

2022 ANNUAL REPORT A CENTURY OF HELPING PEOPLE



Helping people.



Greater St. Louis





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LETTER FROM LEADERSHIP

We consider 2022 very special – 100 years of United Way of Greater St. Louis helping our community! Through the collective efforts of thousands of people from across the region, we raised an amazing \$79 million, which includes \$67.45 million through the community’s fall campaign.

For the past 100 years, this region has come together time and again with a shared sense of caring and compassion for one another. Through United Way, our staff, donors and volunteers have had a profound impact on the lives of millions of local individuals and families, raising nearly \$3 billion overall to invest back into these communities we call home. This was especially true this past year as many continued to face challenges stemming from COVID and even more families found themselves in despair following the sudden and significant flooding our area experienced last summer. As they’ve always done, people from across the region answered the call, raised their hands and offered their support. And, through it all, we have continued to provide stable, predictable funding to more than 160 local nonprofits on both sides of the river to strengthen and maintain our region’s safety net – ensuring resources and help are there when a neighbor needs it most.

Thanks to a century of committed and generous supporters, we remain one of the top United Ways across the nation. We celebrated our 100-year birthday in many ways this past year, but we also remain focused on the future. Because while United Way has been a cornerstone of the region for the past century, our work is still critical for the next.

Relational Fundraising. By deepening our understanding of our donors’ goals and expectations, we will build stronger, trusting, and lasting relationships well into the future.

Income Diversification. United Way is more than a fall campaign, we are an incredible year-round cause assisting our entire community. We will continue to evolve and innovate how we connect with long-standing and prospective donors. Our 2023 fundraising portfolio will include: employee

giving campaigns; corporate giving; federal, state and local grants; major gifts and planned giving efforts; and mobile and online giving options like text-to-give campaigns and digital wallet.

Cross-sector Partnerships. In 2023, we will introduce new partnerships while maximizing existing ones with companies, individual donors, clients, government offices, and nonprofits. Our efforts will primarily focus on systems change, racial equity, and community needs prioritization.

Increased Visibility. Our story of impact is more important than ever to continue our work. Our donors, volunteers, stakeholders and the community will hear from us in new ways in 2023 to better understand how to support and serve as a champion and how to locate resources for help.

Hybrid Work Environment. Our staff is now hybrid, creating the flexibility to respond to the ever-changing needs of our teammates. We will continue to embrace these changes and evolve our organization and strategies with an overall goal of delivering our best efforts to the communities we serve.

We are excited and hopeful as our United Way enters its second century of helping the St. Louis region. **Thank you** for being a part of this journey.



Michelle Tucker

President and CEO
United Way of Greater St. Louis

Keith H. Williamson

Board Chair
United Way of Greater St. Louis

2022 RECAP

2022 was a year filled with lots of activities to support the community. A few of those special initiatives, partnerships and accomplishments include:

- Support for July 26th flash flooding around the region; 211's data and infrastructure were central to achieving a federal declaration, providing millions of dollars to affected residents in Missouri and Illinois.
- Launched community leadership round tables and encore forums for post-COVID recovery and in partnership with FOCUS St. Louis.
- Launched the Systems Change funding pool deploying \$2.5 million across Missouri and Illinois through new and existing initiatives.
- Supported City of St. Louis in the deployment of its Direct Cash Assistance Program, providing nearly \$5 million in assistance to vulnerable populations.
- Launched United for Families to stabilize families and increase financial mobility, garnering more than \$1.5 million in statewide support from Missouri and Illinois.
- Provided custom philanthropic services for more than 30 companies, foundations, and individuals, through disbursement of charitable giving, development of giving strategies, impact monitoring and reporting, and management of donor-directed programming.
- Continued to build our social media presence and audiences resulting in 526,215 impressions across all four of our channels.
- The media continued to be strong partners, picking up the United Way story year-round but especially during our 100-year media blitz and campaign season resulting in 336 placements including TV, radio, print, magazine and digital. Paid media partnerships resulted in more than 82 million impressions.
- Edward Jones underwrote donor and volunteer events that provided opportunities for our constituents, partners and Leadership Societies to connect and celebrate.

100 YEAR RECAP

- 1922:** Then called the Community Fund, a group of local businesses and leaders raised \$1.1 million for 40 charities.
- 1933:** What is now known as the Volunteer Center launches and is led by two women.
- 1942:** United Way's campaign reaches the milestone of raising over \$5 million in one year.
- 1955:** The City of St. Louis and 43 other St. Louis companies introduce payroll deduction for employees to donate to the then-called United Fund.
- 1975:** The board of directors elects to change name to United Way of Greater St. Louis.
- 1978:** United Way of St. Clair merges with United Way of Greater St. Louis and in the following decades, several other affiliate mergers enable us to serve a 16-county region.
- 1987:** United Way forms its first leadership group, the de Tocqueville Society, to recognize supporters who give \$10,000 or more annually to the organization.
- 1993:** United Way raises and invests \$1.8 million for victims of the Flood of 1993.
- 1994:** Charmaine Chapman becomes first African American and woman president and CEO.
- 2004:** United Way is one of the first to introduce an online giving software for corporate campaigns, launching ePledge.
- 2007:** United Way 2-1-1 launches in the St. Louis region.
- 2018:** United Way introduces its custom strategies, launching new ways for companies to partner together to meet their corporate social responsibility goals.
- 2020:** United Way releases a Community Needs Assessment and evolves its community investment strategy to align funding directly with meeting community need.

