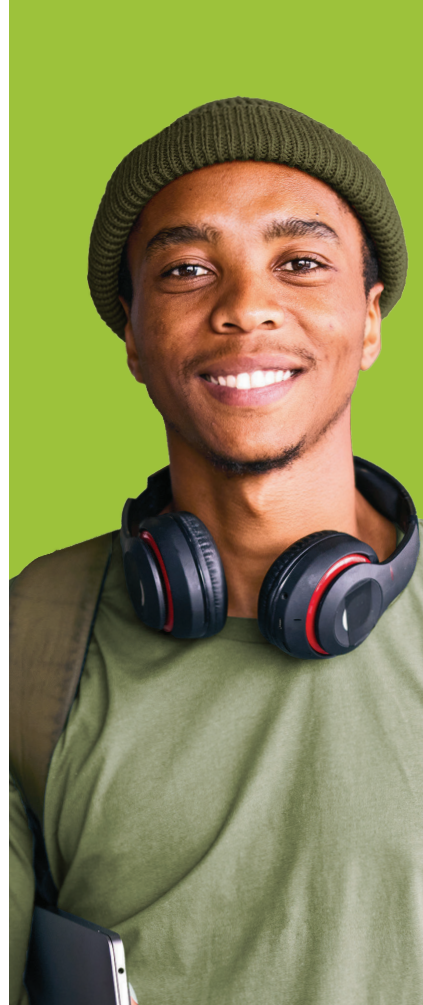




UNITED WAY
Greater St. Louis



ANNUAL REPORT

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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

As we reflect on the past year, our hearts are full of gratitude and deep appreciation for your unwavering support and generosity. Our commitment to United Way of Greater St. Louis has been vital to our success, and together, we are empowering millions of neighbors each year and creating real lasting change for individuals and families across our region.

We remain focused on our mission to help people live their best possible lives and to provide the help necessary to transition our neighbors from surviving to thriving—equipping them with the skills, resources, and opportunities to build better futures.

By working together, we support a network of over 160 nonprofit agencies with vital funding, capacity building, and training. Your commitment to United Way impacts 1 in every 3 lives, whether through quality education, safe and healthy homes, economic mobility, and quality healthcare—all essential for a more vibrant community.

This year, we leveraged our collective strengths, by actively strengthening the organizations we partner with and strategically investing in their capacity, to ensure that every dollar was put to work in the most effective and sustainable way. The impact of our collective contributions has multiplied many times over through our collaborative efforts and we are driving positive change, sharing ownership, and accountability for the well-being of our region.

Ongoing success takes us uniting together, giving generously, compassionately caring, and rolling up our sleeves. There is power in numbers!

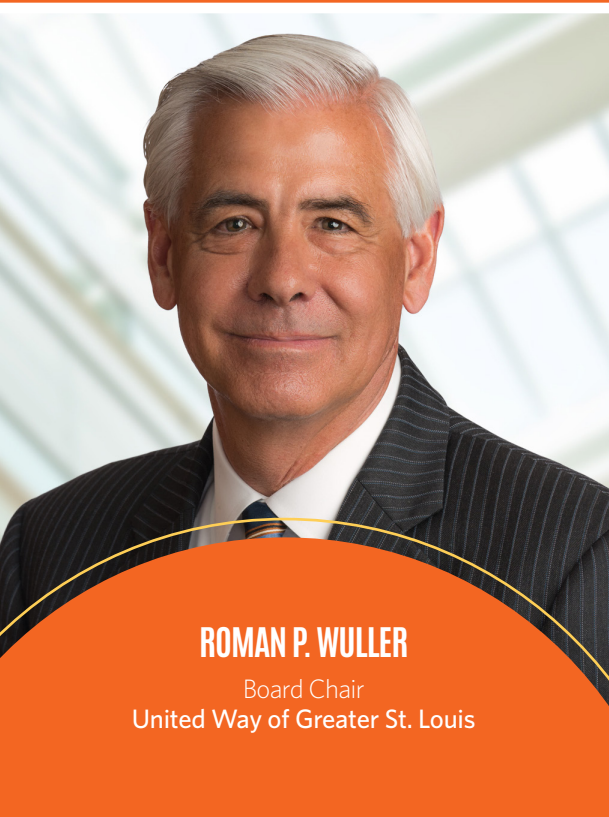
Together, we are more than a fundraising campaign; WE ARE A MOVEMENT.

The power of united impact is a ripple of efforts that maximize strategies, innovation, purpose, and a commitment to transforming lives collectively to propel us to safer, more productive lives and communities. With our continued support, we can go further—achieving more and making a greater impact than ever before.

Your dedication, belief in our mission, and standing together in the work that lies ahead are paramount to our region, and we thank you. We are creating lasting change, united in our shared vision to help people live their best possible lives.



MICHELLE D. TUCKER
President and CEO
United Way of Greater St. Louis



ROMAN P. WULLER
Board Chair
United Way of Greater St. Louis



ROMAN P. WULLER
Board Chair



MICHELLE D. TUCKER
President and CEO



NINA LEIGH KRUEGER
CEO of Nestlé Purina PetCare



MICHAEL J. DIERBERG
Chairman of First Bank



SISI BELTRÁN MARTÍ
Vice President and Executive
Director at Build-A-Bear
Foundation and Cause Marketing

COMMUNITY CAMPAIGN **CABINET**

Thanks to the incredible work of Nina Leigh Krueger, Michael J. Dierberg, SiSi Beltrán Martí, the entire campaign cabinet, and United Way staff, we had another successful Community Campaign.

CAMPAIGN CABINET 2024

Mark C. Birk
Steven P. Casazza
Andrew S. Davidson
Timothy M. Figge
Zachary Gietl
Brent Gleckler
Dr. Gireesh V. Gupchup
Arica J. Harris
Steven L. Harris
Scott M. Hartwig
Alexis Hershey
Bruce B. Holland
Robert S. Holmes, Jr.

Amy A. Hunter
Molly Hyland
Frederick R. Kostecki
Aaron A. Ladner
Michael J. Scully
William F. Siedhoff
Frederic Steinbach
Jason Tetidrick
Craig A. Unruh
Kel Ward
Joseph J. Weis
Eric Willis
Kasha Windmiller

A TOP COMMUNITY-WIDE FUNDRAISING CAMPAIGN TO HELP PEOPLE

Our annual community-wide campaign remains one of the top fundraising efforts in the nation. It mobilizes nearly **1,100 companies** and **over 45,000 donors** who are passionate about helping people. Together, we change the lives of over one million neighbors each year.

INCREDIBLE CORPORATE SPONSORS

When individuals, companies, and unions unite to support our community, the collective effort is transformational! We want to celebrate the companies leading this campaign by raising at least \$500,000.

