



ANNUAL REPORT

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LETTER FROM LEADERSHIP

ONE COMMUNITY. ONE CAMPAIGN. ONE COLLECTIVE IMPACT. That's the power of one, and it's incredibly remarkable when we come together with a shared mission: to uplift our neighbors and help them live their best possible lives. This commitment to each other is what enables the United Way of Greater St. Louis to stand strong in the face of challenges, ready to support those in need.

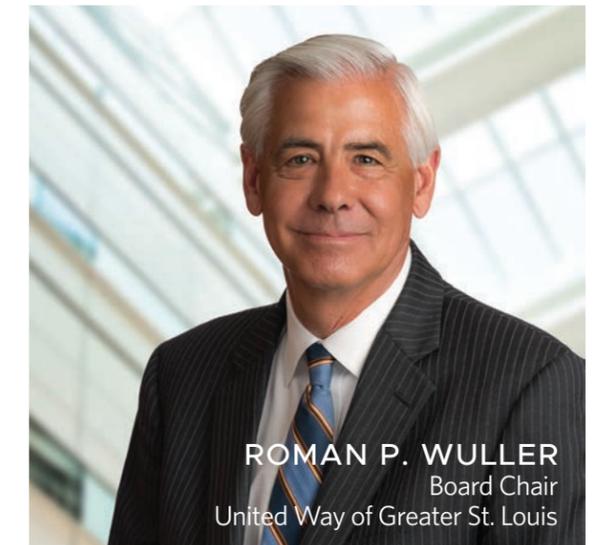
For more than a century, we have been uniting people, resources, and funding to tackle the most pressing issues in our region. Each year, over a million individuals across 16 counties in Missouri and Illinois count on the combined assistance of United Way and our safety net partners.

With our community's steadfast support, we proudly stand as a catalyst for the nonprofit sector helping to fuel 160 nonprofit agencies, uniting as one to stabilize families, educate children, provide food, and create pathways to empowerment opportunities. It is this collective strength that allows us to navigate turbulent times and emerge with more resiliency.

By working together, we are not just addressing today's challenges; we are building a brighter future for all. Thank you for being an essential part of our mission and for embodying the power of one in everything we do. Your support makes a profound difference in the lives we touch, reminding us that together, we can achieve extraordinary things.



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



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

A TOP COMMUNITY-WIDE FUNDRAISING CAMPAIGN TO HELP PEOPLE

The United Way of Greater St. Louis 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.



ROMAN P. WULLER
BOARD CHAIR



MICHELLE D. TUCKER
PRESIDENT AND CEO



LAL KARSANBHAI
PRESIDENT AND CEO,
EMERSON



ANDREW DAVIDSON
MANAGING PARTNER,
KPMG ST. LOUIS

COMMUNITY CAMPAIGN CABINET

Thanks to the incredible leadership of Lal Karsanbhai, Andrew Davidson, the entire campaign cabinet, United Way staff, and our region, we had another successful Community Campaign.

MARK C. BIRK

STEVEN P. CASAZZA

BUZZ ECKELKAMP

TIMOTHY M. FIGGE

ZACHARY GIETL

BRENT GLECKLER

DR. GIREESH V. GUPCHUP

ARICA J. HARRIS

STEVEN HARRIS

SCOTT M. HARTWIG

ALEXIS HERSHEY

ROBERT S. HOLMES, JR.

AMY A. HUNTER

MOLLY HYLAND

PAT KELLETT

FREDERICK R. KOSTECKI

ROBERT NEWMARK

ERIC SEIDLER

NICHOLAS STILL

PHIL TAYLOR

CRAIG A. UNRUH

KEL WARD

ERIC WILLIS

INCREDIBLE CORPORATE SPONSORS

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

\$1,000,000+ COMPANIES



\$500,000+ COMPANIES

Anheuser-Busch

Bryan Cave Leighton Paisner, LLP

Caleres

Centene Corporation

Mastercard Operations & Technologies

Reinsurance Group of America (RGA)

Stifel

Thompson Coburn LLP

RAISED OVER \$60M!



MAY 16TH TORNADO RESPONSE

In every crisis impacting our region, from natural disaster to civil unrest, United Way of Greater St. Louis (UWGSL) has stood as an anchor of support during chaos and uncertainty, leading recovery and resiliency efforts across the region. The tornado on May 16th was no exception.

Recovering from such extensive devastation is an ongoing process requiring long-term commitment. While the challenges ahead and limited resources may seem intimidating, United Way and our partners are dedicated to being here for our community when it matters most. We will remain focused and steadfast doing all we can to help our neighbors navigate challenges and obstacles ahead.

The community's unwavering support for our mission to help individuals live their best possible lives through time, talent, and resources year-round is what enables us to respond effectively and efficiently to ongoing needs.

THANK YOU FOR STANDING UNITED WITH US.



A PILLAR OF SUPPORT DURING CHALLENGING TIMES

CENTRALIZED COORDINATION FOR MAXIMUM IMPACT

Within 24 hours of the May 16th tornado, we helped initiate daily coordination calls with **Community Organizations Active in Disaster (COAD)**, engaging with vital nonprofit partners such as the **American Red Cross of Greater St. Louis**, **The Salvation Army of Greater St. Louis**, **Catholic Charities** and the **Urban League of Metropolitan St. Louis**, among others. We also began daily connections with the mayor's office, **Office of Recovery**, **Missouri State Emergency Management Agency (SEMA)**, **Federal Emergency Management Agency (FEMA)** and numerous emergency response offices, and additional meetings convened by the **Regional Business Council (RBC)**, **Greater St. Louis Inc**, **Ameren Missouri** and other companies to offer our expertise and infrastructure.

These collaborative meetings proved essential to identify, coordinate and address emerging needs like debris removal, spontaneous volunteer mobilization, clean up, supplies, food, and emergency shelter.

211 CRISIS RESPONSE ACTIVATION

Our **211 Navigation Center** stands at-the-ready daily and quickly moved into crisis response mode following the May 16th tornado. Early weather reports, on-going readiness and strategic planning allowed us to swiftly connect individuals to shelters, hotels, and essential resources within hours of the storm when access to homes was no longer possible. As the region's 24/7 Helpline, United Way's 211 crisis response center remains a primary hub for neighbors affected by the storm. Information gathered through 211 disaster intake is also vital for assessing the disaster's severity, assisting responding emergency management agencies, and ensuring tailored responses to unique challenges as every disaster is different.

211Helps.org

FUNDRAISING TO FUEL OUR REGION'S RESPONSE

In the immediate aftermath of the storm, UWGSL activated its Storm Relief Fund. Every dollar raised through this initiative directly supports centralized food, shelter, and cleanup efforts administered by our disaster-related partners across the region.

UWGSL invested **over \$2.28 million in disaster recovery funding** to support **13 nonprofits** on the frontlines. This targeted investment couples with our **ongoing combined monthly funding of more than \$329,000** to American Red Cross of Greater St. Louis, Urban League of Metropolitan St. Louis, Salvation Army of Greater St. Louis, St. Louis Area Food Bank, Operation Food Search, and Peter & Paul Community Services, and responding grass roots organizations.