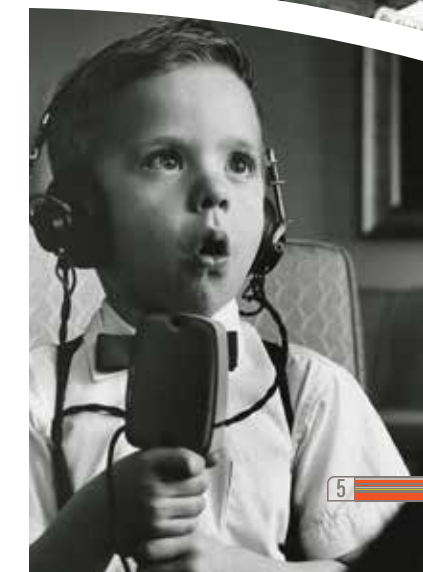




2022
CAMPAIGN
VIDEO



\$67,450,000



OUR 2022 IMPACT

Simply put, United Way is the best way to help the most people in the St. Louis region. The breadth and depth of the help provided to so many of our neighbors is incredible.

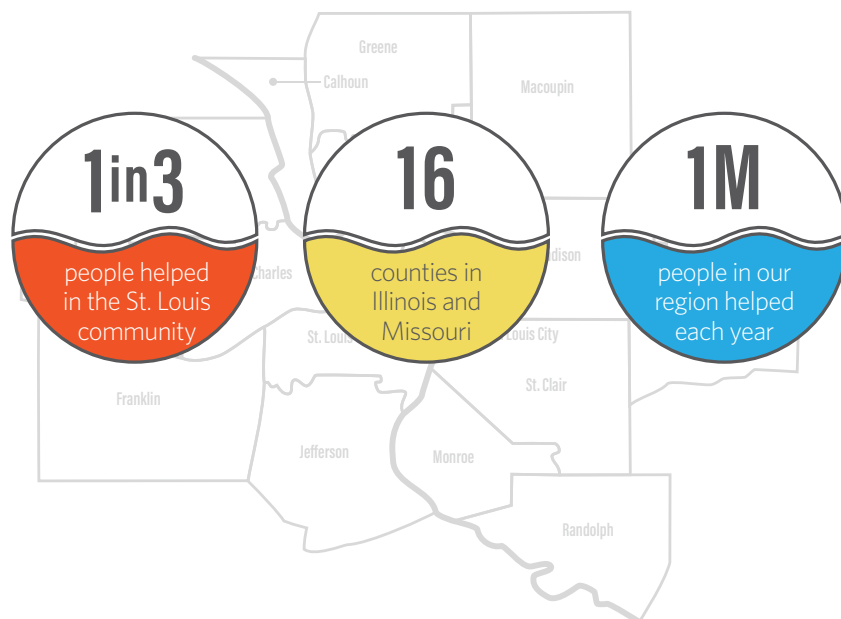
What started as a small, dedicated group helping a handful of nonprofits has blossomed into a movement that addresses the needs of our entire region. 100 years later, this movement is woven into the fabric of this community.

One way to help so many others. One way for so many, to help even more. Today, we raise our hands, hold out our hands each day for those who need us.

We feed. We shelter. We educate. We keep safe.

But more than that, we nurture, encourage, instill hope, open doors, move forward, boost up, create smiles and make our whole region, whole.

This is the United Way.



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 our five impact areas of focus to help keep our community strong.



Basic needs

By supporting people's basic needs, we are helping 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 require other services and more likely to succeed.



Early childhood & youth success

When kids are safe, nurtured, and ready to learn, they are more likely to graduate 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 life.



Community stabilization & crisis response

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

OUR 2022 IMPACT *CONTINUED*

28,057 

people successfully managed their chronic health conditions



44,157

people were prepared for or successfully recovered from an emergency or disaster



1,309

children and youth maintained or improved their academic performance



2,279

children were ready to enter kindergarten

23,733

people were successfully linked with community resources



5,274

people retained employment for at least three months

69,253

people had their immediate basic needs met



1,365

people increased their income, savings, and assets



13,153

people secured, maintained, or transitioned to an improved, stable living situation