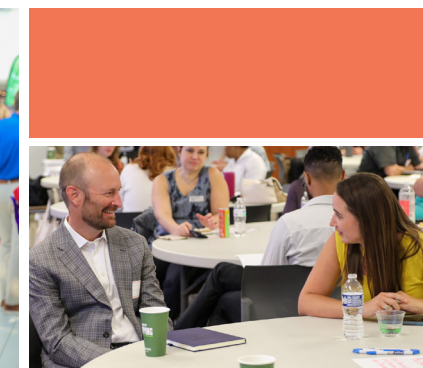
\$1,000,000+ COMPANIES



\$500,000+ COMPANIES

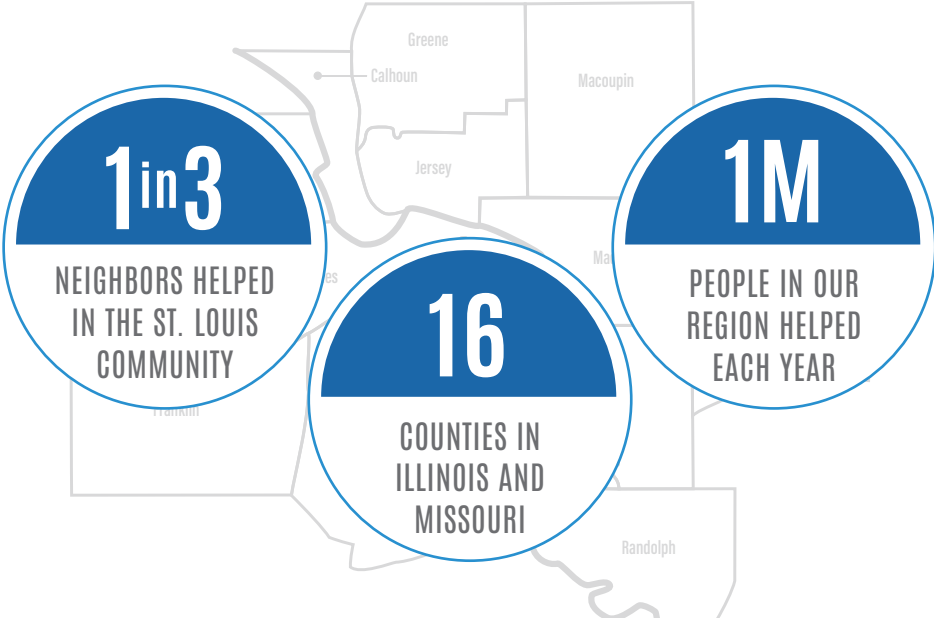
■ Anheuser-Busch ■ Bryan Cave Leighton Paisner, LLP ■ Caleres ■ Reinsurance Group of America, Inc (RGA) ■ Stifel ■ Thompson Coburn, LLP

Raised over
\$57.7M!



A CATALYST FOR THE LOCAL NONPROFIT SAFETY NET

United Way of Greater St. Louis inspires collaboration and innovation while providing resources and promoting effective practices for more than 160 local nonprofits. We play a vital role in enhancing the effectiveness of our local nonprofit safety net, addressing critical issues for those facing challenges.



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. Here 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 WAY INVESTS

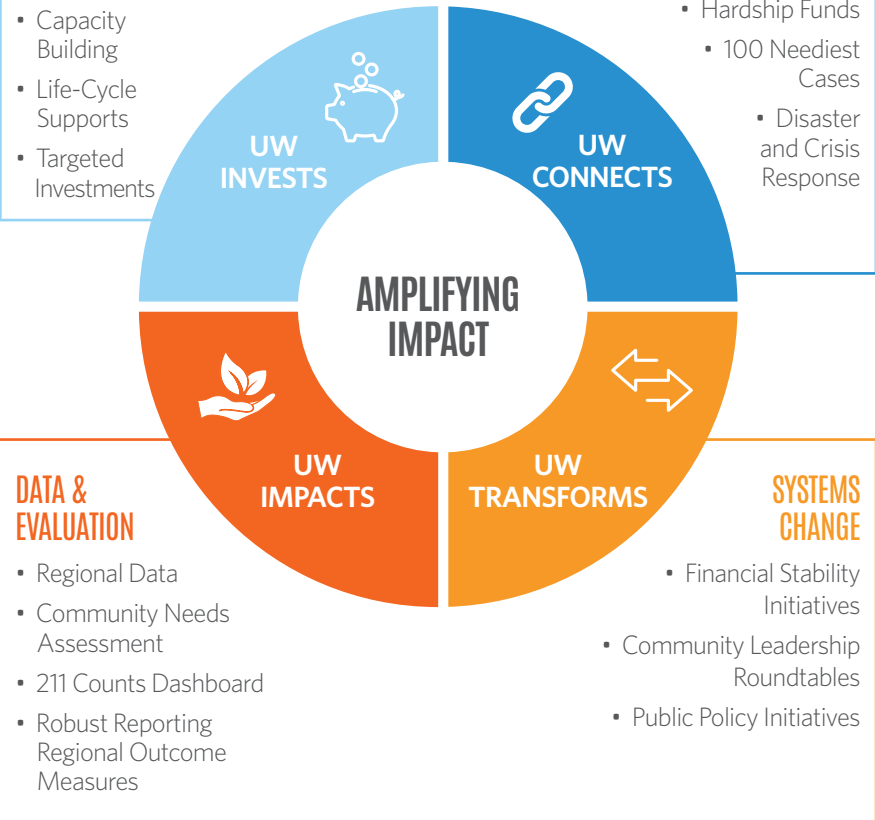
Our approach to funding is strategically layered to support short- and long-term community success by building a strong, sustainable infrastructure of nonprofits across our 16-county region. Through targeted investments and collaboration, we empower our partner agencies to proactively address both urgent emergencies and emerging community needs, driving meaningful solutions through thoughtful, strategic funding.

QUALITY AGENCIES

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

PROGRAMS & DIRECT SERVICES

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



TARGETED INVESTMENTS

In 2024, we launched our first-ever pool of targeted grants as part of our Community Investment strategy. The purpose of the **Targeted Investments** is to respond to the immediate and most pressing needs facing our community in real time. These targeted grants are designed to leverage United Way investments to support programs where community-based partners have crafted innovative approaches to respond to the ever-shifting challenges facing neighbors across the region.