Additionally, **Currency of Caring** provided thousands of hot meals through **food truck services for over a month** to neighborhoods affected by the storm. We are grateful to our nonprofit partners ensuring long-term food resources, including the St. Louis Area Food Bank and Operation Food Search. Early donations also allowed United Way to secure essential supplies like tarps, nails, and lumber to facilitate immediate repair efforts at centralized disaster hubs.

Our fundraising efforts continue as we prepare for long-term recovery. We remain grateful to our donors and responding agency partners for their continued efforts.

AGENCY PARTNERS

Action St Louis	Operation Food Search, Inc.
American Red Cross of Greater St. Louis	Partnership For Youth (dba AmeriCorps)
Catholic Charities of St Louis	Peter & Paul Community Services
Diamond Diva Empowerment Foundation	Power 4 Stl Inc.
Food Is Love Production Company Inc.	St. Louis Area Food Bank, Inc.
Neighborhood Solidarity Fund (dba Invest STL)	The Salvation Army of Greater St. Louis
	Urban League of Metropolitan St. Louis



ST. LOUIS CITY TORNADO RELIEF AND RECOVERY FUND

To assist in executing the Mayor's plan, the City of St. Louis contracted with United Way to serve as its fiscal agent to distribute a total of **\$9.5 million** by leveraging our infrastructure to solicit proposals and administer sub-recipient agreements. This scope of work includes Disaster Case Management (inclusive of behavioral health, legal and food supports); Non-profit Reimbursements; Hub and Resiliency Center Support and DCM Unmet Needs funding.

As of 12/31/25,

- \$4.9 million was awarded to 49 agencies for disaster response reimbursement grants
- \$199,070 awarded for Hub Support
- \$727,068 has been awarded for disaster case management supports including funding for Legal Services and Community Mental Health Services. A one to three year distribution timeline is anticipated.
- \$450,00 for food support
- \$2,345,602 for case management

For more information, visit HelpingPeople.org/StormRelief

MAY 16TH TORNADO RESPONSE

A BEACON FOR HOPE DURING DARK TIMES

Within hours of the May 16th storm, our marketing team created a giving platform for the community (individuals and corporations) to support our neighbors. They also updated webpages and created social posts, quickly noting the three ways for the community to get and give help (volunteer, call 211 and give). And, the next day we engaged in a three-day partnership with KSDK 5 on Our Side News that included a QR code leading to the storm relief giving link that was displayed on screen during all newscasts, two feature stories and all anchors and reporters lifting the United Way “helps” messaging on all newscasts. Early reports show the Giving QR code created solely for KSDK was scanned more than 500 times!

UNITED WAY’S MAY 16TH RESPONSE BY THE NUMBERS:

- 211 has **assisted 3,207 neighbors** needing disaster assistance and completed 2,322 disaster intakes, linking survivors to critical services for food, debris clean up, emergency shelter and more
- Provided **100+ hours** of expert coordination services at the City’s Emergency Operations Center (EOC)
- Mobilized and deployed over **7,000 volunteers** into disaster focused efforts, offering essential support across the region
- Supported **42 requests** for assistance through existing employee hardship funds totaling **\$39,357**
- Managed food truck donations and deployment resulting in the **delivery of 57,112 meals** to the impacted zones in partnership with the Currency of Caring Food Network
- **Deployed over \$2.5M** to United Way disaster responding safety net agencies and beyond to support their emergency operations and sustainability
- Managed **Ameren’s \$200k Tornado Relief Fund**, deployed to 211 and grassroots organizations
- Partnered with **AirBnB**, the **Salvation Army**, and the **American Red Cross** to temporarily house **15 displaced families** for 28 days in Airbnb rentals free of charge and connected them with long term case management to house them after their initial placement
- Co-led **more than 50 coordination calls** with disaster responding agencies and partners statewide
- Partnered with **Uber** to deploy **\$300,000 in ride credits** to ensure survivors were able to travel to and from the Disaster Assistance Center (DAC) over a 3-week period at Chaifetz Arena
- Co-leading the long-term recovery efforts for the St. Louis City/County COAD - Community Organizations Active in Disaster



VOLUNTEERISM KEY TO TORNADO RECOVERY

Following the devastating tornado on May 16th, the UWGSL Volunteer Center quickly mobilized to coordinate the region’s volunteer response. Leveraging STLVolunteer.org—which daily connects the community to volunteer opportunities at organizations across our region—the Volunteer Center launched a **Virtual Volunteer Reception Center** to serve as a centralized hub for disaster-related efforts. This virtual platform enabled individuals, companies, and organizations to engage safely and effectively in recovery work. The Volunteer Center helped ensure volunteers were deployed strategically—initially collecting interest while safety assessments were completed, and then supporting recovery efforts like debris removal, roof tarping, and supply distribution.

To date, **over 7,000** volunteers have been engaged in storm-related service across the region. In addition to hands-on volunteer work, the Volunteer Center has also helped facilitate supply donation drives and in-kind support from civic groups and businesses.

As the region transitions into long-term recovery, the Volunteer Center continues to lead in coordinating volunteerism across sectors. **Seventeen new nonprofit partners** have joined STLVolunteer.org, broadening the capacity to respond to needs. The Volunteer Center actively collaborates with state and local agencies to align efforts. To further strengthen the regional recovery strategy, the Volunteer Center Director now chairs the Volunteerism Subcommittee of the long-term recovery group, helping guide a sustainable, community-driven approach to service.

Corporate and community engagement has been extraordinary. **More than 60 companies**—including Edward Jones, Schnucks, Cigna, and the St. Louis Blues—have mobilized their employees to support the response through cleanup efforts, donation drives, and supply distribution. Notable efforts include **over 100 Home Depot employees** volunteering with AmeriCorps St. Louis and Team Rubicon, and Cigna’s timely warehouse support. The Volunteer Center’s work, grounded in real-time coordination with public and nonprofit partners, exemplifies the power of united impact. As long-term recovery continues, STLVolunteer.org/disaster continues to serve as the trusted hub for those eager to make a difference.



UNITED TO AMPLIFY IMPACT

A SAFETY NET FOR THE ENTIRE REGION

The United Way of Greater St. Louis (UWGSL) network of quality nonprofits, programs, and services provide a strong and expansive safety net to serve our entire region.

United Way focuses on five priority areas that directly impact an individual's quality of life.



A CATALYST FOR THE LOCAL NONPROFIT SAFETY NET

United Way inspires collaboration and innovation while providing resources and promoting effective practices for 160 local nonprofits. We play a vital role in strengthening the local nonprofit safety net and addressing critical issues for those facing challenges.

AREAS OF IMPACT



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 & Wellbeing

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.