4,669

children were free from child abuse and neglect

7,407

people developed coping, stress management/resiliency skills



4,640

people obtained job readiness skills

34,368

people experienced fewer mental, emotional, behavioral and health symptoms

3,605



community service providers enhanced their knowledge, capacity, and performance

UNITED WAY PARTNER AGENCIES

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

In 2022, 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	\$105,249	Boys Hope Girls Hope of St. Louis	\$52,624	Covenant House Missouri	\$78,936	Infant Loss Resources	\$52,624
Agape Ministry of Warren County, Inc.	\$78,936	Call for Help, Inc.	\$156,746	Compas Health, Inc.	\$329,930	Interfaith Residence (Doorways)	\$105,249
Alcoholic Rehabilitation Community Home	\$66,391	Cardinal Ritter Senior Services	\$319,864	Deaconess Faith Community Nurse Ministries	\$100,121	International Institute of Metropolitan St. Louis	\$278,219
Almost Home, Inc.	\$143,700	Caritas Family Solutions	\$71,504	Delta Center for Independent Living	\$63,763	Jewish Community Center	\$650,447
ALS	\$181,316	Carondelet Community Betterment Federation Inc.	\$78,936	Delta Gamma Center for Children with Visual Impairments	\$105,249	Jewish Family Services of St. Louis	\$570,179
American Cancer Society	\$932,900	CASA of Southwestern Illinois	\$109,345	Down Syndrome Association of Greater Saint Louis	\$52,624	Jewish Federation of St. Louis	\$116,165
American Heart Association	\$657,904	CASA of St. Louis	\$102,192	Duo Dogs, Inc.	\$139,462	Justine Petersen Housing and Reinvestment Corporation	\$105,249
American Lung Association in Missouri	\$308,412	Catholic Charities of St. Louis	\$432,431	Eagle's Nest of St. Clair County	\$78,936	Kids in the Middle, Inc.	\$195,802
American National Red Cross - of Greater St. Louis	\$1,500,000	Saint Louis Counseling, Inc.	\$312,215	Easter Seals Midwest	\$131,091	LifeWiseSTL	\$450,289
American National Red Cross - South Central Illinios	\$21,050	Catholic Urban Programs	\$78,936	Emmaus Homes, Inc.	\$238,909	Kreative Kids Learning Center	\$31,574
Annie Malone Children and Family Service Center	\$191,288	Center for Hearing & Speech	\$394,522	Employment Connection	\$655,023	Land of Lincoln Legal Aid, Inc.	\$355,278
Asthma and Allergy Foundation of America, St. Louis Chapter	\$132,777	Center for Women in Transition	\$61,701	Epilepsy Foundation of Missouri and Kansas	\$52,624	Legal Services of Eastern Missouri, Inc.	\$571,454
Big Brothers Big Sisters of Eastern Missouri	\$381,288	Central Institute for the Deaf	\$216,411	Epworth Children and Family Services, Inc.	\$542,183	Lemay Child and Family Center	\$167,572
Big Brothers Big Sisters of Southwestern Illinois	\$80,417	Child Center Marygrove	\$304,956	FamilyForward	\$402,634	Lessie Bates Davis Neighborhood House, Inc.	\$322,305
Bilingual International Assistant Services	\$105,249	Children's Home and Aid	\$379,599	Fathers & Families Support Center	\$172,248	Leu Civic Center, Inc.	\$107,921
Boy Scouts of America, Inc., Greater St. Louis Area Council	\$1,416,826	Community Action Agency of St. Louis County, Inc.	\$94,724	Foster Care Coalition of Greater St. Louis, Inc.	\$249,084	LifeBridge Partnership	\$115,530
Boys & Girls Clubs of Greater St. Louis, Inc. (Herbert Hoover)	\$743,198	Community Care Center, Inc.	\$83,382	Gateway Region YMCA	\$1,356,329	Lincoln County Council on Aging	\$133,315
		Community Council of St. Charles County	\$99,322	Gene Slay's Boys' Club of St. Louis, Inc.	\$175,861	Lupus Foundation of America Heartland Chapter Inc.	\$53,361
		Community Living, Inc.	\$235,872	Girl Scouts of Central Illinois	\$6,109	Lutheran Child and Family Services of Illinois	\$59,722
		Comtrex, Inc.	\$56,327	Girl Scouts of Eastern Missouri	\$381,706	Lutheran Family and Children's Services of Missouri	\$527,262
		Coordinated Youth and Human Services	\$195,159	Girl Scouts of Southern Illinois	\$184,001	Lutheran Senior Services	\$220,064
		Cornerstone Center for Early Learning, Inc.	\$199,761	Girls Incorporated of St. Louis	\$281,236	Madison County Catholic Charities	\$292,189
				Good Shepherd Children & Family Services	\$445,227	Madison County Urban League, Inc.	\$185,223
				Great Circle	\$497,941	Megan Meier Foundation	\$55,304
				Guardian Angel Settlement Association	\$356,400	Memory Care Home Solutions	\$105,249
				Harris House Foundation	\$187,731	MERS/Missouri Goodwill Industries	\$609,220
				Highland Area Christian Service Ministry	\$37,649	MindsEye Radio	\$116,118
				Home English Learning Program	\$85,251	Mission St. Louis	\$105,249
				Home Sweet Home	\$52,624	NAMI St. Louis	\$89,462
				Humanitri	\$138,578	National Kidney Foundation Inc.	\$84,448
				Illinois Center for Autism	\$216,563	National Multiple Sclerosis Society - Gateway Area Chapter	\$188,744
				IMPACT CIL	\$52,624	Northside Youth and Senior Service Center, Inc.	\$188,438
				Independence Center	\$105,249	Npower Inc.	\$105,249

