UNITED WE FIGHT

UNITED WE WIN

United Way

Heart of Missouri United Way
Role of United Way in our community

**Mission**
The Heart of Missouri United Way fights to improve lives in our community.

**Vision**
Our community wins by Living United: By responding to changing community needs. By forging strategic partnerships and fostering effective solutions to tackle local issues. By harnessing the best resources and inspiring others to join the fight in defeating barriers to basic needs, health, education and financial stability.
Role of United Way in our community

Heart of Missouri Community Campaign

United Way

Heart of Missouri United Way
The Value of Company Campaigns

- Creating a culture of philanthropy, volunteering
- Value of a strong company campaign
- Involvement with the LE program and volunteers
HES Involvement in United Way!

Ruth Tofle: Architectural Studies
Jean Ispa: HDFS and Child Dev Lab
Starla Ivey: Personal and Family Finance
Pam Norum: Textiles & App Mgmt
Alexandria Lewis: Social Work
Dan Smith: Nutrition & Exercise Phys
Lillie Downing: Dean’s Office
How is this year’s campaign different?

Two week blitz
Ambassador will receive your box 2 weeks before kickoff.
More information about the work of United Way and how your support helps
More visibility: osters, yard signs
Digital and social media focus: #MizzouLU
Fundraising so that our partner agencies can focus on delivering essential services:

More than 20 of the 33 agencies that receive funding from United Way DO NOT have a fundraiser/fundraising staff

• Based on a typical salary plus benefits, this equates to more than $1m that our agencies do not have to spend. United Way spends 1/3 of this to secure $3m annually.

Example: Family Health Center:
• United Way funding provided more than 4,000 children with dental services last year.
• No fundraising staff
We are more than fundraisers!

- 2016 campaign (show results, increases, other data of interest)
- Thank you! So, once we secure the funds, then what?
We are problem solvers!

78% of United Way's 2016 Community Campaign dollars were invested in key volunteer and collaborative community efforts, and into 40 programs and services offered by United Way's 33 partner agencies for the 2017-18 funding year (see pie chart above). The funding year began July 1.

- Education programs that support school readiness, literacy and academic success
- Health services that promote healthy lifestyles, prevent teen pregnancy, combat substance use and improve access to health care
- Financial stability programs that boost work readiness, employment and financial independence
- Basic needs/safety net services that provide shelter, clothing and food; comprehensive referral services; and assistance for victims of domestic violence, sexual assault and child abuse

Illustration from The Business Times Company

Heart of Missouri United Way
United Way Impact Model: How we know it works

Outcomes based reporting:

• **83%** of United Way funded participants in financial management classes were able to provide for their own expenses at program completion

• **91%** of children in early childhood education increased social and emotional skills for succeeding in school

• **100%** of children who completed early childhood education programs were ready for kindergarten

• **83%** of youths and adults who received job training were successfully employed within 90 days
United Way Impact Model: How we know it works

Outcomes based reporting:

• **100%** of teen mothers completed their high school education

• **84%** of those who received mental health services reported a reduction of symptoms and increased daily function.

• **74%** of individuals receiving treatment stopped use of illegal drugs/85% alcohol

• **4,066** children received free preventative dental care and referrals for necessary dental services.
United Way Impact Model: How we know it the investment works: Opioid Treatment

• We looked at Columbia/Boone County Community Health Improvement Plan and reviewed the biggest community needs

• Opioid abuse treatment was identified as one of our top needs:

  Addressing needs beyond priority populations: Department of Corrections, Women and IV users

  Address reduced wait times for treatment: currently 8 weeks!

• United Way committed to a three-year grant, hoping to assist more than 100 individuals
United Way Impact Model: Partners in Health

BOYS & GIRLS CLUBS OF COLUMBIA

COLUMBIA CENTER FOR URBAN AGRICULTURE

Great Circle

City of Refuge

Helping Refugees Navigate A New Life

Family Health Center

Health and Care. Within Reach.

Phoenix Health Programs

FAMILY COUNSELING CENTER OF MISSOURI, INC.

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What else does United Way do?

40+5B= IMPACT!

Boone Indicators Dashboard

BUILT FOR ZERO
Collaborating to end local homelessness.

Project BEST:
Organizational and Community Capacity Building
Collaborate with the community to coordinate services with our chronic and veteran homeless with a strategic plan:

- Prevention
- Street outreach
- Housing
- Sustainable Living

Story of “Josh”: visited the ER more than 20 times in one month. Through the above collaboration, he is now in a home. Problems still persist related to substance abuse but EMT, CPD and the ER aren’t treating him on a near-daily basis.
What else does United Way do?

40+5B= IMPACT!

- Shares information to prevent duplicating work as funders and to ensure that organizations are receiving adequate funding and support.

- Identifies resource gaps, helping organizations to maximize their services, and coordinating the strengths and abilities of the city, county, and human services sectors to tackle challenging social issues together.
Thank you!
Poverty
Families w/ Children Under 18

Source: S1702 Poverty Status in the Past 12 Months of Families
2011-2015 American Community Survey 5-Year Estimates
Columbia, MO

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Heart of Missouri United Way
Poverty
Children Under Age 5

Source: S1701 POVERTY STATUS IN THE PAST 12 MONTHS
2011-2015 American Community Survey 5-Year Estimates
Columbia, MO
As an accountable nonprofit community service organization, United Way is committed to transparency in its financial activities. This chart illustrates United Way’s responsible stewardship of donations received from our generous community. United Way is not a recipient of state or federal grants.

- Funding provided to the 40 programs and services offered by United Way’s 33 partner agencies; Day of Caring; volunteer coordination; and capacity building projects including Built for Zero, BIG and Project BEST

- Fundraising (securing funding for partner agency programs/services as listed above, and United Way management/operational costs)

- Management/operations (human resources, IT, communications, accounting, auditing, strategic planning, etc.)

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