UW INVESTS

QUALITY AGENCIES

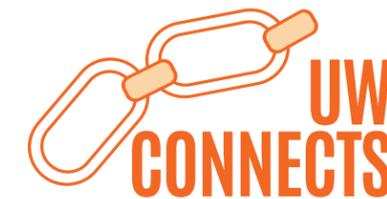
- 3-Tier Funding Approach
- Flexible Funding
- Curated Network
- Capacity Building
- Life-Cycle Supports
- Targeted Investments



UW IMPACTS

DATA & EVALUATION

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



UW CONNECTS

PROGRAMS & DIRECT SERVICES

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



UW TRANSFORMS

SYSTEMS CHANGE

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

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 strategic, targeted investments and collaboration, we empower our partner agencies to address urgent emergencies and emerging community needs—while maintaining a strong, stable safety net for the region.

UNITED FOR RESILIENCY

United Way remains a steadfast partner to the Safety Net network, committed to ensuring that funded agencies have the tools and supports needed to remain **resilient and effective** in serving neighbors across the 16-county region. As the operating environment for nonprofits evolved during the course of the year, United Way has been in lock step, mobilizing expertise, emphasizing best practices for nonprofit operations, activating intentional feedback loops to gauge how member agencies are navigating the current moment, and emerging resource platforms to aid partner agencies in sustaining stable operations for the long term.

RESILIENCY DIGEST AND TRAINING

United Way immediately launched a bi-weekly resiliency digest distributed to safety net agencies to offer a breadth of vetted support resources to aid network-level resiliency given the fast changing funding landscape impacting the sector. Efforts have assisted with stabilizing nearly 25% of our funded agencies that were at significant risk.



UNITED FOR SAFE COMMUNITIES

As part of targeted investments, **United for Safe Communities** aims to improve community safety by addressing social determinants and public safety factors affecting where we live and where our children grow across the region. The 2025 **Targeted Grant** focused on supporting programs that take an innovative approach to existing community challenges in mitigating violence across our region.

In 2025, United Way invested **\$443,999** in a total of **13 nonprofit organizations** across Missouri (9) and Illinois (4) that address the effects of violence, such as mental health, violence prevention, and restoration from community-level violence. The breadth of funded programs includes, but is not limited to:

- Providing housing for **justice-involved individuals** with an eye on reducing the increased recidivism rate that is directly attributed to homelessness of justice-involved individuals who are on probation or parole.
- **Transitional housing, personalized case management, and essential support** services for military veterans as they navigate their way back into society.
- **Safe housing** for women aged 18 and above who are pregnant, have children, are unhoused (or in imminent danger of becoming unhoused), and have experienced various forms of violence.
- The **prevention of sexual violence**, as well as support for survivors of sexual abuse, by creating safe spaces for families to heal from abuse.
- **Safety interventions** for those in crisis, such as safe transportation, essential supplies, and crisis coaching, to facilitate long-term engagement in healing and preventative services.
- **Accessible mental health services** and interventions for children, parents, and families with a focus on supporting families who are caring for children, youth, and young adults with social, emotional, substance use, or multi-system challenges.
- Connection with youth who are detained by St. Louis City Juvenile Courts and assigning mentors who build trust as a consistent positive force in each youth's re-entry process.

United Way's targeted investments go beyond the 160 Safety Net and Systems Change funding that has been invested in helping people across the region. This investment underscores our commitment to creating a safer, healthier community for all residents.

UNITED WAY ACADEMY

From January to December, United Way fortified its already strong lineup of **United Way Academy** professional development offerings, providing access to new organizational resiliency opportunities in response to the evolving nonprofit landscape. Throughout the year, the Academy adapted programming to address emerging needs around nonprofit resiliency, sustainability, and leadership capacity. By **awarding 60 scholarships**, United Way Academy reduced barriers and reinforced its commitment to continued growth and scale for the future.

- Hosted 21 learning events
- Engaged 514 registrations
- 240 attendees
- 97 Safety Net organizations participated

UNIVERSITY OFFERINGS:

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.

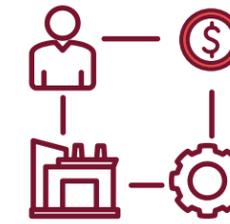




UNITED WAY IMPACTS

AN IMPACT MULTIPLIER

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



\$43.6M

to support core needs and agency infrastructure across the region



\$1.86M

dollars invested to meet emergency needs

\$574,985
hardship funds

\$1.28M
One-Time Funding



174 agencies directly funded

More than 254,211 inquiries managed through United Way 211 and 211helps.org



313,747 needs identified and connected to community resources through United Way 211



473 families and households helped through hardship funds



5,194 CIE users collaborated across:

1,221 programs | 12 hospital systems | 17,528 cases | 8,276 clients served



37,027 individuals achieved improved financial mobility and workforce advancements



4,921 households received holiday assistance through 100 Neediest Cases

\$16.2M

returned to families through the Volunteer Income Tax Assistance (VITA) program



1,223,178 clients supported resulting in fewer behavioral health needs

500,929 clients supported to successfully manage health conditions



UNITED WAY PARTNER AGENCIES

For over 100 years, United Way has partnered with amazing agencies that make our region stronger and healthier. In 2025, we helped fund 160 partner agencies to strengthen the regional safety net by providing targeted services where there is the greatest need.

Affinia Healthcare	\$91,404
Agape Ministry of Warren County Inc. (dba Agape Community Outreach)	\$68,553
Almost Home, Inc.	\$128,483
Alton Day Care & Learning Center (dba Kreative Kids Learning Center)	\$27,000
American Cancer Society, Inc.	\$900,204
American Heart Association, Inc.	\$571,361
American Lung Association in Missouri	\$267,843
American National Red Cross of South Central Illinois	\$18,281
American Red Cross of Greater St. Louis	\$1,350,000
Amyotrophic Lateral Sclerosis Association	\$157,465
Annie Malone Children and Family Services	\$163,574
Asthma & Allergy Foundation of America (dba Asthma and Allergy Impact and Rescue)	\$115,312
Big Brothers Big Sisters of Eastern Missouri	\$331,132
Big Brothers Big Sisters of Southwestern Illinois	\$69,838
Bilingual International Assistant Services (dba Monarch Immigrant Services)	\$90,000
Boys & Girls Club of Alton Inc.	\$90,000
Boys & Girls Clubs of Greater St. Louis	\$645,437
Boys Hope Girls Hope of St. Louis, Inc.	\$45,702
Cardinal Ritter Senior Services	\$277,789
Caritas Family Solutions	\$62,098
Carondelet Community Betterment Federation Inc.	\$67,500
CASA of Southwestern Illinois	\$94,962
CASA of St. Louis	\$88,750
Catholic Charities Diocese of Springfield, IL (Madison County)	\$253,754