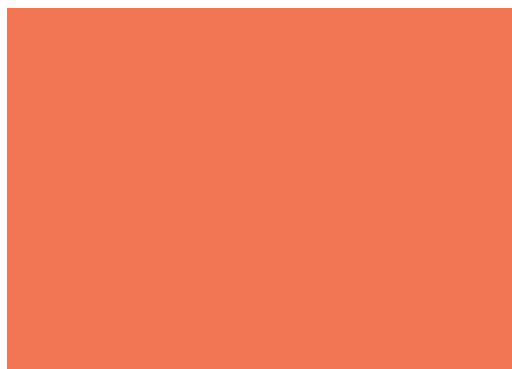
Targeted Investments go beyond the 160+ Safety Net nonprofits and Systems Change funding, meaning an additional **\$997,883** has been invested in new practices to help people across the region. A total of **29 nonprofit** organizations across Missouri and Illinois received funding during the Targeted Fund’s inaugural year in 2024. The breadth of funded programs includes:

- Youth Focused Behavioral Health
- Disability Services
- Financial Mobility Services
- Addressing Food Security
- School-Age and Out-of-School Time Activities
- Civil Legal Services

UNITE FOR SAFE COMMUNITIES

As part of Targeted Investments, we also launched **Unite for Safe Communities**, which aims to improve community safety by addressing social determinant and public safety factors affecting where we live and where our children grow across the region.

United Way of Greater St. Louis announced that in 2025, **\$400,000+** will be deployed via targeted grants to address violence and support mental health services throughout the region. The targeted grants aim to support innovative programs that address the effects of violence, such as mental distress and reduced quality of life, as well as those that seek to mitigate future occurrences. This investment underscores our commitment to creating a safer, healthier community for all residents.



UNITED WAY ACADEMY

United Way Academy strengthens our community by providing training and development opportunities to build a more resilient network of nonprofits. We work with Safety Net leaders to ensure they have the tools and expertise needed to enhance organizational leadership and create lasting impact.

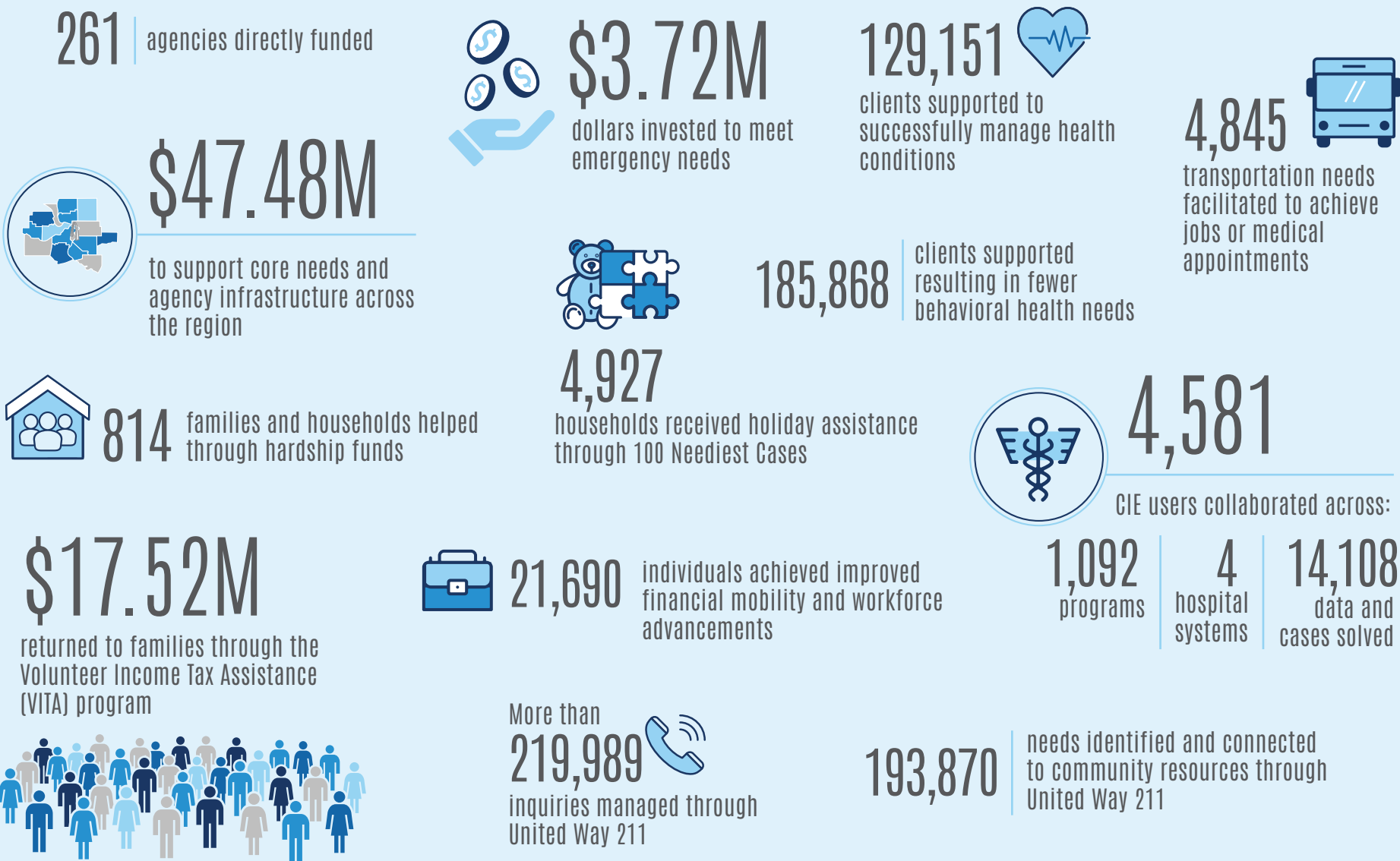
- Awarded 71 scholarships totaling \$32,150 to support nonprofit leadership development.
- Strengthened collaboration with **Washington University** to offer a Certificate in Nonprofit Management and formed key partnerships with **Southern Illinois University Edwardsville (SIUE)** and the **University of Missouri St. Louis-Extension** with **60 nonprofit leaders** earning CEU credits, reinforcing skills in nonprofit governance, financial stewardship, and strategic planning.
- **92% of participants** reported **gaining practical tools** to immediately implement in their work.

UNITED WAY CONNECTS

United Way of Greater St. Louis (UWGSL) empowers individuals and families by connecting them to accessible, immediate support with a focus on social determinants of health and economic mobility, through systems that assist with both crises and everyday needs. UWGSL offers crisis response, wraparound services, homelessness prevention, utility assistance, holiday support, transportation initiatives, and more.

UNITED WAY: AN IMPACT MULTIPLIER

United Way multiplies the impact of nonprofits, businesses, and community members through collective efforts and partnerships.



