# 2020 ANNUAL REPORT TO THE COMMUNITY

MOVING FORWARD IN THE FACE OF ADVERSITY











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# **A LETTER FROM OUR PRESIDENT & BOARD CHAIR**

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

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

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

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

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

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

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

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



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

Board Chair. Inited Way of Greater St. Louis

# **COVID-19 RESPONSE**

# **COVID-19 RESPONSE** (CONTINUED)

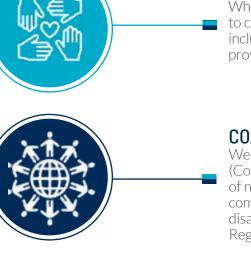
# United Way of Greater St. Louis has been helping people for nearly a century, through good and bad, booms and busts.

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

### **Emergency Response Grants**

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

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





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



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



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









### United to Help Our Neighbors

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

### COADs (Community Organizations Active in Diaster)

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

## **Digital Divide Response**

### 2-1-1 Help Line

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





# **COMMUNITY NEEDS & INVESTMENTS**

# **COMMUNITY NEEDS & INVESTMENTS** (CONTINUED)

### **Refining The Model**

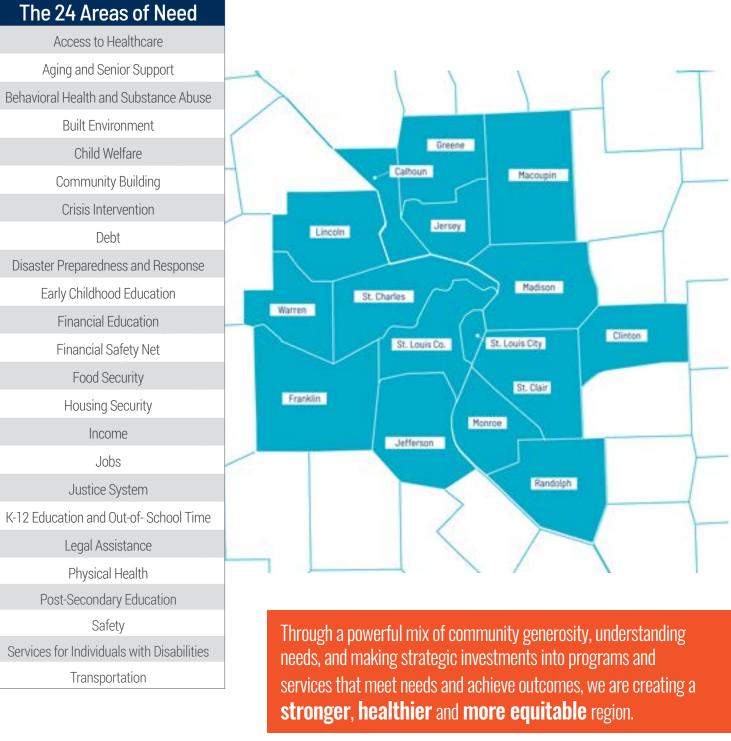
Born of a need to make sure that the help we give locally is going where it's needed most, the culmination of this process landed this year.

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

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

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





# **YOUR IMPACT**

### A safety net for the entire region

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

### HOME STABILITY

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

#### **SUBSTANCE USE**

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

#### JOBS

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



### GET HEALTHY

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

Greene

Jersey

#### JUSTICE INVOLVEMENT

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



# **YOUR IMPACT**

### MILLIONS OF MEALS

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

### VIOLENCE PREVENTION

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

#### A STRONG START

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

#### STAFF TRAINING

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

### VITA IS VITAL

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

Madison

St. Clair

### **OUT-OF-SCHOOL PROGRAMMING**

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

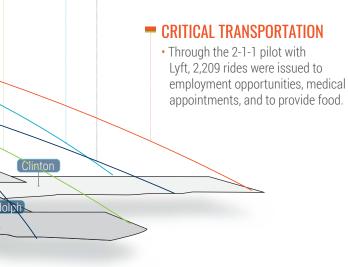
# **DISABILITY SERVICES**

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



### **—** DISASTER PREPAREDNESS

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



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# **UNITED WAY'S 2-1-1**

# **Meeting Needs**

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

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



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

# Top 2-1-1 Requests from Callers



# Recap of 2-1-1 Calls & Needs



# **VOLUNTEER CENTER**

## Stepping up to the Challenge

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



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



# **Volunteering Statistics**



.200+ 1,800+

Volunteers from seven companies participated in Service2Go projects

Total kits created across 51 different

Volunteer **opportunities** 

posted online

Service2Go projects

2,000+ Hours of service to the community through virtual and COVID-related volunteer opportunities

