2021 REPORT TO THE COMMUNITY

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LETTER FROM OUR CEO & BOARD CHAIR

The past two years has many of us reflecting on what we value most and on our purpose.

As we enter a new year, one that represents this United Way of Greater St. Louis's 100-year anniversary of helping local people, we look back on all this community has faced, overcome and achieved – not only in 2021, but in the past century.

The COVID-19 crisis continues to present challenges for so many of our neighbors in how they learn, work and survive. Families across our 16-county region are relying on our safety net and more than 160 local nonprofits we fund. Without the strong foundation of this safety net, many of our neighbors would have no place to go for help: Children would go to bed hungry, people would struggle with mental and physical health challenges, and seniors with disabilities would lose access to critical support programs to live independently. It is because of the generosity of our community, and the innovation and resiliency of local nonprofits that we are finding new ways to ensure supports are there for our neighbors when they need it most.

We are grateful to live in the St. Louis region, where the giving spirit is so strong. From times of disaster, like the recent tornadoes and severe weather that devastated people's lives, to meeting the everyday needs of local people, our region always steps up to help one another. Over the past 100 years, our United Way has been there to lead the way in creating the strong foundation our region needs to keep moving forward.

This coming year, we will reflect on how far we've come as a community and an organization. But more importantly, we will also look forward to our next 100 years and what our vision for a better, more equitable St. Louis region looks like. By creating new relationships and expanding existing connections, we will focus on transformative change to affect the root causes within local systems and communities that prevent people from living their best lives. Through creative and innovative new programs, like the Community Information Exchange (CIE) and United for Families, we will take helping people to the next level.

We embark on this momentous year with a renewed sense of purpose and hope for our region and our neighbors. Thank you for being a part of this work.



Michelle D. Tucker

President and CEO, United Way of Greater St. Louis



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



GREATER STL COMMUNITY INFORMATION EXCHANGE

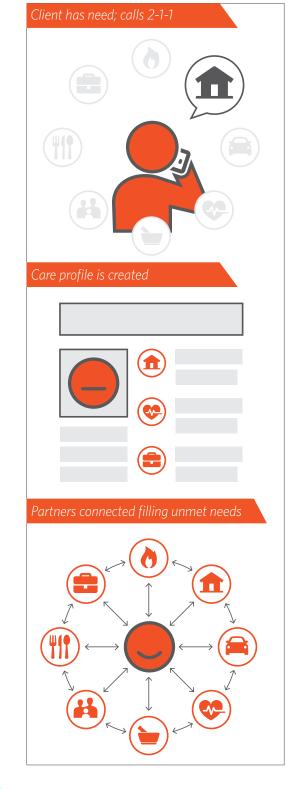
Complex problems require connected solutions

Helping people. That's what we've always done and will always do.

But what will need to evolve is how people are helped. We want to make sure people are recieving assistance how and where they need it, and in a way that will help them not only survive, but thrive.

This is why we've introduced game-changing solutions such as the Community Information Exchange (CIE) to address the holistic needs of clients. Through a collaboration with nearly 200 community partners, CIE uses a shared technology platform to collect essential client details up front and delivers and tracks referrals to/from participating partners. This help reduce duplication of services and maximize vital resources in the delivery of more comprehensive, person-centered care — moving families from crisis to long-term stability. Existing partnerships include hospital networks, mental health providers, nonprofit and for-profit organizations. By bolstering aid to agencies that provide support for unmet social determinants of health and improving access for people to tap into those outlets, we're moving people from problems to solutions.

Before CIE, a person seeking help needed to contact various places for each of their needs. Now, if someone enters the CIE looking for a local food pantry, they can enter into the system of referrals and care. This way we can address the issue of food insecurity as well as the root causes of it, such as job loss, lack of opportunity, health issues, etc.



5,000+ People Helped

In just one year, this transformative approach has linked more than 100 nonprofit partners and closed more than 5,000 cases.



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. Below are the five main impact areas of focus to help keep our community strong.



Provide Food & Shelter

Basic needs aren't so basic for some. This support helps position people for a better tomorrow.



Establish Financial Security

If families and individuals have secure financial footing, they are less likely to require other services and more likely to succeed.