UNITED WAY PARTNER AGENCIES

For over 100 years, United Way has partnered with amazing agencies which make our region stronger and healthier. In 2024, 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
Agape Ministry of Warren County, Inc.	\$76,170
Alcoholic Rehabilitation Community Home	\$64,064
Almost Home, Inc.	\$142,759
American Cancer Society	\$900,204
American Heart Association- Greater St. Louis Chapter	\$634,846
American Lung Association in Missouri	\$297,603
American National Red Cross of South Central Illinois	\$20,312
American Red Cross of Greater St. Louis	\$1,500,000
Amyotrophic Lateral Sclerosis Association St. Louis Regional Chapter	\$174,961
Annie Malone Children and Family Service Center	\$181,749
Asthma and Allergy Foundation of America St. Louis Chapter	\$128,124
Betterment Federation, Inc. Carondelet Community	\$75,288
Big Brothers Big Sisters of Eastern Missouri	\$367,924
Big Brothers Big Sisters of Southwestern Illinois	\$77,598
Bilingual International Assistant Services of Greater St. Louis	\$100,000
Boy Scouts of America, Inc., Greater St. Louis Area Council	\$1,407,555

Boys and Girls Club of Alton, Inc.	\$100,000
Boys and Girls Clubs of Greater St. Louis, Inc.	\$717,152
Boys Hope Girls Hope of St Louis, Inc.	\$50,780
BrightPoint	\$371,705
Cardinal Ritter Senior Services	\$308,654
Caritas Family Solutions	\$68,998
CASA of Southwestern Illinois	\$105,513
CASA of St. Louis	\$98,611
Catholic Charities of Madison County	\$281,949
Catholic Charities of St. Louis	\$417,276
Catholic Urban Programs	\$76,170
Center for Hearing & Speech	\$380,696
Central Institute for the Deaf	\$208,827
Child Center Marygrove	\$294,268
Community Action Agency of St. Louis County, Inc.	\$91,404
Community Care Center, Inc.	\$80,460
Community Council of St. Charles County	\$95,841
Community Living, Inc.	\$227,606
Compass Health Inc. & Affiliates	\$372,721
Coordinated Youth and Human Services	\$188,320
Cornerstone Center for Early Learning, Inc.	\$192,759
Covenant House Missouri	\$77,295
Deaconess Faith Community Nurse Ministries	\$96,612

Delta Center for Independent Living	\$60,583
Delta Gamma Center for Children with Visual Impairments	\$101,560
Doorways (Interfaith Residence)	\$101,560
Down Syndrome Association of Greater St. Louis	\$50,780
Duo Dogs, Inc.	\$132,507
Easterseals Midwest	\$126,497
Emmaus Homes, Inc.	\$230,536
Employment Connection	\$632,067
Empower Missouri	\$57,800
Epilepsy Foundation of Missouri and Kansas	\$50,780
Epworth Children and Family Services, Inc.	\$515,145
FamilyForward	\$394,261
Fathers and Families Support Center	\$166,212
Foster Care Coalition of Greater St. Louis, Inc.	\$247,455
Gateway Region YMCA	\$1,308,795
Gene Slay's Girls and Boys Club of St. Louis, Inc.	\$169,698
Girl Scouts of Central Illinois	\$5,894
Girl Scouts of Eastern Missouri	\$373,769
Girl Scouts of Southern Illinois	\$177,552
Girls Incorporated of St. Louis	\$267,211
Good Shepherd Children and Family Services	\$429,623
Guardian Angel Settlement Association	\$343,910
Harris House Foundation	\$181,153
Highland Area Christian Service Ministry	\$36,330
Home Sweet Home	\$50,780
Humanitri	\$133,721
Illinois Center for Autism	\$208,973
Immigrant Home English Learning Program	\$82,264
IMPACT Center for Independent Living (CIL)	\$50,780
Independence Center	\$101,560
Infant Loss Resources	\$50,780

International Institute of Metropolitan St. Louis	\$264,345
Jewish Community Center	\$636,921
Jewish Family Services of St. Louis	\$550,196
Jewish Federation of St. Louis	\$113,749
Justine Petersen Housing & Reinvestment Corporation	\$100,000
Keyway Center for Diversion & Reentry	\$59,540
Kids In The Middle, Inc.	\$188,939
Kingdom House d/b/a LifeWise STL	\$440,926
Kreative Kids Learning Center	\$30,000
Land of Lincoln Legal Aid, Inc.	\$352,953
Legal Services of Eastern Missouri, Inc.	\$567,715
Lemay Child and Family Center	\$159,215
Lessie Bates Davis Neighborhood House, Inc.	\$311,009
Leu Civic Center, Inc.	\$104,139
LifeBridge Partnership	\$111,481
Lincoln County Council on Aging	\$128,643
Lupus Foundation of America Heartland Chapter Inc.	\$51,491
Lutheran Child and Family Services of Illinois	\$56,744
Lutheran Family and Children's Services of Missouri	\$508,782
Lutheran Senior Services	\$212,352
Madison County Urban League, Inc.	\$175,986
Megan Meier Foundation	\$53,366
Memory Care Home Solutions	\$101,560
MERS/Missouri Goodwill Industries	\$587,869
MindsEye Radio	\$112,049
Mission St. Louis	\$101,560
NAMI St. Louis	\$86,326
National Kidney Foundation Inc.	\$81,488
National Multiple Sclerosis Society - Gateway Area Chapter	\$182,130
Northside Youth And Senior Service Center, Inc.	\$181,833
NPower, Inc.	\$101,560
Nurses for Newborns	\$137,744
Oasis Women's Center	\$103,660

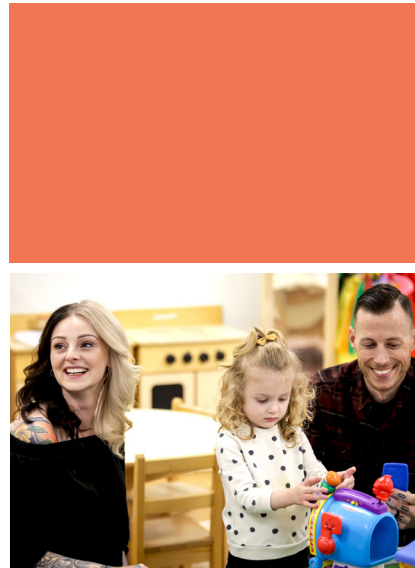
Operation Food Search, Inc.	\$76,170
Paraquad, Inc.	\$154,511
Parents As Teachers National Center, Inc	\$51,530
Peter & Paul Community Services, Inc.	\$76,170
Pony Bird, Inc.	\$101,560
Preferred Family Healthcare	\$176,111
Presbyterian Children's Homes and Services	\$50,780
Prevent+Ed	\$346,898
Provident Inc. (includes 406,322 Mary Ryder Home @\$316,972)	\$1,659,761
R3 Development NFP	\$101,560
Ready Readers	\$50,780
Rebuilding Together St. Louis	\$101,560
Riverbend Family Ministries, NFP	\$38,528
Riverbend Head Start and Family Services, Inc.	\$77,365
Safe Connections	\$254,058