Catholic Charities of St Louis	\$375,548
Catholic Urban Programs	\$68,553
Center for Women in Transition (dba Keyway)	\$53,586
Central Institute for the Deaf	\$187,944
Child Center - Marygrove	\$264,841
Child Day Care Association of St. Louis (dba United 4 Children)	\$112,165
Children's Home and Aid (dba BrightPoint)	\$334,534
Children's Home Society of Missouri (dba FamilyForward)	\$354,835
Community Action Agency of St. Louis County	\$82,264
Community Care Center Inc.	\$72,414
Community Council of St. Charles County	\$86,257
Community Living Inc.	\$204,845
Compass Health Inc.	\$335,449
Coordinated Youth & Human Services	\$169,488
Cornerstone Center for Early Learning Inc.	\$173,483
Covenant House Missouri	\$69,565
Deaconess Faith Community Nurse Ministries	\$86,951
Delta Center for Independent Living Inc.	\$54,525
Delta Gamma Center for Children with Visual Impairments	\$91,404
Down Syndrome Association of Greater St. Louis	\$45,702
Duo Dogs Inc.	\$119,256
Easterseals Midwest	\$313,711
Emmaus Homes, Inc.	\$207,482
Employment Connection	\$568,860
Empower Missouri	\$52,020
Epilepsy Foundation of Missouri and Kansas	\$45,702

Epworth Children & Family Services, Inc.	\$463,630
Fathers Support Center St Louis (dba Fathers & Families Support Center)	\$149,591
Foster Care Coalition of Greater St. Louis, Inc.	\$222,709
Gateway Region Young Men's Christian Association	\$1,177,915
Gene Slay's Boys Club of St Louis, Inc. (dba Gene Slay's Girls & Boys Club of St. Louis)	\$152,728
Girl Scouts of Central Illinois	\$5,305
Girl Scouts of Eastern Missouri	\$336,392
Girl Scouts of Southern Illinois	\$159,797
Girls Incorporated of St. Louis	\$240,490
Good Shepherd Children & Family Services	\$386,661
Greater St Louis Area Council Boy Scouts of America	\$1,266,799
Guardian Angel Settlement Association	\$309,519
Harris House Foundation	\$163,038
Highland Area Christian Service Ministry	\$32,697
Home Sweet Home	\$45,702
Humanitri	\$120,349
Immigrant Home English Learning Program	\$74,038
Impact Cil	\$45,702
Independence Center	\$91,404
Infant Loss Resources, Inc.	\$45,702
Interfaith Residence (dba DOORWAYS)	\$91,404
International Institute of Metropolitan St. Louis	\$237,910
Jewish Community Centers Association	\$573,229
Jewish Family Services	\$495,176
Jewish Federation of St Louis	\$102,374

Justine Petersen Housing & Reinvestment Corporation	\$90,000
Kids in the Middle Inc.	\$170,045
Kingdom House (dba LifeWise StL)	\$396,833
Land of Lincoln Legal Aid	\$317,658
Legal Services of Eastern MO, Inc.	\$510,943
Lemay Child and Family Center	\$143,293
Lessie Bates Davis Neighborhood House, Inc.	\$279,908
Leu Civic Center, Inc.	\$93,725
LifeBridge Partnership	\$100,333
Lincoln County Council On Aging	\$115,779
Lupus Foundation of America, Inc.	\$46,342
Lutheran Child and Family Services of Illinois	\$51,070
Lutheran Family and Childrens Services of Missouri	\$457,904
Lutheran Senior Services (dba EverTrue)	\$191,117
Madison County Urban League, Inc.	\$158,387
Mary Ryder Home	\$285,275
Megan Meier Foundation	\$48,029
Memory Care Home Solutions	\$91,404
MERS/Missouri Goodwill Industries	\$529,082
MindsEye Radio	\$100,844
Mission St Louis	\$91,404
NAMI Southwestern Illinois	\$36,000
NAMI St. Louis	\$77,693
National Kidney Foundation, Inc.	\$73,339
National Multiple Sclerosis Society - Gateway Area Chapter	\$163,917
Northside Youth And Senior Service Center	\$163,650
NPower	\$91,404
Nurses for Newborns	\$123,970

Oasis Womens Center	\$93,294
Operation Food Search, Inc.	\$68,553
Paraquad, Inc.	\$139,060
Parents as Teachers National Center	\$46,377
Peter & Paul Community Services	\$68,553
Pony Bird, Inc.	\$91,404
Preferred Family Healthcare, Inc.	\$158,500
Presbyterian Children's Homes and Services	\$45,702
Prevent+Ed	\$312,208
Provident, Inc.	\$1,208,510
R3 Development NFP	\$91,404
Ready Readers	\$45,702
Rebuilding Together-St. Louis	\$91,404
Riverbend Family Ministries NFP	\$34,675
Riverbend Head Start & Family Services, Inc.	\$69,628
Safe Connections	\$228,652
Saint Louis Counseling	\$271,146
Saint Martha's Hall	\$137,106
Senior Services Plus, Inc.	\$110,622
Sherwood Forest	\$255,150
Southside Early Childhood Center	\$153,180
St Johns Healing Community Board	\$90,000
St Louis Public Schools Foundation	\$45,702
St. Joseph Institute for the Deaf (dba St. Joseph Hearing + Speech)	\$91,404
St. Louis Arc, Inc.	\$562,770
St. Louis Area Food Bank, Inc.	\$424,693
St. Louis Crisis Nursery	\$172,867
St. Louis Society for the Blind	\$73,123
St. Patrick Center	\$364,631
St. Vincent Home for Children (dba The Core Collective at St. Vincent)	\$71,515

Starkloff Disability Institute	\$91,404
Stl Village	\$19,195
Sts. Joachim and Ann Care Service	\$45,702
The Eagles Nest St. Clair County	\$67,500
The Illinois Center for Autism	\$188,076
The Oasis Institute	\$91,404
The Salvation Army	\$826,127
The SoulFisher Ministries	\$91,404
The Womens Safe House	\$118,257
Turning Point Advocacy Services	\$114,488
United Cerebral Palsy Heartland (dba UCP Heartland)	\$457,020
United Services for the Handicapped in St. Charles County (dba United Services for Children)	\$157,023
Unleashing Potential	\$411,086
Urban League of Metropolitan St. Louis	\$1,193,804
Violence Prevention Center of Southwestern Illinois	\$106,064
Visiting Nurse Association of Greater St Louis	\$79,558
Vivent Health, Inc.	\$260,495
VOYCE	\$167,335
Webster Child Care Center at Laclede Groves	\$131,448
Wesley House Association	\$104,231
Wyman Center, Inc.	\$460,535
Young Mens Christian Association of Edwardsville	\$45,702
Young Womens Christian Association of Metropolitan St Louis Missouri	\$870,056
Youth and Family Center	\$268,967
Youth In Need	\$496,308
YWCA Southwestern Illinois	\$59,413

Agencies and allocation amounts reflect amount awarded for the 2025 calendar year.





UNITED WAY CONNECTS



ANSWERING THE CALL

UNITED WAY 211

Sitting at the intersection of people and the services they need 24/7/365
211 Powered by United Way of Greater St. Louis serves as the region's essential front door and connection to thousands of nonprofit partners, programs, and services, assisting more than 254,211 contacts in 2025.

CRITICAL MEDICAL NEEDS PARTNERSHIP

In April 2023, UWGSL Critical Medical Needs Partnership (CMNP) along with Ameren Missouri, 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 and was continued in 2025.

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 and ensuring that access to these critical resources are available to assist their conditions, not aid in exacerbating.

In 2025:

- 1,230 cases and \$707,741 facilitated in financial assistance to households and families living with critical medical and/or behavioral health conditions.
- 36 health and/or behavioral health providers across Missouri have been trained on how to submit help for their patients.

