



## COMMUNITY IMPACT IN ACTION



**FEED  
THE  
NEED.**



YOU ARE HELPING FEED OTHERS



YOU ARE HELPING  
CHILDHOOD LITERACY



YOU ARE HELPING SUPPORT  
KINDERGARTEN READINESS



**Day of Caring**



YOU ARE HELPING MEET COMMUNITY  
AND NONPROFIT NEEDS



YOU ARE HELPING PROVIDE  
FUN EDUCATIONAL ACTIVITIES FOR CHILDREN

## OUR MISSION →

TO BE THE LEADER IN

BRINGING TOGETHER

THE RESOURCES TO BUILD

A STRONGER, MORE

CARING COMMUNITY.

## OUR FOCUS

EDUCATION



INCOME



HEALTH



SAFETY NET



## OUR BIG BOLD GOALS

1

INCREASE BRADD AREA  
KINDERGARTEN READINESS SCORES  
FROM 49.4% TO 75% BY 2020.

2

INCREASE BRADD AREA COLLEGE AND  
CAREER READINESS SCORES FROM  
65% TO 80% BY 2020



United Way of Southern Kentucky

# YOUR DONATION SUPPORTS

## EDUCATION



46% OF CHILDREN

IN OUR AREA ARE UNPREPARED  
FOR KINDERGARTEN ON DAY ONE



28% OF STUDENTS

IN OUR AREA ARE NOT READY FOR  
NEXT STEPS AFTER GRADUATION

WE ARE WORKING TO CHANGE THIS



BY GETTING BOOKS  
DELIVERED TO  
CHILDREN, WE ARE  
HELPING THEM  
PREPARE FOR  
KINDERGARTEN

23

IS THE NUMBER OF  
PARTNER FUNDED EDUCATION  
PROGRAMS WE SUPPORT

IN THE LAST FEW YEARS  
WE HAVE SEEN A

5%

INCREASE IN  
KINDERGARTEN READINESS

## INCOME



5.7%

OF OUR POPULATION  
IS CURRENTLY  
UNEMPLOYED

## HEALTH



95,000+

KENTUCKY PARENTS AND  
CHILDREN ARE WITHOUT  
HEALTH INSURANCE

## SAFETY NET



1

OUT  
OF

5

CHILDREN IN OUR AREA DO  
NOT KNOW WHERE THEIR  
NEXT MEAL IS COMING FROM

33

IS THE NUMBER OF INCOME, HEALTH, SAFETY NET PARTNER-  
FUNDED PROGRAMS THAT WE SUPPORT WITH YOUR HELP.

BECAUSE RESEARCH SHOWS

SELF-SUFFICIENT FAMILIES

ARE HEALTHIER

HAVE MORE STABILITY

WE ARE HERE SERVING YOU 24/7



7,054

CALLS ANSWERED

2.1.1

Get Connected. Get Help.™



10,537

REFERRALS TO  
LOCAL NONPROFITS



41,736

MINUTES ASSISTING  
CALLERS