UNITED WAY PARTNER AGENCIES *CONTINUED*

Nurses for Newborns	\$140,669	Riverbend Head Start and Family Services, Inc.	\$80,176	Starkloff Disability Institute	\$105,249	VOYCE	\$192,681
Oasis Institute	\$105,249	Safe Connections	\$255,730	STL Village, Inc.	\$22,102	Webster Child Care Center at Laclede Groves	\$151,358
Oasis Women's Center	\$107,426	Saint Louis Crisis Nursery	\$193,338	Sts. Joachim and Ann Care Service	\$52,624	Wesley House Association	\$120,018
Operation Food Search	\$78,936	Senior Services Plus, Inc.	\$127,377	The Salvation Army	\$951,257	Women's Safe House	\$136,170
Paraquad, Inc.	\$160,124	Sherwood Forest Camp, Inc.	\$293,797	The SoulFisher Ministries	\$105,249	Wyman Center, Inc.	\$522,572
Parents as Teachers National Center	\$52,624	Society for the Blind & Visually Impaired	\$84,199	Turning Point	\$131,828	Young Men's Christian Association of Edwardsville	\$52,624
Peter & Paul Community Services	\$78,936	SouthSide Early Childhood Center	\$173,815	United 4 Children	\$129,155	Youth and Family Center	\$309,707
Pony Bird, Inc.	\$105,249	St. Joseph Institute for the Deaf	\$105,249	United Cerebral Palsy Heartland	\$526,244	Youth In Need	\$445,801
Preferred Family Healthcare	\$182,507	St. Louis Arc	\$648,010	United Services for Children	\$180,807	YWCA of Southwestern Illinois	\$68,412
Presbyterian Children's Homes and Services	\$52,624	St. Louis Area Foodbank, Inc.	\$474,989	University City Children's Center	\$142,921	YWCA of Metropolitan St. Louis	\$973,096
Prevent+Ed	\$359,498	St. Louis Public Schools Foundation	\$52,624	Unleashing Potential	\$466,461		
Provident, Inc.	\$1,699,789	St. Martha's Hall	\$157,873	Urban League of Metropolitan St. Louis	\$1,374,624		
R3 Development NFP	\$105,249	St. Patrick Center	\$407,814	Violence Prevention Center of Southwestern Illinois	\$122,129		
Ready Readers	\$52,624	St. Vincent de Paul - St. Boniface Conference	\$19,207	Visiting Nurse Association of Greater St. Louis	\$91,608		
Rebuilding Together St. Louis	\$105,249	St. Vincent Home for Children	\$81,149	Vivent Health	\$299,952		
Riverbend Family Ministries, NFP	\$38,782						

Agencies and allocation amounts reflect amount awarded in 2022 for the 2023 calendar year.



VOLUNTEER CENTER

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, on-going, individual, group, and virtual volunteer opportunities. The Volunteer Center also equipped diverse leaders to serve on nonprofit boards, as well as help organizations achieve Volunteer Program Certification standards.

This year, our organization demonstrated meeting quality standards in volunteer program administration by achieving volunteer Program Certification status. Certification is based on nationally recognized standards that provide volunteers with a dynamic experience. Those best practices of agencies achieving certification can be found in our newly refreshed Volunteer Management Best Practice Libraries, which equip hundreds of organizations with resources to manage volunteers successfully.

Scan here to learn more!



Stats are from 1.1.22 through 11.30.22



VOLUNTEER CENTER *CONTINUED*

Another key and growing facet of our **Volunteer Center** is our employee engagement opportunities for companies, two main offerings **Service 2 Go** program and **coordinated projects**.

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

Coordinated projects are perfect for small teams: the Volunteer Center will play matchmaker with one of our trusted nonprofit partners to find groups an impactful half or full day of service in the community.



4,264

of volunteers participating in Service2Go projects

6,426

Service2Go kits created

101

coordinated Projects

30

companies engaged with Volunteer Center services

SERVICE2GO SAMPLE KITS





211

Scan here to learn more!



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 211 is there for our community. Established 15 years ago, 211 serves as the regional helpline connecting people to the services and resources they need to thrive.

Last year, 211 was integral in the St. Louis City Direct Cash Assistance Program, distributing

nearly \$5 million to St. Louis City residents impacted by COVID-19 who met eligibility requirements. The team processed over 13,000 applications and issued funds to 9,300 City residents.