100 NEEDIEST CASES

What began more than a century ago as an effort to provide dinner and toys to families in need has grown into the United Way of Greater St. Louis 100 Neediest Cases program - a cherished holiday tradition helping those who need it most.



- In 2025, the program supported 4,921 families living at or below 125% of the Federal Poverty Guidelines, providing essentials like coats, shoes, medication, and other basic needs.
- Since 1954, United Way has partnered with the St. Louis Post-Dispatch to share 100 stories prioritized from thousands of local families, inspiring donations, adoptions, and acts of kindness across the region. The 2025 campaign raised \$1.7 million to help thousands of families who need assistance, with 100% of the funds raised going directly to these clients, spreading joy through the holiday season.

CASES	TOTAL PEOPLE SERVED	AGENCIES	CHILDREN	ADULTS
4,921	11,922	47	5,999	5,923

UNITED WAY TRANSFORMS

The United Way of Greater St. Louis (UWGSL) **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 FOR FAMILIES

United for Families (UFF) offers a comprehensive, wrap-around approach dedicated to empowering working families. In 2025, we expanded our reach, deepened our impact, and strengthened our commitment to economic stability, housing security, and educational success for working families with school-age children. UFF leveraged **\$850,000 from Illinois** and **nearly \$500,000 from Missouri** and the **Siemer Institute** to fund **11 partner agencies** (three in Illinois and eight in Missouri). Together, we advanced economic mobility for **473 families**.

HOUSING STABILITY

- **1,168 individuals** increased or secured safe, affordable housing as a foundation for stability and thriving.

WORKFORCE STABILITY

- **157** obtained or increased meaningful employment that supports personal and economic stability.

ECONOMIC MOBILITY

- **150 families** increased their ability to meet their basic needs without subsidy and have developed appropriate spending to stabilize their households.
- **179 individuals** were equipped with resources to build long-term financial security.

CHILDREN'S EDUCATIONAL STABILITY

- **220 households** with youth remained stable and were equipped with the academic tools and confidence to succeed in school and beyond.



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 \$20,000 in savings**.
- The **Individual Development Account (IDA)** program supported participants in **saving over \$6,000** to invest in homes, businesses, or vehicles, while the **Youth IDA program saved over \$7,450**, with youth participants purchasing assets such as apartments or vehicles.

VOLUNTEER INCOME TAX ASSISTANCE PROGRAM (VITA)

In 2025, **United Way VITA** partners filed **18,686 filers** totaling **\$16,218,480 in federal tax refunds**. For every dollar invested in the VITA program, \$333 was returned to the community. **Earned Income Tax Credit (EITC) refunds totaled \$3.7 million**, and **Child Tax Credit (CTC) refunds totaled \$3.5 million**. The VITA program was made possible with the assistance of **over 600 volunteers** across **64 tax preparation sites** covering Missouri and Illinois.

GREATER ST. LOUIS COMMUNITY INFORMATION EXCHANGE (CIE)

The **St. Louis Community Information Exchange (CIE)** is a network of regional partners committed to improving the health and well-being of residents and neighbors in the metro St. Louis area by transforming how programs and direct services are delivered. Using a shared technology platform, CIE's network of major health systems, community-based organizations, schools, and others can share client information and coordinate efforts virtually to maximize resources in providing holistic, person-centered care — helping families move from crisis to long-term stability.

FISCAL LEADERSHIP AND COMMUNITY IMPACT

United Way serves as a **trusted fiscal agent**, helping local and state governments efficiently deploy funding and administer community programs. Acting as an intermediary partner, United Way helps government agencies streamline program administration by overseeing funds, coordinating partners, and ensuring compliance while managing public dollars and ensuring they reach the organizations that deliver services on the ground.

In the past year, United Way supported government partners through initiatives such as **water-relief funding**, **tornado recovery efforts**, and other essential community programs. These collaborations demonstrate the power of **strong public-nonprofit partnerships** to meet urgent needs and strengthen community resilience.

UNITED FOR GROWTH BUILDING SUSTAINABILITY THROUGH GRANTS, FOUNDATIONS AND INTERMEDIARY SERVICES

UWGSL formalized the **Grants Initiatives Team** to expand United Way's strategy focused on diversifying revenue by securing funding from additional sources beyond the annual campaign. Additional funding sources include corporate and foundation grants, federal, state and local contracts.

Additionally, while United Way has been a long and trusted community partner, it has started to more explicitly and formally develop strategy focused on expanding its identity as an intermediary. United Way's 100+ year history of funding expertise and infrastructure, knowledge of local community needs, vast network of agencies, and capacity building services perfectly positions United Way to manage resources, partnerships, and accountability systems that translate community investments into measurable, lasting impact. United Way acts as a bridge between funders, community partners, and systems leaders - aligning efforts, strengthening capacity, and driving collaborative solutions for regional well-being.

VOLUNTEER CENTER

Our community continues to show up like never before, giving their time and talent to help our neighbors. In 2025, United Way of Greater St. Louis (UWGSL) connected over 13,000 volunteers to assist with tornado recovery, everyday issues they care about, including one-time, ongoing, individual, group, or virtual opportunities.

UNITE WITH US DAY!

UWGSL hosted the second annual **Unite With Us Day**, a community-wide day of service that brought people together across our bi-state region to make a meaningful impact.

Volunteers stepped up in incredible ways—packing and serving meals, organizing food supplies, painting, landscaping, cleaning, repairing homes, and spending time with seniors and individuals with special needs.

Thanks to their dedication, we were able to **support more than 6,240 individuals** through our nonprofit partners and even expanded our reach into new counties. This day was not just about service but an opportunity to experience the work of United Way firsthand.

PARTNERSHIPS

The **UWGSL Volunteer Center** continues to build and strengthen partnerships throughout the community. From expanding the number of organizations using **STLVolunteer.org** to recruit volunteers, to supporting companies seeking employee engagement solutions, we are creating impactful connections that drive service and engagement across the region.

- **BJC HealthCare** and **Big League Impact** continue to successfully leverage their branded platforms powered by STLVolunteer.org. In the fourth quarter, we expanded our partnership with **Washington University in St. Louis**, launching a custom-branded volunteer platform. This new platform provides a coordinated, accessible, and visible space for students, faculty, and staff to connect with service opportunities that support the well-being of the St. Louis region.
- In our second year of partnership with **Big League Impact** and **Major League Baseball**, together, we are fostering a culture of community by inspiring teams to give back in the cities where they play, while providing players and staff with a simple, accessible way to find volunteer opportunities through STLVolunteer.org. In 2025, **more than 130 players, managers, and staff** took part in projects that **served 25 Major League cities nationwide**.
- **The Missouri Valley Conference** hosted its first **Get On Board training**, offering essential resources and knowledge to individuals interested in nonprofit board service.
- Since the inception of **Bank of America's Student Leaders® program** in 2004, we have proudly hosted a high school intern each year. We are now the official host organization for the St. Louis region. This includes serving as the fiscal agent for the program's grant and hosting all local interns at our office during the summer.
- Through our **Service2Go program**, **20 companies** assembled kits and bikes that were delivered to United Way safety net agencies across St. Louis, with moving support provided by **Two Men and a Truck**, directly **benefiting 15,729 individuals** in our community.



