$22M which is **33%** of campaign revenue!

LEADERSHIP GIVING SOCIETIES



CHARMAINE CHAPMAN LEADERSHIP SOCIETY

The nation's premier Black giving society

Vernon "Vito" Bracy
Chief Executive Officer/President
RVC Solutions

Adrian Bracy
Executive Director
The Steward Trust



DE TOCQUEVILLE SOCIETY CHAIRS

Jacqueline Applegate
President of North America Crop Science
Bayer Crop Science

Stacey L. Stater
Sr. Vice President & LPC Business Partner,
Global Seeds & Traits and U.S. Crop Science
Bayer Crop Science



MEN'S LEADERSHIP SOCIETY

James B. Lally
CEO & President
Enterprise Financial Services Corp



MULTICULTURAL LEADERSHIP SOCIETY

Dr. Gireesh Gupchup
Vice President for Academic Innovation, Planning and Partnerships
Southern Illinois University System



UNITED YOUNG LEADERS

Our region's next generation of philanthropic leaders for donors 35 years old or younger.

Zach Gietl
Director, Financial Planning and Analysis, Finance Division
Edward Jones



WOMEN'S LEADERSHIP SOCIETY

Alexis Hershey
Chief Digital Officer
Midwest BankCentre

Numbers reflected are from 1/11/24.

Unite with us. | helpingpeople.org | 17

LEADERSHIP SOCIETY

STEP-UP

UWGSL offers two Step-Up programs to givers to help make charitable giving accessible to donors who want to begin or extend their donor journey.



In collaboration with the Regional Business Council, the **RBC Step-Up Program** is for women and people of color to assist them in becoming members of our Leadership Giving Societies. This **3-year program** helps donors reach and sustain their goal of becoming a Leadership Giver.



UWGSL offers a **de Tocqueville Step-Up Program** that provides a flexible pathway that is customizable for current donors based on their most recent gift to become members of the de Tocqueville Society and for new donors with a gift of **\$3,000 or more**.





INCREDIBLE CORPORATE SPONSORS

When individuals, companies and unions unite to support our community, the collective effort is transformational! We'd like to celebrate the companies who led this campaign by raising at least **\$500,000 or more.**

\$1,000,000 DOLLAR + COMPANIES



\$500,000 DOLLAR + COMPANIES

- Anheuser-Busch
- Bryan Cave Leighton Paisner, LLP
- Caleres
- Centene Corporation
- Express Scripts/Cigna
- Mastercard Operations & Technologies
- Midwest BankCentre
- Reinsurance Group of America, Inc. (RGA)
- Stifel
- Thompson Coburn, LLP



BOARD OF DIRECTORS

Board Chair

Keith H. Williamson

Vice Chairs

Mrs. Stephen F. Brauer
Donald M. Suggs
Lawrence E. Thomas
Patrick J. White II

Treasurer

James R. Schmersahl

Corporate Secretary

Valerie E. Patton

Committee Chairs

Dr. Ann Beatty
Kenneth G. Bell
Juliette Douglas
Scott M. Hartwig
Ryan Kemper
Martin J. Lyons, Jr.
Michael Moehn
Charles A. Stewart, Jr.

Auxiliary Board Representatives

Abel Anderson
Julianne Callaway
Natalie Jablonski
Steve Thompson

At-Large Members of the Executive Committee

Lynn L. Beckwith, Jr., Ed.D.
William Bradley, Jr.
Karen Branding
Mark C. Darrell
Michael A. DeCola
Laura Ellenhorn
Kelly Gast
Lisa G. Gould
Bruce B. Holland
Robert S. Holmes, Jr.
Rich McClure
Kathy Osborn
Terri A. Owen
Cassandra R. Sanford
Todd R. Schnuck
Michael Scully
Reuben A. Shelton
Susan A. Stith

Ex-Officio Members of the Executive Committee

Steve Maritz
Michelle D. Tucker
Roman P. Wuller

Board of Directors

Elizabeth Adefioye
David Allen
Christopher Arnold
Lori Artis

James A. Auffenberg, Jr.
John K. Beardslee
Joann Barton
Floyd Bell, Jr.
Tiana Berry-Jones
George C. Bisig III
Robert Bobroff
Keith Brooks
Thomas C. Burke
Maria Burt
Alonzo Byrd, Jr.
Jason Carter
Steven P. Casazza
Ian Caso
Mike Claiborne
Stacy Clay
Nora Stupp Coggin
Veronica Coleman
LaTonia Collins Smith
Diane Compardo
Rodney Crim
Brittany Cummings
Andrew Davidson
Amy Fields
Timothy M. Figge
Paris T. Forest
Herb Frohock
Brian C. Gibson
Randy P. Girsch
Alana Green
Steve Grelle
Ronny Griffin

Catherine L. Hanaway
Christopher W. Hanaway
Sharonica L. Hardin-
Bartley, Ph.D., PHR
Howard Hayes
Jeffrey Hoelscher
Colette Hosie
Amy Hunter
Andrea Jackson-Jennings
Frank D. Jacobs
Fredrick Jamison
Katherine L. Jochum
Preston K. Johnson V
Rusty Keeley
John Koppin
Whitney Lawson
Mark B. Leadlove
Peggy Lewis LeCompte
Nancy L. LeVault
Colleen Lucas
John Lynn
Andrew Martin
Alan Meyer
David Meyer
Sara Miller
James T. Minor
James Moore
Julie Nieman
David R. Noble
Traci L. O'Bryan
Jeff Pittman
Debra Pitts