Saint Louis Counseling Catholic Charities Services, Inc.	\$301,273
Saint Louis Crisis Nursery	\$192,074
Senior Services Plus, Inc.	\$122,913
Sherwood Forest Camp, Inc.	\$283,500
SouthSide Early Childhood Center	\$170,200
St. John's Community Care	\$100,000
St. Joseph Institute for the Deaf	\$101,560
St. Louis Arc	\$625,300
St. Louis Area Foodbank, Inc.	\$471,881
St. Louis Public Schools Foundation	\$50,780
St. Louis Society for the Blind and Visually Impaired	\$81,248
St. Martha's Hall	\$152,340
St. Patrick Center	\$405,146
St. Vincent Home for Children d/b/a The Core Collective at Saint Vincent	\$79,461
Starkloff Disability Institute	\$101,560
STL Village, Inc.	\$21,328

Sts. Joachim & Ann Care Services	\$50,780
The Eagle's Nest of St. Clair County	\$75,000
The Oasis Institute	\$101,560
The Salvation Army	\$917,919
The SoulFisher Ministries	\$101,560
Turning Point Advocacy Services	\$127,209
United 4 Children	\$124,628
United Cerebral Palsy Heartland	\$507,800
United Services for Children	\$174,470
University City Children's Center	\$137,911
Unleashing Potential	\$456,762
Urban League of Metropolitan St. Louis	\$1,326,449
Violence Prevention Center of Southwestern Illinois	\$117,849
Visiting Nurse Association Greater St. Louis	\$88,398
Vivient Health	\$289,439

VOYCE	\$185,928
Webster Child Care Center at Laclede Groves	\$146,053
Wesley House Association	\$115,812
Women's Safe House	\$131,397
Wyman Center, Inc.	\$511,706
Young Men's Christian Association of Edwardsville	\$50,780
Young Women's Christian Association Southwestern Illinois	\$66,014
Youth and Family Center	\$298,852
Youth In Need	\$436,531
YWCA of Metropolitan St. Louis	\$966,729

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



UNITED WAY: ANSWERING THE CALL

UNITED WAY 211

Connecting individuals to service providers 24/7/365

United Way 211 serves as the region’s essential connection to thousands of nonprofit partners, programs, and services assisting more than **204,409** contacts in 2024.

197,512	Calls	3,461	Chat
2,013	Emails	1,429	Text

As a barometer for community needs, 211 assesses and captures needs in real-time, yielding the following for 2024.

84,162	Housing	4,855	Transportation
42,202	Utilities	16,680	Access to Food/Clothing
7,233	Health/Behavioral Health		

CRITICAL MEDICAL NEEDS PARTNERSHIP

In April 2023, the United Way **Critical Medical Needs Partnership (CMNP)** with Ameren, Spire, Missouri American Water, and the Missouri Public Service Commission launched as a pilot program in St. Louis City and County. By the first quarter of 2024, the program expanded to a full-fledged statewide program for those with life-altering medical needs.

The program supports those with critical medical and/or behavioral health conditions to maintain or restore electric, gas, and or/water utilities. By targeting

health and mental health care providers we are ensuring their patients have the care they need.

In 2024:

- **1,010** cases and **\$290,000** facilitated in financial assistance to households and families living with critical medical and/or behavioral health conditions.
- **996** health and/or behavioral health providers across Missouri have been trained on how to submit help for their patients.

RIDE UNITED

In partnership with **United Way Worldwide** and **Lyft**, we were granted \$21,000 to support transportation needs related to employment, food access, and medical treatment in St. Clair and Madison Counties in Illinois and St. Louis City/County, St. Charles, and Jefferson counties in Missouri. Ride United provided 694 rides for employment, healthcare, food, and other needs totaling \$16,325.92.

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 2024, 4,900 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.

UWGSL’s joint partnership with the **St. Louis Post Dispatch** began in 1954, of the thousands of cases, 100 are featured in the newspaper to drive donations, family adoptions, and fundraising during the holiday season. As of January 27, 2025, **\$1.7 million*** has been 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.

*Donations for 100 Neediest Cases are collected through March 2025.

4,927 Cases

5,953 Children

5,799 Adults

11,752 Total People Helped

53 Agencies



UNITED WAY TRANSFORMS

UWGSL’s Systems Change Strategy aims for change and lasting transformation, ensuring a strong return on community investments by addressing root causes and broader inputs to assist in lasting change. We focus on achieving regional impact where outcomes reflect improved health and a shift from crisis to stability. By focusing on behavior change, enhancing service delivery, and tangible outcomes, our approach focuses on real sustainable impact.

UNITED TO HELP OUR NEIGHBORS STATEWIDE (UHONS)

United Way of Greater St. Louis led an unprecedented statewide partnership with the Missouri Association of United Ways (MAUW), United to Help Our Neighbors Statewide, a unified family-focused stabilization effort across the state. Leading 41 participating organizations across Missouri, we provided \$3 million in support, ensuring over 5,000 children remained housed in a stable home environment!

Our unique technology and agency network infrastructure and efficient implementation of UHONS brought basic needs assistance to **2,266** at-risk families across **115 counties** statewide. Incredibly, the UHONS framework, with the Department of Social Service’s financial support, helped Missouri families regain self-sufficiency and stability by allowing them to stay in their homes and prevented their children from experiencing stressful school transfers, trauma, and academic setbacks.

This achievement is a testament to the value and impact of our collective efforts and network infrastructure to effectively mobilize and efficiently deploy dollars at scale.

22	Participating United Ways	2,266	Families Supported Across Missouri
41	Participating Community-Based Organizations	5,135	Children Remained Housed in a Stable Home Environment
88	Counties Supported	3.5	Average Household Size (per household)
3,230	Total Pledges for Assistance		

“I am proud to be able to secure this funding for the United Way of Greater St. Louis. I have been a champion for the United Way for a long time, but this is the first time that the State of Missouri has made a financial investment in this organization. I am glad we were finally able to do this,” said Missouri Senator Brian Williams. “Our communities and state government recognize how impactful United Way has been to the people they serve across the state. They are always good stewards over the funding they receive, and we have faith that they will put this grant to good use to serve even more Missourians.”