Foster Learning

Everyone deserves access to quality education and the opportunity to reach their full potential.



Improve Health

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



Strengthen Communities

The presence of a robust and safe community can enhance the lives of its community members, affording them the necessary tools to thrive. Here is a small sampling of how the community was helped through United Way.

6,400 clients gained strategies for enhancing their safety



46 million meals were distributed



1,607 clients improved and/or maintained academic performance



25,000+ linked with community resources







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UNITED WAY **2-1-1**

A better you starts here

Whether it's a simple ask such as finding nearby senior care, or something that requires more agency involvement, like rent and utility assistance, United Way 2-1-1 is there for our community. Established more than a decade ago, 2-1-1 serves as the regional helpline to get people on a better trajectory.

During COVID, this 24/7/365 helpline has been instrumental in connecting our neighbors, friends and family to resources and services. More importantly, as an integral piece of the Community Information Exchange (CIE) network, 2-1-1 serves as the gateway to help local families meet their needs and establish their footing for a better tomorrow.



Click here to visit **211Helps.org**

Top 2-1-1 Requests from Callers

Home & Shelter	YO(Food		
Informative Services	Transportation		
	<u> </u>		
Support	Legal		
Ũ	<u></u>		
Clothing	Mental Health		
(‡)			
Healthcare	Employment		
Recap of 2-1-1 Call	s & Needs		
145,517 Total contacts	170,533 Total requests		
79% Of requests were met	1,088 Rides provided in partnership with Lyft		
99 Counties in	9 Counties in		

Illinois served

Missouri served

UNITED WAY'S **VOLUNTEER CENTER**

A selfless community

Year after year, we see how much this community cares about our neighbors. And this year, like last, exemplifies that selfless spirit. With so many needs, compounded by COVID, our community stepped up in great numbers to help out.



People were able to get connected to meaningful volunteer opportunities through the leading program in our region – United Way's Volunteer Center. Once again, our Volunteer Center offered thousands of opportunities for people to help our community on issues they care about, including one-time, weekly, individual, group, and virtual events. The Volunteer Center can also equipped diverse leaders to serve on nonprofit boards, as well as help organizations achieve volunteer program certification standards. Additionally, the Service2Go program kept flourishing, allowing large groups and companies to utilize kit-based projects that brightened the day for thousands of people.

Click here to visit STLVolunteer.org

Volunteering Statistics 148 total number of **Agencies Certified** 60 3,026 new volunteer new STLVolunteer.org accounts created partner organizations **77,677** total **site visits** to STLVolunteer.org volunteer 1,900+ opportunities posted online 1,800+ 2,666 volunteers from total kits created 13 companies across 17 different participated in Service2Go projects Service2Go projects

total customized volunteer opportunities that matched trusted agency partners to corporate volunteer groups

93% of feedback survey respondents were **satisfied** with their volunteer experience



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

In 2021, 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 •	\$102,583
Agape Ministry of Warren County, Inc. •	\$76,937
Alcoholic Rehabilitation Community Home •	\$ 64,709
Almost Home •	\$140,060
ALS (Amyotrophic Lateral Sclerosis) Association, St. Louis Regional Chapter •	\$176,724
American Cancer Society •	\$ 909,273
American Heart Association •	\$ 641,242
American Lung Association in Missouri •	\$ 300,601
American National Red Cross - South Central Illinois •	\$ 20,517
American Red Cross Greater St. Louis Chapter •	\$1,538,747
Annie Malone Children & Family Services •	\$186,444
Asthma and Allergy Foundation of America, St Louis Chapter •	\$ 129,415
Big Brothers Big Sisters of Eastern Missouri •	\$ 371,631
Big Brothers Big Sisters of Southwestern Illinois •	\$ 78,380
Bilingual International Assistant Services •	\$ 102,583
Boy Scouts of America, Greater St. Louis Area Council •	\$1,380,943
Boys and Girls Club of Greater St. Louis, Inc. •	\$ 724,376
Boys Hope Girls Hope of St. Louis •	\$ 51,292
Call for Help, Inc. •	\$ 152,777