More importantly, as an integral piece of the Community Information Exchange (CIE) network, 211 serves as the gateway to help local families meet their needs and establish their footing for a better tomorrow.

Top 211 Requests from Callers



Home & Shelter



Food



Transportation



Legal



Mental Health



Informative Services



Support



Clothing



Healthcare



Employment

155,596

Total Contacts in 2022

Recap of 211 Calls & Needs

3,966

Rides provided in partnership with Lyft

99

Counties in Missouri served

9

Counties in Illinois served

COMMUNITY INFORMATION EXCHANGE

Connecting Health to Social Services – Leveling the Social Determinants of Health Playing Field for the next Century of Impact

The Greater St. Louis Community Information Exchange (CIE) was originally formed to create interoperable pathways between community-based organizations through shared technology that would not only streamline the experience of people needing help across multiple agencies, but would also address the holistic needs of enrolled clients.

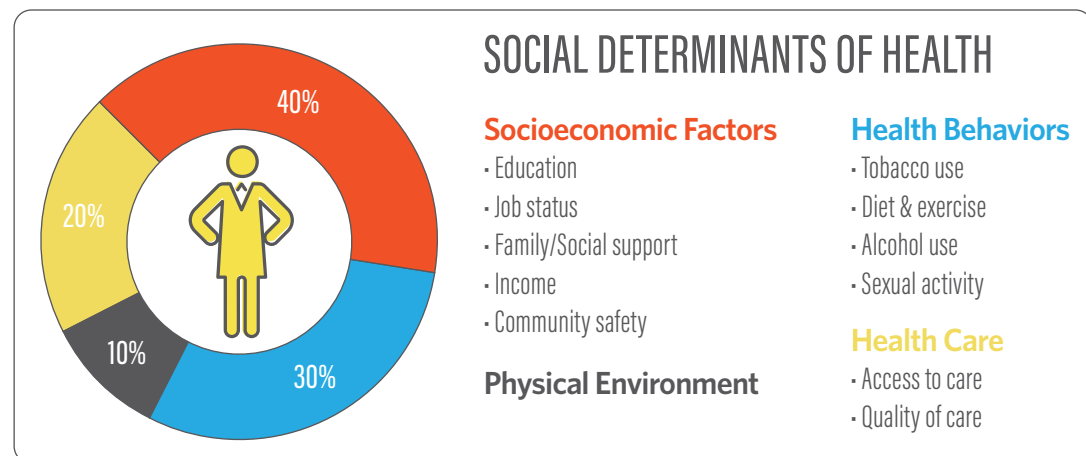
Fast forward since the launch in mid-2020, CIE has garnered much more with this new approach, gaining not only better connections across social service programs, but bridging the gap for the community between social services and health, social services and school districts, social services and government and beyond. CIE is helping to address access to services and the social determinants of health inequities all at the same time.

When we began planning CIE, we knew our neighbors would be better off with a coordinated approach to care. We also knew that a greater awareness of resources and what it takes for the community to adopt shared technology would be a game-changer, requiring collaboration and capacity building to achieve measurable outcomes in housing stability, food insecurity, transportation, access to health and more. With the help of our partners, we are changing the game, improving comprehensive care, a broad continuum and achieving health equity.

Our next century of impact will continue to leverage innovative approaches like CIE to advance the quality of life for people in the St. Louis region.

In 2022, CIE, using technology to mobilize impact:

- Expanded to all 16 counties served by United Way of Greater St. Louis.
- Enlisted three major health systems onto the platform.
- Leveraged more than 373 network organizations, 333 programs, and 1529 agency users, serving 2152 of our neighbors, growing 12 times over the original implementation in 2.5 years.
- Continued to bring on additional sectors such as governments, Federally Qualified Health Centers, health departments, school districts, and more.
- Created a pathway to mobilize systems change and our newly launched United for Families initiative by sharing clients across a virtual case management platform of shared accountability and success.
- Mobilized more than \$150,000 providing access to residents for daily needs



SYSTEMS CHANGE

United Way of Greater St. Louis is focused on addressing St. Louis' regional needs that align with basic needs, jobs and financial mobility, childhood and youth success, health and wellbeing, and community stability and crisis response using a systems change approach. We seek to understand and raise awareness of the most needed services and resources, and mobilize the community to address identified needs on three levels; individual, agency, and community.

A **systems change** approach is needed to address the root causes of social problems, which are often intractable and embedded in networks of cause and effect. It is an intentional process designed to fundamentally alter the components and structures that cause the system to behave in a certain way.

Leveraging and going beyond the safety net, new systems change strategies were launched to shape a positive new normal, including:

United for Families

United Way's United for Families initiative is a whole-family approach to restore families to self-sufficiency and ensure kids stay in school. Case managers work with families to link resources to address unmet social determinants of health and move individuals and families from crisis to thriving.