— Missouri Senator Brian Williams



UNITED FOR FAMILIES

United for Families (UFF) is a unique wraparound, whole-family approach that emphasizes helping working families achieve economic security, prevent homelessness and displacement, and achieve educational stability for school-age children. UFF leveraged \$1M from the State of Illinois and \$750,000 from the State of Missouri to fund **13 partner agencies** (5 in Illinois and 8 in Missouri) focused on economic stabilization for **808** families with children in the home.

Develop Action Plan

- 100% developed a goal-oriented action plan to support their path toward housing stability, employment, health, financial empowerment, and educational stability.

Housing Stability

- 92% experienced short-term housing stability, and 74% experienced long-term stability in safe, adequate housing for at least six months.

Workforce Development

- 90% are employed or participating in workforce development activities to secure employment with sufficient income to stabilize their household.
- 26% obtained new employment opportunities to better support their housing and income stability.

Economic Mobility

- 100% engaged in financial empowerment activities to improve their financial knowledge, credit history, and ability to save for emergencies and their families' financial goals.

Children's Educational Stability

- 75% of children remained in a stable educational setting, enrolled in school and attending classes, for at least six months avoiding the pitfalls of multiple school transfers.



GREATER ST. LOUIS COMMUNITY INFORMATION EXCHANGE (CIE)

The St. Louis Community Information Exchange (CIE) is a network of regional partners focused on improving the health and well-being of residents and neighbors in the metro St. Louis region by transforming the delivery of programs and direct service offerings. Using a shared technology platform, CIE's network of major health systems, community-based organizations, schools, and more can share client information and virtually coordinate efforts to maximize resources in the delivery of holistic, person-centered care — moving families from crisis to long-term stability.

FINANCIAL STABILITY INITIATIVES

United Way's Financial Stability Initiatives empower families to transform their relationship with money and achieve their financial goals through financial education, access to affordable financial products, tax preparation services, and matched savings. The **ASSET Program**, along with Volunteer Financial Coaches, helped low-income families increase their financial knowledge, achieve savings goals, and earn match funds, totaling over \$23,000 in savings. The **Individual Development Account (IDA)** program supported participants in saving over \$7,300 to invest in homes, businesses, or vehicles, while the **Youth IDA** program saved over \$9,670, with youth participants purchasing assets such as apartments or vehicles.

VOLUNTEER INCOME TAX ASSISTANCE PROGRAM (VITA)

In 2024, United Way VITA partners filed 18,940 tax returns with income tax refunds totaling over \$17 million, with \$351 returned to the community for every dollar invested in the VITA program. Earned Income Tax Credit (EITC) refunds totaled \$4 million, and Child Tax Credit (CTC) refunds totaled \$3.8

million. Taxpayers saved an estimated \$6.1 million in tax preparation fees by utilizing VITA services.

The VITA program was made possible with the assistance of over 600 volunteers whose hours totaled an in-kind donation of over \$730,000.

MAXIMIZING IMPACT-HARNESSING THE POWER OF THE UNITED WAY SAFETY NET NETWORK

In 2024, Safety Net agency leaders were brought together to foster collaboration, spark innovation, and strengthen relationships with peer-funded agencies, working towards a collective path for regional transformation. At the end of year one of the 160+ funded agencies participating, 42% of leaders are reporting they are learning new benefits from being part of the Safety Net Network and 91% are making valuable connections that will help advance their work.



I just really appreciate the opportunity to come together and hear updates and reminders! This is a great way to stay up to date and connect.

SAFETY NET MEMBER AGENCY LEADER

Connecting with other organizations is dependent on engaging with other nonprofits and this is a good opportunity for us."

SAFETY NET MEMBER AGENCY LEADER

VOLUNTEER CENTER

Our community has shown up like never before, giving their time and talent to help our neighbors. In 2024, we connected over **8,500 volunteers**, more than ever before, to volunteer projects through STLVolunteer.org, which 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.

“It was a very good experience to be of assistance to those who are in battle for their health.” — Mary

The Volunteer Center is revered as the leading expert on volunteer management and employee engagement in the region. In January, we led a global training course for *Energizer Holdings* employees on how to serve on nonprofit boards. Locally, the Volunteer Center was invited to share its expertise at conferences and meetings, presenting strategies for volunteer recruitment and retention and our **Volunteer Management Training Series** to 36 nonprofit professionals

and honoring 140 certified organizations in meeting quality standards for volunteer program administration.

Many companies partnered with the Volunteer Center to deliver employee engagement services. BJC Healthcare just completed its first full year of partnership which included a branded volunteer platform powered by STLVolunteer.org and coordinated volunteer projects for teams of employees in the community.

Through our **Service2Go Program**, kits and bikes were delivered to many United Way safety net agencies across St. Louis, helping 12,085 people in our community. Our largest kit assembly of the year was World Wide Technology and 2,000 of their employees where they packed 2,400 backpacks with essential school supplies.

UNITE WITH US DAY!

The inaugural **Unite With Us Day** event in June was a resounding success, as fellow supporters, Leadership Givers, board members, and other key stakeholders came together across the region for a community-wide day of service. This event provided a valuable opportunity for networking and

deepening connection to the United Way movement. In fact, 100% of volunteers who completed the feedback survey agreed that their service had made an impact and strengthened their connection to the United Way mission.

Volunteers engaged in a variety of impactful projects, from packaging food and completing yard work to organizing community clothing donations. Through these efforts, over 6,300 individuals were helped at the nonprofit agencies served.

BIG LEAGUE IMPACT

Through our Volunteer Center and its STLVolunteer.org platform, we formed a partnership with Big League Impact and Major League Baseball players equipping them with volunteer opportunities across the nation.

Together, we are building a culture of community by inspiring teams nationwide to serve in the communities where they play, while providing players and staff with an easy way to discover these opportunities through STLVolunteer.org. This season, the St. Louis Cardinals players and staff volunteered their time in seven cities under this initiative.