Of community value from virtual and COVID-related volunteer opportunities

**69** 

**Volunteers connected** to virtual and COVID-19 related volunteer opportunities

Young professionals engaged in our new, enhanced young professionals group,

New partner organizations with **volunteer opportunities** 



800+

**United Young Leaders** 

# **AGENCY LISTING**

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

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

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

Call for Help, Inc. •	\$148,930			
Cardinal Ritter Senior Services •	\$303,913			
Caritas Family Solutions (Christian Social Services of Illinois) •	\$67,938			
Carondelet Community Betterment Federation, Inc. •	\$75,000			
CASA of Southwestern Illinois •	\$103,892			
CASA of St. Louis (VOICES) •	\$97,096			
Catholic Charities of St. Louis •	\$410,866			
Catholic Urban Programs • \$75,00				
Center for Hearing & Speech •	\$374,848			
Center for Women in Transition •	\$58,625			
Central Institute for the Deaf •	\$205,619			
Children's Home & Aid •	\$360,669			
College Bound •	\$55,935			
Community Action Agency of St. Louis County, Inc. •	\$90,000			
Community Care Center •	\$79,224			
Community Council of St. Charles County •	\$94,369			
Community Living, Inc. •	\$224,110			
COMTREA (Community Treatment, Inc.) •	\$53,518			
Coordinated Youth & Human Services •	\$185,427			
Cornerstone Center for Early Learning, Inc. •	\$189,798			
Covenant House Missouri •	\$75,000			
Crider Health Center (Compass Health, Inc.) •	\$313,478			
Deaconess Faith Community Nurse Ministries •	\$95,128			
Delta Center for Independent Living •	\$60,583			
Delta Gamma Center for Children with Visual Impairments •	\$100,000			
Doorways •	\$100,000			
Down Syndrome Association of Greater Saint Louis •	\$50,000			
Duo Dogs, Inc. (Support Dogs) •	\$132,507			
Eagle's Nest of St. Clair County •	\$75,000			
Easterseals Midwest •	\$124,554			
Emmaus Homes, Inc. •	\$226,995			
Employment Connection •	\$622,358			
Epilepsy Foundation of Missouri and Kansas •	\$50,000			

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

# **AGENCY LISTING** (CONTINUED)

LifeBridge Partnership	\$109,769	Ready Readers •
LifeWiseSTL •	\$427,834	Rebuilding Together
Lincoln County Council on Aging •	\$126,667	Riverbend Family M
Lupus Foundation of America, Heartland Chapter •	\$50,700	Riverbend Head Star Family Services •
Lutheran Child and Family	A	Safe Connections •
Services of Illinois •	\$56,744	Saint Louis Counseli
Lutheran Family and Children's Services of Missouri •	\$500,967	Saint Louis Crisis Nu
Lutheran Senior Services •	\$209,090	Saints Joachim and A Care Service •
Madison County Catholic Charities •	\$277,618	The Salvation Army
Madison County Urban League, Inc. •	\$175,986	Senior Services Plus,
Mathews-Dickey Boys' &	φ17 <i>J</i> ,700	Sherwood Forest Ca
Girls' Club •	\$255,382	Society for the Blind
Marygrove •	\$289,748	Visually Impaired •
Megan Meier Foundation •	\$52,546	Society of St. Vincent St. Boniface Confere
Memory Care Home Solutions •	\$100,000	The SoulFisher Minis
MERS Missouri Goodwill Industries •	\$578,839	SouthSide Early Chil
MindsEye Radio •	\$110,328	St. Joseph Institute f
Mission St. Louis •	\$100,000	St. Louis Arc, Inc.
NAMI St. Louis •	\$85,000	St. Louis Area Foodb
National Council on Alcoholism and Drug Abuse •	\$341,570	St. Louis Public Schoo
National Kidney Foundation •	\$80,236	St. Martha's Hall •
National Multiple Sclerosis	<i>ф00,200</i>	St. Patrick Center •
Society - Gateway Area •	\$179,332	St. Vincent Children'
Northside Youth And Senior Service Center •	\$179,040	Starkloff Disability Ir
NPower, Inc. •	\$100,000	STL Village, Inc. •
Nurses for Newborns •	\$133,654	Turning Point •
Oasis Institute •	\$100,000	Unleashing Potentia
Oasis Women's Center •	\$102,068	United Cerebral Pals (UCP) Heartland •
Operation Food Search •	\$75,000	United Services for (
Paraquad, Inc. •	\$152,138	United4Children •
Parents as Teachers National Center •	\$50,000	University City Child
Peter & Paul Community Services •	\$75,000	Urban League of Metropolitan St. Lou
Pony Bird, Inc.	\$100,000	Violence Prevention
Preferred Family Healthcare, Inc.	\$173,406	Southwestern Illinois
Presbyterian Children's Homes and Services •	\$50,000	Visiting Nurse Assoc Greater St Louis •
Provident Behavioral Health •	\$1,302,920	Vivient Health •
		VOYCE •