Let's Meet April

April is a single mom of two who recently began a job as an early childhood teacher. She enjoyed her new job, but was behind on her bills and rent due to previously being unemployed. Things went from bad to worse when she was the victim of a hit and run. She was unable to afford to get her car fixed, but needed transportation to get to work. Fortunately, a call to 2-1-1 connected her to a case worker who helped her pay to get her car fixed, secure a rental car until her car repair was complete, and connected her to a financial coach to help her develop goals and plan strategies for her finances and career.

Community Leaders Table

Community Leaders Table convenes in basic needs and access to health care, jobs, behavioral health, early childhood and youth success, and member agency public policy to tap into new ways to solve big social issues.

Financial Stability Initiatives

United Way supports Individual Development Account and ASSET programs at local nonprofits to empower neighbors to make investments that change their lives. Participants work toward savings goals and receive savings matches that can be used to pay down debt, start a savings account or invest in things like education.

United Way has four Earned Income Tax Credit (EITC) partners, with over 250 volunteer tax preparers implementing the Volunteer Income Tax Assistance (VITA) program.

VITA offers free basic tax return preparation to qualified individuals. In 2022, United Way EITC partners filed 17,428 tax returns with participant income tax refunds totaling \$21,302,539, Earned Income Tax Credits totaling \$5,394,103, and Child Tax Credits totaling \$3,359,008.





100 NEEDIEST CASES

For more than a century, **100 Neediest Cases** has provided holiday assistance to those in our community who need it the most. In 2022, more than 4,600 families were helped through 100 Neediest Cases. Through a partnership with the St. Louis Post Dispatch, 100% of the funds raised went directly to the clients. In 2021, that meant more than \$1.6 million (2022 dollars are still coming in but we've already raised nearly \$1.5 million so far). Those donations purchased coats, shoes, medication, and helped many families meet their basic needs.



11,309
Total people served during
100 Neediest Cases in 2022

4,684

Cases

5,520

Adults served

5,789

Children served

58

of agencies

Scan here to
learn more!







LEADERSHIP SOCIETIES

2022 was a year of tradition and celebration for United Way's **Leadership Giving Societies**. Leadership Givers are donors who contribute \$1,000 or more annually. The **de Tocqueville Society** donors contribute \$10,000 or more. **United Young Leaders**, (which doesn't require a leadership gift for membership) is geared toward young professionals 35 and under.

The 7,000+ members represent our region's most committed philanthropists, helping people live their best possible lives.

United Way has a way for everyone to get involved. Each Leadership Giving Society offers unique programs and events tailored to its members. In 2022, we celebrated with dozens of engagements including:

- A shared kickoff celebration for all Leadership & de Tocqueville Society donors.
- A Speed Mentoring event for United Young Leaders.
- A pilot group mentoring program for our Women's Leadership Society members.
- A de Tocqueville Breakfast, with special guest Jim Bullard, President & CEO of the Federal Reserve Bank of St. Louis.
- A Roaring 20s-themed meetup for the Charmaine Chapman Society, our longest-running Leadership Giving Society.
- Let's Do Lunch, open to all Women's Leadership Society members.
- Get on Board, open to all Leadership Givers.
- Monthly volunteer projects for United Young Leaders.

Leadership Groups



CHARMAINE CHAPMAN LEADERSHIP SOCIETY

Vernon "Vito" Bracy
Co-Chair
RVC Solution

Adrian Bracy
Co-Chair
The Steward Trust



WOMEN'S LEADERSHIP SOCIETY

Susan Stith
Chair
Cigna



MULTICULTURAL LEADERSHIP SOCIETY

Bhavani Amirthalingam
Co-Chair
Ameren

Santiago Beltrán
Co-Chair
Build-A-Bear
Workshop

SiSi Beltrán Martí
Co-Chair
Build-A-Bear
Workshop



MEN'S LEADERSHIP SOCIETY

Andrew Davidson
Co-Chair
KPMG

James B. Lally
Co-Chair
Enterprise Financial Services Corp.



DE TOCQUEVILLE SOCIETY

Crystal Ross-Smith
Co-Chair
Ameren

Dr. Jacqueline Applegate
Co-Chair
Bayer

Patrick E. Smith, Jr.
Co-Chair
Ameren

Stacey Stater
Co-Chair
Bayer

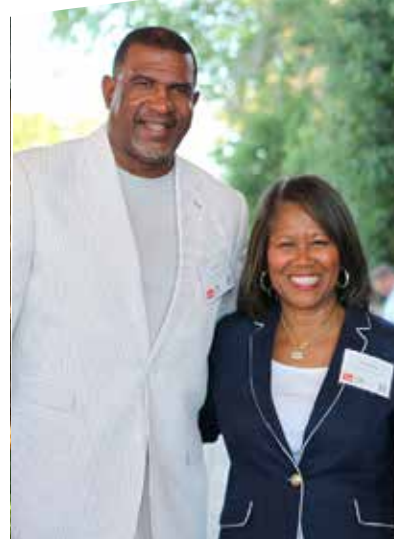


UNITED YOUNG LEADERS

Whitney Lawson
Chair
HOK

To learn more about United Way's Leadership Giving Societies, United Young Leaders, or the de Tocqueville Society, visit us online at helpingpeople.org/get-involved.