“Inspiring our fellow Major League players is at the top of our priority list and United Way is opening a door for us to reach more people in those cities across the country. United Way is a natural partner for us...where players can actually make a difference in the community and help people. It’s good for the soul. There’s a lot of good that can come together between the two of us and I can’t wait to see what we do going forward.” — Adam Wainwright, Big League Impact

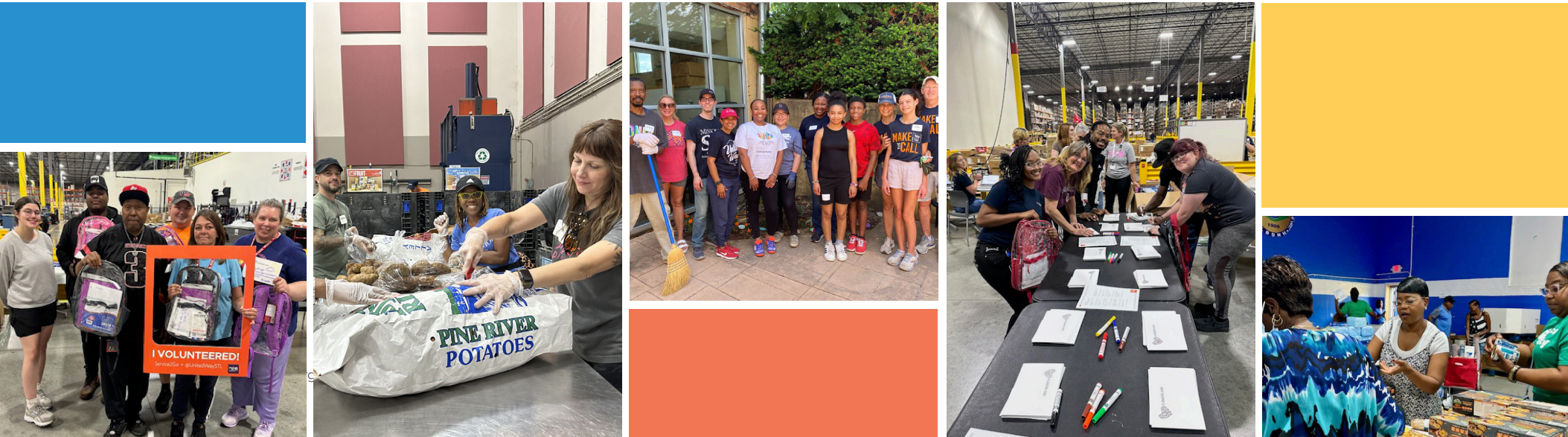
TOP CORPORATE PARTNERSHIPS



VOLUNTEER CENTER HIGHLIGHTS 2024

Stats through 11.30.24

8,356	Volunteers recruited through STLVolunteer.org to serve local community	140	Organizations Achieved Certification Status
496	Current # of Local Active Partner Agencies	120	United Way Safety Net Partner Agencies Achieving Volunteer Center Certification Status <small>Note: this is a subset of the metric above.</small>
2,436	Volunteer Opportunities Available On STLVolunteer.org	94%	Survey Respondents either “Strongly Agreed” or “Agreed” they were Satisfied with Volunteer Experience
26	Companies Engaged with Volunteer Center Services	93%	Survey Respondents either “Strongly Agreed or “Agreed” their experience had impact
6,289	Volunteers Registered for Customized Projects	20	Training Sessions Delivered by the Volunteer Center
7,776	Volunteer Hours for Customized Projects Organized by UWGSL’s Volunteer Center	535	People Trained by the Volunteer Center
42	Organizations Served by Customized Projects	\$260,418. ²⁴ Time Value of Customized Projects	



REACHING NEW AUDIENCES

Visibility and awareness for United Way of Greater St. Louis, its programs, services offered and how we are helping in the community is at an all time high! From establishing new partnerships with sports teams to marketing year-round, the UWGSL brand is strong and remains relevant.

SPORTSFOLIO:

We're proud to collaborate with some of the most iconic sports organizations in the country and professional athletes to drive positive change both on and off the field for our community. From the storied legacy of the **St. Louis Cardinals** to the high-flying action of the **St. Louis Blues**, our partnerships are built on a shared commitment to making a difference in our region. In 2024, we added partnerships with powerhouse organizations like **Big League Impact**, the **Missouri Valley Conference**, and the **St. Louis Battlehawks**, to create opportunities for athletes, staff, and fans to unite with us.



RESULTS:

- **Missouri Valley Conference** recognized United Way of Greater St. Louis as their **"Official Community Service Partner"**, amplifying our message and extending our reach to young adults and families.
- For the first time ever, the **St. Louis Blues** offered an opportunity to give at the register as part of our annual United Way Night with the Blues!
- The **St. Louis Battlehawks** recognized UWGSL as a Community Partner during the Championship Game! We also received a portion of the proceeds from ticket sales for our community. New in 2025, hot off the press, UWGSL will be the first **"Premier Community Partner"** of the St. Louis Battlehawks! Strengthening our community impact, collectively!



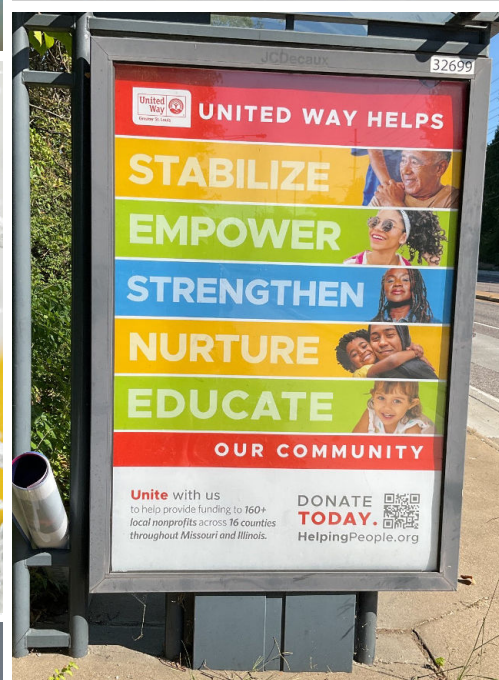
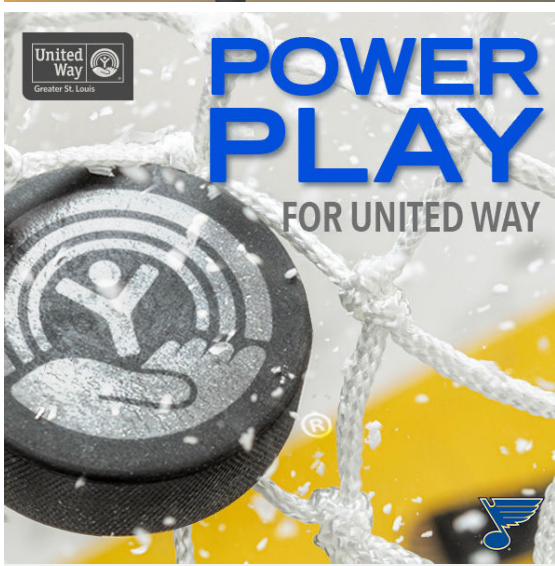
PREMIER COMMUNITY PARTNER OF THE ST. LOUIS BATTLEHAWKS



United Way of Greater St. Louis is a tremendous vehicle for our student-athletes to share their many gifts in service of this fantastic community.