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

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

	\$50,000
er St. Louis •	\$100,000
∕linistries •	\$36,848
art &	4
	\$76,177
	\$242,978
ling •	\$296,645
ursery •	\$183,697
Ann	\$50,000
/ •	\$903,819
s, Inc. (SSP) •	\$121,025
Camp, Inc. •	\$279,145
d &	
	\$80,000
nt de Paul - Tence •	\$18,250
nistries •	\$100,000
ildhood Center •	\$165,147
for the Deaf •	\$100,000
	\$615,695
bank •	\$451,302
ools Foundation •	\$50,000
	\$150,000
	\$387,477
n's Home •	\$77,102
Institute •	\$100,000
	\$21,000
	\$125,255
al •	\$443,200
lsy	\$500,000
Children •	\$171,790
	\$122,714
ldren's Center •	\$135,793
uis •	\$1,306,074
n Center of vis •	\$116,039
ociation of	\$87,040
	\$284,993
	\$183,072

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

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

# **DRIVEN BY VOLUNTEERS**

#### **Board Chair**

Michael Moehn

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James R. Schmersahl

#### Corporate Secretary

Valerie E. Patton

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# FINANCIAL REPORT

### **STATEMENT OF FINANCIAL POSITION**

STATEMENT OF TIMANUAL I			STATEMENT OF AUTIVITIES		
	June 30, 2020	June 30, 2019	PUBLIC SUPPORT, REVENUE	2020	2019
			AND GAINS		
ASSETS	-	to 050 700	Public Support		
Cash and cash equivalents	\$13,993,568	\$9,359,738	Annual campaigns and endowments	\$78,462,083	
Campaign pledges receivable	22,354,448	27,975,445	Donor designations	(22,142,834)	
Allowance for uncollectible pledges	(2,804,572)	(3,013,832)	Provision for uncollectible pledges		(2,885,778)
Other receivables and prepaids	1,429,983	2,190,965	Net Annual Campaigns		59,093,191
Charitable remainder trusts	8,025,753	6,888,836	Estate, trust and other contributions	9,854,013	
nvestments	34,072,598	34,267,308	Total Public Support	62,628,113	65,650,984
Land, building, furniture and equipment	3,129,760	3,478,355	Revenue and Gains	4 405 50 (	4 455 0 4 4
Endowment investments	16,541,189	15,348,396	Net realized gains on investments	1,195,596	1,455,364
Beneficial interests in perpetual trusts	5,107,335	5,165,760	Net unrealized gains on investments	170,095	672,135
Promissory note receivable	390,027	400,000	Interest and dividends	1,249,396	1,431,327
	570,027	400,000	Increase (decrease) in value of split-interest agreements	207,260	372,104
Total Assets	\$102,240,089	\$102,060,971	Total Revenue and Gains	2,822,347	3,930,930
LIABILITIES AND N			Total Public Support, Revenue		, ,,
Liabilities	NET ASSETS		and Gains	65,450,460	69,581,914
Accounts payable and accrued expenses	\$1,366,362	\$1,181,201			
Payable to United Way Worldwide	288,305	286,324	ALLOCATIONS AND EXPENSES		
	22,618,778	23,441,712	Gross funds awarded to agencies	43,436,935	44,016,930
Allocations payable			Other programs and grants	4,373,965	5,539,718
Donor designations payable	4,000,672	5,404,120	Allocations to agencies and		
Forgivable note payable	2,238,000	-	other programs	47,810,900	49,556,648
Pension plan and post-retirement			Other program services:		
plan liabilities	6,945,951	5,050,535	Allocations/grant-making	1,359,176	1,377,074
Total Liabilities	37,458,068	35,363,892	Community solutions	3,601,810	
Net Assets			Volunteer Center	614,079	584,203
Without donor restrictions:			Case management services	2,965,034	2,935,132
	1 201 445	1 607 444	Philanthropic services	814,788	977,029
Board designated	1,281,465	1,587,446	Total Program Services	57,165,787	58,572,175
Net investment in land, building and equipment	3,129,760	3,446,358	Supporting services:	E 0E7 110	/ 00/ / 00
Available for operations	22,364,345	26,077,405	Fundraising Management and general	5,357,112 2,786,192	
Total without donor restrictions	26,775,570	31,111,209	Total Supporting Services	8,143,304	
With donor restrictions:	20,775,570	01,111,207	Total Allocations and Expenses		67,489,725
Perpetual in nature	16,828,971	16,887,396	Increase in Net Assets from	00,007,071	07,107,723
Endowment earnings	4,819,553	4,626,760	Operations	141,369	2,092,189
Purpose or time restricted	16,357,927	14,071,714	Pension and Postretirement Plan	111,007	2,072,207
Total with donor restrictions	38,006,451	35,585,870	Changes Other than Pension Plan		
Total Net Assets	64,782,021	66,697,079	Service Costs	(2,056,427)	(1,998,914)
IUTAI INCLASSELS	04,702,021	00,077,077	Increase (Decrease) in Net Assets	(1,915,058)	93,275
Total Liabilities and Net			Net Assets - Beginning of Year	66,697,079	66,603,804
Assets	\$102,240,089	\$102,060,971	Net Assets - End of Year	\$64,782,021	\$66,697,079
				·	

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

### **STATEMENT OF ACTIVITIES**

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# Helping people.