Emily Pitts
Kristen Polchinski
Nick Ragone
Janet T. Ramey
Laura B. Ray
Dana Redwing
Tim L. Rozar
Margaret H. Schneithorst
Rob Schwartz
Yusef Scoggin
Armando Siliceo-Roman
Tiffany Slater
Keena Smith
Patrick E. Smith, Sr.
Yvonne S. Sparks
Rick Stevens
Tanisha Stevens
David L. Steward*
Julio Suarez
Jason Tetidrick
Tony Thompson
Jackie Tischler
Voin Todorovic
Christopher J. Tongay
Brian Ungles
Craig A. Unruh
Harvey N. Wallace
Richard B. Walsh, Jr.
Carrie E. Ward
Gregory Waters
Wade Weitlauf
Richard B. White, M.D.

*Emeritus board member

BOARD/CAMPAIGN **CABINET**

Thank you to the incredible work of Chairman, President and CEO of Ameren Corporation and Campaign Chair Martin J. Lyons Jr. and Regions Commercial Banking Leader and Market Executive for Greater St. Louis and Co-Chair Scott M. Hartwig along with the entire campaign team and United Way staff who helped make this Community Campaign a success.

Raised over
\$67M
and counting!



Keith H. Williamson
Board Chair



Michelle D. Tucker
President and CEO



Martin J. Lyons, Jr.
Campaign Chair



Scott M. Hartwig
Campaign Co-Chair

CAMPAIGN **CABINET**

Jacqueline Applegate
Thomas E. Berry, Jr.
Mark Birk
Adrian Bracy
Vernon "Vito" Bracy
Anthony Caleca
Steven P. Casazza

Andrew S. Davidson
Zachary Gietl
Pardeep S. Gill
Steve Grelle
Dr. Gireesh Gupchup
Alexis Hershey
Robert S. Holmes, Jr.

Amy Hunter
Molly Hyland
Fred Kostecki
Aaron Ladner
James B. Lally
Michael J. Scully
William F. Siedhoff

Stacey L. Stater
Jason Tetidrick
Craig Unruh
Joseph Weis
Eric Willis

FINANCIAL REPORT

STATEMENT OF FINANCIAL POSITION

	For the years ending June 30 th	
<i>(All numbers represented in thousands)</i>	2023	2022
Assets		
Cash, cash equivalents and operating investments	\$ 27,240	\$ 26,288
Campaign receivables, net of allowance	13,361	13,407
Grant and other receivables	1,507	3,185
Prepaid expenses	108	253
Investments	41,820	37,368
Endowment investments	17,235	16,651
Land, building, furniture and equipment	2,661	2,724
Right-of-use assets	99	—
Beneficial interest in trusts and assets held by others	15,695	14,100
Promissory note receivable	100	200
Total Assets	\$ 119,826	\$ 114,176
Liabilities And Net Assets		
Liabilities		
Accounts payable, accrued expenses and other liabilities	\$ 2,298	\$ 3,337
Allocations payable	21,498	20,973
Donor designations payable	2,908	2,875
Pension plan and postretirement plan liabilities	926	3,529
Total Liabilities	27,630	30,714
Net Assets		
Without Donor Restrictions	49,755	44,647
With Donor Restrictions	42,441	38,815
Total Net Assets	92,196	83,462
Total Liabilities And Net Assets	\$ 119,826	\$ 114,176

STATEMENT OF ACTIVITIES

	For the years ending June 30 th	
<i>(All numbers represented in thousands)</i>	2023	2022
Public Support, Revenue And Gains (Losses)		
Annual campaigns, net of uncollectible allowance	\$ 54,877	\$ 53,367
Estates, trusts, grants and other contributions	8,021	11,513
Employee retention credits and note payable forgiveness	—	3,748
Total Public Support	62,898	68,628
Investment Revenue And Gains (Losses)	7,910	(9,894)
Total Public Support And Gains (Losses)	70,808	58,734
Allocations And Expenses		
Allocations to agencies and other programs	45,850	48,651
Program expenses:		
Allocations and grant-making	1,140	1,085
Community solutions	5,450	4,135
Volunteer center	645	521
Case management	2,711	2,541
Philanthropic services	735	688
Supporting Services:		
Fundraising	5,090	4,779
Management and general	2,475	2,404
Total Allocations And Expenses	64,096	64,804
Increases (Decrease) In Net Assets From Operations	6,712	(6,070)
Pension And Postretirement Plan Changes	2,022	(204)
Increase (Decrease) In Net Assets	8,734	(6,274)
Net Assets - Beginning Of Year	83,462	89,736
Net Assets - End Of Year	\$ 92,196	\$ 89,462

Complete audited financial statements and accompanying footnotes as of and for the year ending June 30, 2023, are available at helpingpeople.org/our-reports/





United Way
Greater St. Louis

Unite with us.
helpingpeople.org