JEFF JACKSON
Missouri Valley Conference Commissioner

- Thanks to a **generous grant from 211 Illinois**, we were able to generate more awareness around 211 which connects our neighbors in need to help. Billboards, business cards, banners, pamphlets, and social media helped give it a lift in communities around southern Illinois.



VISIBILITY AND BRAND AWARENESS

In our first full year of adding an additional wave of advertising to our mixed media approach (Spring and Fall), the results reinforce that awareness is high.

**Results courtesy of our media partners and NewsExposure. A media impression is a count of how many times a piece of content was displayed or seen by a potential audience.*

PAID MEDIA

81,000,000 Impressions

EARNED MEDIA = PUBLICITY

547 Total Mentions (TV, Radio, Web) | 268,365,643 Media Impressions

TOTAL CALCULATED VALUE IF WE HAD TO PAY FOR IT

\$1,134,495.³⁰ Total Publicity Value (TV, Radio, Web)

WEBSITE ENGAGEMENT

224,916 Website Visitors | 482,538 Website Page Views

WE'RE ENGAGED – SOCIAL MEDIA

33,696 Social Media Total Followers | 1,782,178 Social Media Total Impressions | 409,367 Total Views across all platforms in 2024 (including ads)

GROWING & DEEPENING DONOR RELATIONSHIPS

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.

WAYS TO GIVE

If you are 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
- Estate/Planned Giving

LEADERSHIP SOCIETY HIGHLIGHTS 2024

United Way of Greater St. Louis (UWGSL) Leadership Giving Societies represent our region’s most generous philanthropic leaders uniting over 7,000 members who harness the power of collective giving to drive meaningful change. Contributing at different giving levels, the de Tocqueville Society members give \$10,000 or more, Leadership Givers donate \$1,000 or more, and United Young Leaders—comprised of young professionals under 35—contribute \$25 or more annually.

In 2024, a series of programs and events provided members with opportunities to network with local leaders, engage in professional development, and deeper connections to the impact of their contributions.

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/>

- **Charmaine Chapman Leadership Society (CCS) 30th Anniversary:** Celebrating three decades of impact, the Charmaine Chapman Leadership Society has grown into one of the country’s leading and premier African American giving societies, raising nearly \$90 million since its founding. To commemorate this milestone, special videos, social posts, and media coverage were shared throughout the year, leading to an anniversary celebration hosted at World Wide Technology in December highlighting the evolution of CCS leadership over the years, honoring the legacy and inspiring the future.
- **Gathering for Good Part II:** In a two-part giving event, CCS members donated gently worn professional attire and then gathered to arrange the donations at a nonprofit partner agency, experiencing their impact firsthand.
- **Annual Run for the Roses:** This Kentucky Derby-themed event brought de Tocqueville and Leadership Society members together for an afternoon of networking and fun to kick off the year and inspire early commitments. Guests dressed in their best Derby-chic attire, enjoyed games and southern fare, and watched the Kentucky Derby on the big screens.
- **Women’s Leadership Society Mentorship Program:** A signature WLS program, this program fosters connections and knowledge-sharing through mentoring circles led by local leaders. Participants focus on diverse topics, including networking, leadership, work-life balance, career transitions and more, empowering women to grow both personally and professionally.
- **“Let’s Do Sports” Series:** Men’s Leadership Society offered members opportunities for camaraderie and community impact through United Way-partnered sporting events including games with the St. Louis Cardinals, the Battlehawks, and the Blues.
- **Get On Board:** An annual learning opportunity that equips members with the tools needed for nonprofit board service, covering topics such as finding the right board, roles and responsibilities, and financial oversight. Upon completion, participants receive a comprehensive resource guide to jumpstart their board service.
- **Networking With Purpose:** Led by leadership expert and WLS member Steph Auping, this engaging workshop helped attendees unlock the full potential of personal and professional networks.
- **Divine 9 Challenge:** A CCS initiative bringing together the nine historically Black Sororities and Fraternities for a friendly fundraising competition each Fall raising over \$320,000 in 2024.
- **Winter Welcome:** United Young Leaders networked and celebrated a year of growth preparing over 150 Service2Go kits and experiencing firsthand the impact of their contributions through a tour at Paraquad, one of our nonprofit partners.

Through these vibrant programs, Leadership Giving Societies strengthened their connection to the community and reaffirmed their commitment to driving transformative change in our region.



LEADERSHIP GIVING SOCIETIES



CHARMAINE CHAPMAN LEADERSHIP SOCIETY
The nation's premier Black giving society
***Arica Harris**
Edward Jones
Steven Harris
Rubin Brown



MEN'S LEADERSHIP SOCIETY
Connects men through service projects and networking
***Kel Ward**
St. Louis Children's Hospital



UNITED YOUNG LEADERS
The next generation of leaders 35 years old or younger
***Zach Gietl**
Edward Jones



DE TOCQUEVILLE SOCIETY
Local philanthropists contributing \$10,000 or more annually
***Tim Figge**
Hussmann Corporation



MULTICULTURAL LEADERSHIP SOCIETY
Our region's culturally diverse society
***Dr. Gireesh Gupchup**
Southern Illinois University System



WOMEN'S LEADERSHIP SOCIETY
Empowers women through community and philanthropy
***Alexis Hershey**
Midwest BankCentre

*Chairs

STEP-UP PROGRAMS

UWGSL offers two Step-Up programs 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.

YEAR 1

Pledge \$500 or more - RBC matches the remainder until it reaches \$1,000

YEAR 2

Pledge \$750 or more - RBC matches the remainder until it reaches \$1,000

YEAR 3

Pledge \$1,000 or more

Participation unlocks Champion level membership benefits and recognition as a LGS Donor.



deTocqueville

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.

- Three steps with up to 2 years each, requiring a 10% annual giving increase to stay current and customized milestones at each step.
- Entry with a \$3,000+ gift for new donors.
- Existing donors giving at a higher level will begin the program at the step corresponding to their current giving level.

Participation unlocks Member Circle benefits and recognition as a de Tocqueville donor.

This year, de Tocqueville members raised over **\$21.4M** which is 37% of campaign revenue!

For more information on our Step-Up programs, visit: helpingpeople.org

INTRODUCING THE UNITED WAY EXPERIENCE (UWX)

A Journey of Impact! Prepared to unveil the **United Way Experience (UWX)** an immersive journey designed to inspire action and ignite a deeper connection with our mission. This dynamic platform, rolling out across company sites, is more than just a program; UWX will offer employees a hands-on opportunity to explore how their unique gifts or skills can make a difference and take meaningful steps toward strengthening their communities.







Unite with us. | helpingpeople.com