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Cardinal Ritter Senior Services •	\$ 311,763
Caritas Family Solutions (Christian Social Services of Illinois) •	\$ 69,693
Carondelet Community Betterment Federation, Inc. •	\$ 76,937
CASA of Southwestern Illinois •	\$106,576
CASA of St. Louis •	\$ 99,604
Catholic Charities of St. Louis •	\$421,479
Catholic Family Services Inc. (Saint Louis Counseling, Inc.) •	\$304,308
Catholic Urban Programs •	\$ 76,937
Center for Hearing & Speech •	\$ 384,531
Center for Women in Transition •	\$ 60,139
Central Institute for the Deaf •	\$ 210,930
Children's Home & Aid •	\$ 369,985
College Bound •	\$ 57,380
Community Action Agency of St. Louis County, Inc. •	\$92,325
Community Care Center •	\$ 81,270
Community Council of St. Charles County •	\$ 96,807
Community Living, Inc. •	\$ 229,899
COMTREA (Community Treatment, Inc.) •	\$ 54,900
Coordinated Youth & Human Services •	\$190,217
Cornerstone Center for Early Learning, Inc. •	\$ 194,701
Covenant House Missouri •	\$76,937
Crider Health Center (Compass Health, Inc.) •	\$ 321,575
Deaconess Faith Community Nurse Ministries •	\$97,585
Delta Center for Independent Living •	\$ 62,148
Delta Gamma Center for Children with Visual Impairments •	\$102,583
Doorways •	\$ 102,583
Down Syndrome Association of Greater Saint Louis •	\$ 51,292
Duo Dogs, Inc. (Support Dogs) •	\$ 135,930
Eagle's Nest of St. Clair County •	\$ 76,937
Easterseals Midwest •	\$ 127,771
Emmaus Homes, Inc. •	\$ 232,859
Employment Connection •	\$ 638,434
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Epilepsy Foundation of Missouri and Kansas •	\$ 51,292
Epworth Children & Family Services, Inc. •	\$ 528,452
FamilyForward •	\$ 392,437
Fathers & Families Support Center •	\$ 167,886
Foster and Adoptive Care Coalition •	\$ 242,776
Gateway Region YMCA •	\$1,321,979
Gene Slay's Girls & Boys Club of St. Louis, Inc. •	\$ 171,407
Girl Scouts of Central Illinois •	\$ 5,953
Girl Scouts of Eastern Missouri •	\$372,039
Girl Scouts of Southern Illinois •	\$ 179,341
Girls Incorporated of St. Louis •	\$ 274,113
Good Shepherd Children & Family Services •	\$ 433,951
Great Circle •	\$ 485,331
Guardian Angel Settlement Association •	\$ 347,374
Harris House Foundation •	\$ 182,977
Highland Area Christian Service Ministry •	\$36,696
Home Sweet Home •	\$ 51,292
Humanitri •	\$135,068
Illinois Center for Autism •	\$211,078
Immigrant Home English Learning Program •	\$83,092
IMPACT CIL •	\$51,292
Independence Center •	\$ 102,583
Infant Loss Resources •	\$ 51,292
International Institute of Metropolitan St. Louis •	\$ 271,173
Jewish Community Center •	\$633,974
Jewish Family Services of St. Louis •	\$ 555,739
Jewish Federation of St. Louis •	\$ 113,223
Justine Petersen Housing and Reinvestment Corporation •	\$ 102,583
Kids In The Middle, Inc. •	\$ 190,843
Kreative Kids •	\$ 30,775
Land of Lincoln Legal Aid, Inc. •	\$ 346,280
Legal Services of Eastern Missouri	1 1
Lemay Child and Family Center •	\$ 163,328
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• Foster Learning • Improve Health • Strengthen Communities • Provide Food and Shelter • Establish Financial Stability

Agencies and allocation amounts reflect amount awarded in 2021 for the 2022 calendar year.