HIGHLIGHTS 2025

data range January 1 - November 30, 2025

506

Current # of Volunteer Partner Agencies

"Last year our post for a board treasurer resulted in a terrific addition to our board and much improved financial reporting. We really appreciate the service!"
| ROBERT

2,630

Volunteer Opportunities Available On STLVolunteer.org

"I really appreciate the list of opportunities the United Way provides on this platform. I have been able to sign up for and learn about 5 new organizations the past couple of days. I am now on the email list for additional volunteer opportunities in the future. Thanks for what you guys do!"
| KYLE

13,321

Volunteers recruited through STLVolunteer.org to serve local community

"We absolutely LOVED having the Barton Malow group here! I heard they were truly one of the best volunteer groups we've ever had. Thank you."
| CLEO

37

Companies utilized Volunteer Center Employee Engagement Services

CUSTOMIZED PROJECTS ORGANIZED BY UWGSL VOLUNTEER CENTER

27

Organizations Served

6,675

Volunteers Registered

7,776

Volunteer Hours

\$269,483.34

Time Value

VOLUNTEER PROGRAM CERTIFICATION AND TRAINING

This year, the Volunteer Center presented its **4-part Volunteer Management Training Series** to equip new and seasoned volunteer program leaders with best practices in achieving quality standards in volunteer program administration. This credential is recognized in the field as a best practice.

13

Training Sessions Delivered by the Volunteer Center

135

Organizations Achieved Certification Status

222

People Trained by the Volunteer Center

116

United Way Safety Net Partner Agencies Achieving Volunteer Center Certification Status

Note: this is a subset of the metric above.

"We have had some outstanding volunteers this year so far through STLVolunteer.org! This is a great service that you provide!"
| MARY LOU

TOP CORPORATE PARTNERSHIPS

Advantage Solutions

Anheuser-Busch

BJC HealthCare

US Bank

Washington University in St. Louis

Wells Fargo

World Wide Technology



VISIBILITY AND BRAND AWARENESS

Visibility and awareness of United Way of Greater St. Louis (UWGSL)—and the programs and services we provide to strengthen our community—are at an all-time high! From forging exciting new partnerships with local sports teams to executing year-round marketing initiatives, the UWGSL brand is stronger than ever. We remain relevant, recognized, and deeply connected to the people we serve.

SPORTSFOLIO | SPORTS TEAM PARTNERSHIPS

United Way teams up with some of the most recognized sports organizations and professional athletes to create meaningful impact—on and off the field—for our community. From the legendary **St. Louis Cardinals** to the fast-paced excitement of the **St. Louis Blues**, these partnerships reflect a shared commitment to strengthening our region. Together, we're building opportunities for athletes, staff, and fans to unite with us in driving positive change for our community.

The **St. Louis Battlehawks** named UWGSL their **Premier Community Partner**, creating incredible opportunities for our brand to shine throughout the season. Highlights included engaging our team in on-field ceremonies, in-game interviews, a leadership series, receiving a portion of proceeds from ticket sales, discounted group tickets and the 50/50 raffle (nearly \$6,000).

The **Battlehawks** also encouraged their partner, **Lee's Chicken**, to join the effort - resulting in a \$2,000 donation - and contributed directly to storm relief with a \$5,000 gift (\$2,500 from Travis Feeny UFL Sportsman of the Year, matched by the Battlehawks).

The **St. Louis Cardinals** and **St. Louis Blues** each dedicated a game to spotlight UWGSL, featuring in-game interviews, on-field fan engagement, and contributions from ticket sales and auctions.

The **Missouri Valley Conference** named UWGSL its **Official Community Service Partner**. This milestone partnership amplifies our message and expands our reach to young adults and families across the region who love basketball.

MARKETING EFFORTS

Awareness of UWGSL has reached new heights. Through year-round marketing efforts and powerful partnerships with media outlets—across print, outdoor, online, TV, and radio—we've amplified our message and strengthened our presence throughout the region. From paid campaigns to earned media coverage, these collaborations have driven unprecedented visibility and engagement, ensuring our mission resonates with more people than ever before.



(TV, RADIO, WEB)

PAID MEDIA

144,579,928
Impressions

EARNED MEDIA = PUBLICITY

2,150
Total Mentions

288,647,786
Media Impressions

TOTAL CALCULATED PUBLICITY VALUE

\$2,100,481.59
Total includes paid & in-kind media

*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.



DIGITAL

UWGSL WEBSITE

246,860
Website Visitors

479,085
Website Page Views

NEWSLETTER

67,000
Clicks

SOCIAL MEDIA



36,031
Total Followers

2,407,077
Total Impressions

1,020,356
Total Views (including ads)



PODCAST

8,047
Website Views

8,665
Social Media Views

REACHING NEW AUDIENCES

MEDIA PARTNERS STEP UP

Our media partners played a vital role in amplifying United Way’s message and supporting our community during critical times. During storm relief efforts, **KSDK**, **DDI Media**, **Outfront Media**, and **Audacy** stepped up by running promos to guide those impacted on where to find help, encouraging safe volunteer participation, and inspiring donations to the relief fund. KSDK led a **three-day on-air media blitz**, while outdoor board partners displayed storm relief messaging on major highways and radio spots aired continuously.

KSDK also supported us twice this year through the **Show Me St. Louis Takeover**, spotlighting six United Way-funded nonprofits. Our president and CEO co-hosted the show, helping elevate the incredible work these agencies do in our community.

The **Illinois Business Journal** further extended our reach by featuring twenty Illinois United Way-funded agencies on an in-kind basis. Additionally, both the **St. Louis American** and **St. Louis Post-Dispatch** dedicated space to showcase how UWGSL strengthens the community.

New this year, we introduced TV commercials featuring our president and CEO to boost brand recognition. These spots were well received and helped reinforce our presence across the region.



EVOLUTION FESTIVAL

The 2025 **Evolution Festival** struck a powerful chord by bringing together world-class music, community, spirit, and generosity. Proudly partnering with UWGSL, the festival mobilized support in response to the May 16 tornado, **directing proceeds from ticket sales, concessions, merchandise, and parking to the United Way Storm Relief Fund.**

Thanks to this collective effort, the **Evolution Festival donated \$100,000** to help local families recover and rebuild after the devastating storms. Featuring iconic artists such as Lenny Kravitz, TLC, Sublime, Public Enemy, Sam Fender, and more, the Festival proved that live music can create lasting impact beyond the stage, turning entertainment into meaningful action for the St. Louis region.

NEW LAUNCHES FROM UNITED WAY

THE POWER OF UNITED IMPACT PODCAST

In February, UWGSL launched **The Power of United Impact Podcast** to amplify the voices of our 160 nonprofit partners and deepen understanding of regional issues. Each episode, **hosted by President & CEO Michelle Tucker**, features conversations highlighting the work of a funded agency and examining how community support translates into real impact through local efforts. Since its inception, the podcast has **8,665 views**, enhancing United Way’s digital presence and engaging audiences across various streaming platforms.