INCREDIBLE CORPORATE SPONSORS

While there are hundreds of individuals, unions, and companies who support our community and are so important to the collective effort, we'd like to celebrate the companies who led this campaign by raising at least \$500,000 or more.

The success of a healthy region is a collective, united effort. And the following companies really stepped up to lead and show how important the St. Louis region is to them.

A special recognition goes to Edward Jones and the Edward Jones associates who raised more than \$7 million. This is the most support from one company in United Way's 100 year history!

MILLION DOLLAR+ COMPANIES



\$500,000+ DOLLAR PLUS COMPANIES

- Anheuser-Busch
- Bryan Cave Leighton Paisner, LLP
- Caleres
- Express Scripts
- Harbour Group Ltd.
- Mastercard Operations & Technologies
- Reinsurance Group of America, Inc. (RGA)
- Stifel
- Thompson Coburn LLP



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James A. Aufferberg, Jr.
John K. Beardslee
George C. Bisig, III
Robert Bobroff

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Keith Brooks
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Maria Burt
Jason Carter
Steven P. Casazza
Mike Claiborne
Stacy Clay
Nora Stupp Coggin
Veronica Coleman
Diane Compardo
Rodney Crim
Brittany Cummings
Andrew Davidson
Laura B. Ellenhorn
Daniel Farmer
Amy Fields
Timothy M. Figge
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Travis Ford
Paris T. Forest
Herb Frohock
Brian C. Gibson
Randy P. Girsch
Carolyn Greathouse
Alana Green
Ronny Griffin
Gireesh V. Gupchup
Patricia A. Hagen, Ph.D.
Catherine L. Hanaway
Christopher W. Hanaway
Sharonica L.
Hardin-Bartley, Ph.D., PHR
Howard Hayes

Jeffrey Hoelscher
Tina M. Hrevus
Amy Hunter
Natalie Jablonski
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Colette M. Kelly
John Koppin
Whitney Lawson
Mark B. Leadlove
Peggy Lewis LeCompte
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Andrew Martin
James Joseph McGrath
Alan Meyer
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Sara Miller
James Moore
David R. Noble
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Anne M. Ritter

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Rick Shang
Armando Siliceo-Roman
Tiffany Slater
Keena Smith
Patrick E. Smith Sr.
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Christopher J. Tongay
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Sandra A. Van Trease
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Carrie E. Ward
Dave B. Weaver
Wade Weitlauf
Richard B. White, M.D.
Julie Whitehead
Amadou Yattassaye

*Emeritus board member

CAMPAIGN CABINET

Special thanks to the incredible hard work of Penny Pennington, 2022 Campaign Chair, Rusty Keeley, Campaign Co-Chair, and Arica Harris, Campaign Vice-Chair, along with the entire campaign team who helped make this Century Campaign an unprecedented success. Together we raised \$67,450,000!

Board Chair

Keith Williamson

President & CEO

Michelle Tucker

Campaign Chair

Penny Pennington

Campaign Co-Chair

Rusty Keeley

Campaign Vice Chair

Arica Harris

Campaign Cabinet

Dr. Jacqueline Applegate
Bhavani Amirthalingam
Santiago Beltran
SiSi Beltran
Mark C. Birk
Adrian Bracy
Vernon "Vito" Bracy
Anthony J. Caleca
Steven P. Casazza
Andrew Davidson
Laura Ellenhorn
Melissa Erker
Pardeep Gill
Steve Grelle
Robert S. Holmes Jr.
Amy Hunter
Molly Hyland

P.K. Johnson
Frederick R. Kostecki
Aaron Ladner
James B. Lally
Whitney Lawson
Kathy Osborn
Anne Ritter
Crystal Ross-Smith
Cassandra Sanford
William F. Siedhoff
Patrick E. Smith Sr.
Stacey L. Stater
Susan Stith
Craig Unruh
Dave Weaver
Joseph J. Weis
Patrick J. White II
Eric Willis