AGENCY LISTING (CONTINUED)

Lessie Bates Davis Neighborhood House, Inc. •	\$314,142
Leu Civic Center •	\$ 105,188
LifeBridge Partnership	\$112,604
LifeWiseSTL •	\$ 438,885
Lincoln County Council on Aging •	\$ 129,939
Lupus Foundation of America, Heartland Chapter •	\$52,010
Lutheran Child and Family Services of Illinois •	\$ 58,210
Lutheran Family and Children's Services of Missouri •	\$ 513,908
Lutheran Senior Services •	\$214,491
Madison County Catholic Charities •	\$284,789
Madison County Urban League, Inc. •	\$ 180,532
Marygrove •	\$ 297,233
Megan Meier Foundation •	\$ 53,903
Memory Care Home Solutions •	\$102,583
MERS Missouri Goodwill Industries •	\$593,791
MindsEye Radio •	\$ 113,178
Mission St. Louis •	\$102,583
NAMI St. Louis •	\$ 87,196
National Kidney Foundation •	\$ 82,309
National Multiple Sclerosis Society - Gateway Area •	\$ 183,964
Northside Youth And Senior Service Center •	\$ 183,665
NPower, Inc. •	\$102,583
Nurses for Newborns •	\$ 137,106
Oasis Institute •	\$102,583
Oasis Women's Center •	\$104,705
Operation Food Search •	\$76,937
Paraquad, Inc.	\$156,068
Parents as Teachers National Center	\$ 51,292
Peter & Paul Community Services •	\$ 76,937
Pony Bird, Inc.	\$102,583
Preferred Family Healthcare, Inc.	\$177,885
PreventED (formerly NCADA St. Louis) •	\$350,393

Presbyterian Children's Homes and Services •	\$ 51,292
Provident Behavioral Health •	\$1,656,740
R3 Development NFP •	\$102,583
Ready Readers •	\$ 51,292
Rebuilding Together St. Louis •	\$ 102,583
Riverbend Family Ministries •	\$37,800
Riverbend Head Start & Family Services •	\$78,145
Safe Connections •	\$249,254
Saint Louis Crisis Nursery •	\$ 188,442
Saints Joachim and Ann Care Service •	\$51,292
The Salvation Army •	\$927,166
Senior Services Plus, Inc. (SSP) •	\$124,151
Sherwood Forest Camp, Inc. •	\$ 286,356
Society for the Blind & Visually Impaired •	\$ 82,066
Society of St. Vincent de Paul - St. Boniface Conference •	\$18,721
The SoulFisher Ministries •	\$ 102,583
SouthSide Early Childhood Center •	\$ 169,413
St. Joseph Institute for the Deaf •	\$ 102,583
St. Louis Arc, Inc. •	\$631,599
St. Louis Area Foodbank •	\$462,960
St. Louis Public Schools Foundation •	\$51,292
St. Martha's Hall •	\$ 153,875
St. Patrick Center •	\$397,486
St. Vincent Children's Home •	\$79,094
Starkloff Disability Institute •	\$ 102,583
STL Village, Inc. •	\$21,542
Turning Point •	\$128,490
Unleashing Potential •	\$454,648
United Cerebral Palsy (UCP) Heartland •	\$512,916
United Services for Children •	\$176,228
United4Children •	\$ 125,884
University City Children's Center •	\$ 139,301
Urban League of Metropolitan St. Louis •	\$1,339,811
Violence Prevention Center of Southwestern Illinois •	\$ 119,036

Visiting Nurse Association of Greater St Louis •	\$ 89,288
Vivent Health •	\$292,355
VOYCE •	\$ 187,801
Webster Child Care Center at Laclede Groves •	\$147,525
Wesley House Association •	\$116,979
The Women's Safe House •	\$132,721
Wyman Center, Inc. •	\$ 509,338
Young Men's Christian Association of Edwardsville, Illinois •	\$ 51,292
Youth and Family Center•	\$301,863
Youth In Need •	\$ 434,511
YWCA of Southwest Illinois •	\$ 66,679
YWCA of Metropolitan St. Louis •	\$948,452