SWAG SHOP

This year, UWGSL opened its **first-ever merch store** featuring custom-designed apparel, bags, and accessories that showcase our mission and elevate brand visibility. Special-edition items were introduced throughout the year to celebrate major events and boost community engagement. **Every purchase directly supports United Way programs and services**, helping create lasting impact across the region. To date, **217 items have been sold** and **\$1,618 in proceeds** (through December 2025).



WHERE THE HEART IS
Powered by United Way of Greater St. Louis

WHERE THE HEART IS

Hall of Fame broadcasters Bob Costas and Joe Buck kicked off “Where The Heart Is,” an empowering initiative from UWGSL, where entertainers, sports figures, and more with strong ties to our region unite to make an impact on the community.

Both Costas and Buck recorded heartfelt individual videos and teamed up for an anthem video encouraging others to give back to St. Louis. In addition, Buck also brought his signature wit and storytelling to a lively fireside chat at the St. Louis Club, where he shared candid reflections on his St. Louis roots, the power of giving back, and why this community is so special.



“Paying it forward and offering a helping hand to those who need it is among the most important things that an individual and we as a society can do.”
| BOB COSTAS.



“I am proud to stand with United Way as they help local people get access to resources to help with health, education, financial stability, and more through this powerful initiative.”
| JOE BUCK.



UNITED WAY EXPERIENCE (UWX)

Launching in 2025, United Way Experience (UWX) is a UWGSL signature, immersive engagement event designed to bring the mission of United Way directly to workplaces. Through hands-on booths, storytelling, and interactive games, participants learn about United Way's role in addressing community challenges, connecting to services like 211, and discovering how they can make a difference through giving, volunteering, and leadership.

A cornerstone of UWX is the **Immersion Experience**—a condensed, role-playing activity where participants step into the shoes of two real life families. For “one month,” they navigate the day to day, encountering the real trade-offs and challenges that many of our neighbors are faced with.

UWX BY THE NUMBERS (2025)

- | 9 EVENTS COMPLETED
- | 500+ ATTENDEES
- | 18 AVERAGE NET PROMOTER SCORE
- | 90+ PARTICIPANTS IN IMMERSION EXPERIENCE



GROWING AND DEEPENING DONOR RELATIONSHIPS

WAYS TO GIVE

United Way of Greater St. Louis (UWGSL) offers several tax-smart and strategic giving options designed to help donors make the most of their generosity. As charitable giving laws continue to evolve and tax credits change, our team is here to assist you and your advisors in aligning your philanthropic goals with effective giving strategies that can also help minimize tax obligations.

LEVERAGE YOUR GIVING

- Appreciated Securities
- Qualified Charitable Distributions (QCDs) and Required Minimum Distributions (RMDs)
- Donor-Advised Funds (DAFs)
- Legacy Planning

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/>



DONOR-ADVISED FUNDS

When you open a **Donor-Advised Fund (DAF)** with UWGSL, you partner with an organization that has strengthened our region for over 100 years. Contribute cash, securities, or other assets, enjoy tax-free growth, and recommend grants on your own timeline. With deep community knowledge and strong nonprofit relationships, United Way helps your giving make a meaningful, lasting impact!

United Way DAFs include personalized support from our Philanthropy Team and low administrative fees designed to maximize the impact of your dollars. Members of the de Tocqueville Society have their fees fully waived in recognition of their extraordinary commitment.

To learn more contact us at philanthropy@unitedwaystl.org.

UNITED WAY DAF DAY

UWGSL launched its **inaugural Donor-Advised Fund (DAF) Day**—a celebration of generosity and community impact. The event united DAF holders across the region to kick off the 2025 Campaign and highlight the collective power of giving.

DAF giving offers donors flexibility, simplicity, and the chance to make a meaningful difference. UWGSL looks forward to building on this momentum during the next United Way **Donor-Advised Fund Day on September 8, 2026**—showing once again how generosity strengthens our community!

LEADERSHIP GIVING SOCIETIES

The UWGSL **Leadership Giving Societies (LGS)** represent more than 7,000 of the region's most generous philanthropic leaders, united by a shared commitment to collective giving and meaningful community impact. Members contribute at varying levels: the de Tocqueville Society gives \$10,000 or more, Leadership Givers donate \$1,000 or more, and United Young Leaders—young professionals under 35—contribute \$25 or more annually.



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



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



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



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



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

*Chairs

LEADERSHIP GIVING SOCIETY 2025 HIGHLIGHTS

In 2025, a series of programs and events offered members opportunities to network with local leaders, engage in professional development, and build deeper connections to the impact of their giving.

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 SOCIETY ANNUAL RUN FOR THE ROSES

This Kentucky Derby-themed event brought de Tocqueville and Leadership Giving 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.



LEADERSHIP GIVING SOCIETY UNITED WAY COMMUNITY CAMPAIGN KICKOFF RALLY

The inaugural United Way Community Campaign Kickoff Rally, hosted by Anheuser-Busch, set an inspiring tone for the 2025 Community Campaign. More than 150 Leadership Society members and community leaders came together to celebrate generosity and leadership in action, raising over \$50,000 in pledges to support our region.



WOMEN'S LEADERSHIP SOCIETY LET'S DO LUNCH

This annual WLS event brought together more than 160 inspiring women for an afternoon of connection, conversation, and community. WLS members hosted both first-time attendees and longtime members to share stories, build relationships, and celebrate the power of women leading change across our region.

CHARMAINE CHAPMAN SOCIETY (CCS) TOGETHER WE SHINE

Building on more than 30 years of commitment to Black philanthropy, CCS members gathered for its year-end reception to celebrate the power of collective giving. Society chairs and winners of the Divine 9 Challenge were recognized for their leadership and impact. The Challenge raised over \$264,000, highlighting the extraordinary results possible when we unite in giving.

WOMEN'S LEADERSHIP SOCIETY (WLS) MENTORSHIP PROGRAM

A signature initiative of the WLS, this years program connected approximately 80 mentors and mentees through mentorship circles led by local leaders. These circles foster meaningful connections and knowledge-sharing, with participants exploring topics such as networking, leadership, critical thinking, career transitions, and more—empowering women to grow both personally and professionally.

LEADERSHIP GIVING SOCIETY GET ON BOARD

An annual learning opportunity that facilitated over 100 Leadership Giving Society 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 and a list of boards looking for new board members.



UNITED YOUNG LEADERS (UYL) STEP UP TO LEAD

This year, UYL hosted its inaugural Step Up to Lead event, bringing together the next generation of changemakers for an evening of inspiration, connection, and action at Schlafly Bottleworks. Attendees heard from UYL Chairs, shared powerful stories of impact, and connected with peers passionate about creating a stronger future for our region. The event sparked renewed momentum in leadership giving and engagement, offering opportunities to sign up for hands-on volunteer projects and deepen philanthropic involvement. Together, UYL members are building the pipeline of tomorrow's leaders—driven by purpose, generosity, and a shared commitment to leading the way forward.