FINANCIAL REPORT

STATEMENT OF FINANCIAL POSITION

	Assets	
	June 30,	
	2022	2021
Cash and cash equivalents	\$ 23,284,797	\$ 10,928,305
Other operating investments	3,002,927	12,247,302
Campaign pledges receivable	16,044,189	18,079,395
Allowance for uncollectible pledges	(2,637,013)	(2,633,783)
Other receivables	3,185,269	2,081,741
Prepaid expenses	253,079	228,238
Beneficial interests in charitable remainder trusts	8,934,032	10,218,160
Investments, including certificates of deposit carried at cost of \$1,350,421 and \$1,329,353 at June 30, 2022 and 2021, respectively	37,367,762	41,346,236
Land, building, furniture and equipment	2,724,182	2,854,237
Endowment investments	16,651,105	19,790,969
Beneficial interests in perpetual trusts	5,165,660	6,331,928
Promissory note receivable	200,000	300,000
Total Assets	\$ 114,175,989	\$ 121,772,728
Liabilities And Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$ 3,010,332	\$ 1,150,736
Payable to United Way Worldwide	326,384	41,721
Allocations payable	20,973,472	20,682,557
Donor designations payable	2,874,822	4,365,178
Forgivable note payable	—	2,000,000
Pension plan and postretirement plan liabilities	3,528,745	3,796,693
Total Liabilities	30,713,755	32,036,885
Net Assets		
Without Donor Restrictions		
Designated by the Board for specific purposes	7,785,895	6,193,126
Net investment in land, building and equipment	2,724,182	2,854,237
Undesignated	34,137,307	36,586,108
Total Without Donor Restrictions	44,647,384	45,633,471
With Donor Restrictions		
Perpetual in nature	16,887,296	18,053,564
Endowment earnings to be appropriated	4,929,469	8,069,333
Purpose restrictions	7,184,202	6,709,061
Time-restricted for future periods	9,813,883	11,270,414
Total With Donor Restrictions	38,814,850	44,102,372
Total Net Assets	83,462,234	89,735,843
Total Liabilities And Net Assets	\$ 114,175,989	\$ 121,772,728

STATEMENT OF ACTIVITIES

	For the years ending June 30,	
	2022	2021
Public Support, Revenue And Gains (Losses)		
Public Support		
Annual campaigns	\$ 66,735,147	\$ 72,786,497
Donor designations	(12,164,115)	(14,552,198)
Provision for uncollectible pledges	(1,204,218)	(844,360)
Net Annual Campaigns	53,366,814	57,389,939
Estate, trust and other contributions	3,393,287	4,303,365
Government and other grants	8,120,124	2,908,255
Employee retention credit	1,747,988	911,049
Note payable forgiveness - gain on extinguishment	2,000,000	2,238,000
Total Public Support	68,628,213	67,750,608
Revenue And Gains (Losses)		
Net realized gains on investments	1,291,347	2,689,133
Net unrealized gains (losses) on investments	(10,236,213)	8,932,810
Interest and dividends	1,501,589	1,466,328
Change in value of beneficial interests in charitable remainder trusts	(1,284,128)	2,192,407
Change in value of beneficial interests in perpetual trusts	(1,166,268)	1,224,593
Total Revenue And Gains (Losses)	(9,893,673)	16,505,271
Total Public Support, Revenue And Gains (Losses)	58,734,540	84,255,879
Allocations And Expenses		
Funds awarded to agencies	40,348,332	38,700,301
Other programs and grants	8,302,333	7,310,345
Allocations to agencies and other programs	48,650,665	46,010,646
Other Program Services:		
Allocations/Grant-making	1,098,623	1,155,810
Community Solutions	4,146,322	3,427,361
Volunteer Center	526,817	449,963
Case Management Services	2,574,631	2,442,141
Philanthropic Services	693,247	769,322
Total Program Services	57,690,305	54,255,243
Supporting Services:		
Fundraising	4,829,800	5,287,131
Management and general	2,422,110	2,601,553
Total Supporting Services	7,251,910	7,888,684
Total Allocations And Expenses	64,942,215	62,143,927
Increase (Decrease) In Net Assets From Operations	(6,207,675)	22,111,952
Pension And Postretirement Plan Changes Other Than Pension Plan Service Costs	(65,934)	2,841,870
Increase (Decrease) In Net Assets	(6,273,609)	24,953,822
Net Assets - Beginning Of Year	89,735,843	64,782,021
Net Assets - End Of Year	\$ 83,462,234	\$ 89,735,843

Complete audited financial statements and accompanying footnotes as of and for the year ending June 30, 2022, are available at helpingpeople.org/our-reports.

DEC.
3RD TO 13TH

**OPEN
YOUR
HEART**

**SUPPORTS
5
AGENCIES**


**LEADING
TEAMS**

**TOTAL
SUBSCRIBED**

COMMUNITY FUND

- 100%
- 95%
- 90%
- 85%
- 80%
- 75%
- 70%
- 65%
- 60%
- 55%
- 50%
- 45%
- 40%
- 35%
- 30%
- 25%
- 20%
- 15%
- 10%
- 5%

- \$2,000,000
- \$1,900,000
- \$1,800,000
- \$1,700,000
- \$1,600,000
- \$1,500,000
- \$1,400,000
- \$1,300,000
- TOTAL**
- \$1,100,000**
- TO DATE**
- \$900,000
- \$800,000
- \$700,000
- \$600,000
- \$500,000
- \$400,000
- \$300,000
- \$200,000
- \$100,000

Helping people.
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Greater St. Louis

100
A CENTURY OF HELPING PEOPLE

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