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BOARD OF **Directors**

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Michael Moehn

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Valerie E. Patton

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FINANCIAL **Report**

STATEMENT OF FINANCIAL POSITION

	June 30, 2021	June 30, 2020
ASSETS		
Cash and cash equivalents	\$ 10,928,305	\$ 11,993,568
Other operating investments	12,247,302	2,000,000
Campaign pledges receivable	18,079,395	22,354,448
Allowance for uncollectible pledges	(2,633,783)	(2,804,572)
Other receivables and prepaids	2,309,979	1,429,983
Charitable remainder trusts	10,218,160	8,025,753
Investments	41,346,236	34,072,598
Land, building, furniture and equipment	2,854,237	3,129,760
Endowment investments	19,790,969	16,541,189
Beneficial interests in perpetual trusts	6,331,928	5,107,335
Promissory note receivable	300,000	390,027
Total Assets	\$121,772,728	\$102,240,089

LIABILITIES AND NET ASSETS

Liabilities

Liabilities		
Accounts payable and accrued expenses	\$ 1,150,736	\$ 1,366,362
Payable to United Way Worldwide	41,721	288,305
Allocations payable	20,682,557	22,618,778
Donor designations payable	4,365,178	4,000,672
Forgivable note payable Pension plan and post-retirement	2,000,000	2,238,000
plan liabilities	3,796,693	6,945,951
Total Liabilities	32,036,885	37,458,068
Net Assets Without donor restrictions:		
Board designated	6,193,126	1,281,292
Net investment in land, building and equipment	2,854,237	3,129,760
Available for operations	36,586,108	22,364,518
Total without donor restrictions	45,633,471	26,775,570
With donor restrictions:		
Perpetual in nature	18,053,564	16,828,971
Endowment earnings	8,069,333	4,819,553
Purpose or time restricted	17,979,475	16,357,927
Total with donor restrictions	44,102,372	38,006,451
Total Net Assets	89,735,843	64,782,021

Total Liabilities and Net \$121,772,728 \$102,240,089

STATEMENT OF ACTIVITIES

	For the Years Ending June 30, 2021 2020	
PUBLIC SUPPORT, REVENUE		
AND GAINS		
Public Support	¢70706407	¢70 462 002
Annual campaigns and endowments	\$72,786,497	\$78,462,083
Donor designations	(14,552,198)	(22,142,834)
Provision for uncollectible pledges	<u>(844,360)</u> 57,389,939	(3,545,149) 52,774,100
Net Annual Campaigns Estate, trust and other support	10,360,669	9,413,544
Total Public Support	67,750,608	62,187,644
Revenue and Gains (Losses)	07,750,000	02,107,044
Net realized gains on investments	2,689,133	1,195,596
Net unrealized gains on investments	8,932,810	170,095
Interest and dividends	1,466,328	1,689,865
Change in value of beneficial interests	1,400,520	1,002,005
in charitable remainder trusts	2,192,407	265,685
Change in value of beneficial interests		
in perpetual trusts	1,224,593	(58,425)
Total Revenue and Gains (Losses)	16,505,271	3,262,816
Total Public Support, Revenue and Gains (Losses)	84,255,879	65,450,460
ALLOCATIONS AND EXPENSES		
Funds awarded to agencies	38,700,301	43,436,935
Other programs and grants	7,310,345	4,373,965
Allocations to agencies and	,,010,010	
other programs	46,010,646	47,810,900
Other program services:	-,,	., ,
Allocations/Grant-making	1,155,810	1,359,176
Community Solutions	3,427,361	3,601,810
Volunteer Center	449,963	614,079
Case Management Services	2,442,141	2,965,034
Philanthropic Services	769,322	814,788
Total Program Services	54,255,243	57,165,787
Supporting services:	E 0.07101	E 0 E 7 11 0
Fundraising	5,287,131	5,357,112
Management and general	2,601,553	2,786,192
Total Supporting Services	7,888,684	8,143,304
Total Allocations and Expenses	62,143,927	65,309,091
Increase in Net Assets from Operations	22,111,952	141,369
Pension and Postretirement Plan		
Changes and Other than Pension Plan	2 0 44 0 7 0	
Services Costs	2,841,870	(2,056,427)
Increase (Decrease) in Net Assets	24,953,822	(1,915,058)
Net Assets - Beginning of Year	64,782,021	66,697,079
Net Assets - End of Year	\$89,735,843	\$64,782,021

Complete audited financial statements and accompanying footnotes as of and for the year ending June 30, 2021, 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.

Learn more by visiting **HelpingPeople.org** Helping people.