DE TOCQUEVILLE EVENTS

AN EVENING OF THANKS

The de Tocqueville Society gathered to celebrate their leadership, generosity, and dedication to United Way of Greater St. Louis. The event served as an opportunity for members to reflect on the impact of their philanthropy and to connect with other community leaders who share a commitment to making a difference in the region.

SHOP & SIP: AN EVENING OF STYLE & GIVING AT AUDRA'S

An intimate gathering of women leaders for a private shopping experience at AUDRA, showcasing designer Audra Noyes Herndon's new Collection 11. Guests explored the AUDRA World—curated books, objects, and gift-worthy pieces personally selected by Audra, with a portion of sales supporting United Way.

**Special thanks to Edward Jones for sponsoring all de Tocqueville Society events.*



MATCHING GIFT PROGRAM

In collaboration with the **Regional Business Council (RBC)**, potential donors can become members of our Leadership Giving Societies, through this 3-year program helping donors reach and sustain their goal



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

Participants unlock Leadership level membership benefits and recognition as a LGS Donor.

DE TOCQUEVILLE ACCELERATOR PROGRAM

UWGSL offers the **de Tocqueville Accelerator Program** for supporters who contribute \$5,000 or more annually. This program provides a structured pathway for donors to attain and sustain membership in the de Tocqueville Society within three years. Donors who already give at a higher level will enter the program at the tier that aligns with their current annual contribution.

YEAR 1 | Pledge \$5,000 or more

YEAR 2 | Pledge \$7,500 or more

YEAR 3 | Pledge \$10,000 or more

FINANCIAL REPORT

STATEMENT OF FINANCIAL POSITION

ASSETS	For the years ending June 30th	
	2025	2024
Cash, cash equivalent and operating investments	20,220	23,889
Campaign receivables, net of allowance	10,265	13,540
Grant and other receivables	1,361	1,523
Prepaid expenses	49	62
Investments	49,586	45,715
Endowment investments	19,695	18,439
Land, building, furniture and equipment	2,236	2,407
Right-of-use assets	107	133
Beneficial interest in trust and assets held by others	18,965	17,571
TOTAL ASSETS	\$122,484	\$123,279
LIABILITIES		
Accounts payable, accrued expenses and other liabilities	2,426	1,882
Allocations payable	18,838	23,385
Donor designations payable	107	116
Pension plan and post-retirement plan liabilities	789	391
TOTAL LIABILITIES	\$22,160	\$25,774
NET ASSETS		
Without donor restrictions	52,152	52,603
With donor restrictions	48,172	44,902
TOTAL NET ASSETS	\$100,324	\$97,505
TOTAL LIABILITIES AND NET ASSETS	\$122,484	\$123,279

STATEMENT OF ACTIVITIES

PUBLIC SUPPORT, REVENUE AND GAINS (LOSSES)	For the years ending June 30th	
	2025	2024
Annual campaigns, net of uncollectible allowance	42,635	50,971
Estates, trusts, grants and other contributions	8,066	10,271
TOTAL PUBLIC SUPPORT	\$50,701	\$61,242
Investment revenue and gains (losses)	10,693	10,813
TOTAL PUBLIC SUPPORT, REVENUE AND GAINS (LOSSES)	61,394	72,055
ALLOCATIONS AND EXPENSES		
Allocations to agencies and other programs	41,845	48,083
PROGRAM EXPENSES:		
Allocations and grant-making	1,310	985
Community solutions	3,441	5,756
Volunteer center	671	665
Case management	2,904	3,124
Philanthropic services	781	837
SUPPORTING SERVICES		
Fundraising	4,806	5,313
Management and general	2,295	2,411
TOTAL ALLOCATIONS AND EXPENSES	58,053	67,174
Increase (decrease) in net assets from operations	3,341	4,881
Pension and postretirement plan changes	(522)	428
Increase (decrease) in net assets	2,819	5,309
Net Assets - beginning of year	97,505	92,196
NET ASSETS - END OF YEAR	\$100,324	\$97,505

Complete audited financial statements and accompanying footnotes as of and for the year ending June 30, 2025, are available at helpingpeople.org/our-reports/

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

BOARD CHAIR

Roman P. Wuller

VICE CHAIRS

Mrs. Stephen F. Brauer

Donald M. Suggs, DDS

Lawrence E. Thomas

TREASURER

James R. Schmersahl, CPA

CORPORATE SECRETARY

Valerie E. Patton

COMMITTEE CHAIRS

Ann Beatty, Ph.D

Kenneth G. Bell

Andrew S. Davidson

Katy Jochum

Lal Karsanbhai

Ryan R. Kemper

Keith H. Williamson

Charles A. Stewart, Jr.

AUXILIARY BOARD REPRESENTATIVES

Lori G. Artis, Ed.D.

Jamie Moore

PK Johnson V

AT-LARGE MEMBERS OF THE EXECUTIVE COMMITTEE

Lynn Beckwith, Jr., Ed.D.

Bill Bradley, Jr.

Karen L. Branding

Laura B. Ellenhorn

Lisa G. Gould

Bruce B. Holland

Sara Miller

Stephen Mills

Michael L. Moehn

Terri A. Owen

Cassandra R. Sanford

Todd R. Schnuck

Michael J. Scully

Reuben A. Shelton

Lisa Weingarth

Jeremy Williams

ADVISORY MEMBERS OF THE EXECUTIVE COMMITTEE

Mike DeCola

Steve Maritz

Susan A. Stith

Michelle D. Tucker

BOARD OF DIRECTORS

Abel Anderson

Kyle Anderson

Lori G. Artis, Ed.D.

James A. Auffenberg, Jr.

Deshauna Barber-Echols

Andrea Lynn Barry

Joann Barton

John K. Beardslee

Ann Beatty, Ph.D.

Lynn Beckwith, Jr., Ed.D.

Floyd Bell

Kenneth G. Bell

George C. Bisig, III

Robert Bobroff

Bill Bradley, Jr.

Karen L. Branding

Mrs. Stephen F. Brauer

Thomas C. Burke

Maria Burt

Alonzo Byrd

Julianne Callaway

Jason Carter

Steve P. Casazza

Ian Caso

Mike Claiborne

Stacy Clay

Nora S. Coggin

LaTonia Collins Smith, Ed.D.

Rodney Crim

Andrew S. Davidson

Katie Deatherage

Mike DeCola

Matt Doyle

Laura B. Ellenhorn

Amy Fields

Paris Forest

Brian C. Gibson

Zach Gietl

Randy P. Girsch

Jose Gomez

Lisa G. Gould

Catherine L. Hanaway**

Christopher W. Hanaway

Francois Henriquez**

Jeffrey R. Hoelscher

Bruce B. Holland

Natalie Jablonski

Andrea Jackson-Jennings

Frank D. Jacobs

Katy Jochum

PK Johnson V

Eric T. Joiner

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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 **160 local nonprofits** with vital funding and training resources, operating the largest **Volunteer Center** in the region, stlvolunteer.org, and connecting local neighbors to providers of services through its 211 Helpline.

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