



LASTING SOLUTIONS &  
LOCAL IMPACT

UNITED WAY OF SOUTHERN KENTUCKY  
2023  
ANNUAL REPORT TO THE COMMUNITY



# A LETTER FROM OUR BOARD CHAIR & PRESIDENT

Dear United Way of Southern Kentucky Supporters,

As we reflect on the past few years, we are filled with gratitude for your unwavering support and commitment to creating positive change in our community. There is no denying how your generosity has allowed us to address pressing challenges. As we move forward, we are laser-focused on continuing to answer some of the biggest hurdles our communities are facing.

## Annual Campaign

For the funding cycle of 2023-2024 over **\$1,036,955** was allocated to **48** nonprofit agency programs throughout the 10-county Barren River Area Development District. We continue to actively seek out new potential nonprofit agencies and programs to apply, ensuring that the very best programs are being funded in our community.

## Early Childhood Education: Bridging Gaps for a Brighter Future

For many years, one of the key focus areas for United Way of Southern Kentucky has been education. The challenges posed by the pandemic have underscored and worsened the problems our children are facing. Test scores related to Kindergarten Readiness are well below 50% in our area, social anxiety is at an all-time high, and communication is suffering. We are continuing to work with local partners to address these challenges, yet more has to be done. That is why we have launched

**Operation Ready Child**. With your support, we will work to implement programs and initiatives aimed at bridging these gaps in new and monumental ways.

## Tornado Recovery: Rebuilding Together

The effects of the tornado have been deeply felt in our community. The road to recovery is challenging, but with your support, we have been able to provide immediate relief and long-term assistance to those affected. From emergency shelter, food, and supplies to rebuilding efforts, your contributions of time and resources have been instrumental in helping our community move forward and rebuild. Last fall, we announced over **\$2.2 Million in Tornado Recovery** contributions to aid with building homes to assist with the ongoing housing crisis, as well as funding to construct a new Jennings Creek Park which we hope will be a place of healing and hope for our community.

In this annual report, we celebrate not only the progress we have made but also the spirit of collaboration that defines our community. Thank you for partnering with United Way of Southern Kentucky. Your support empowers and enables us to continue making a difference, one life at a time.

With heartfelt appreciation,



LINDSEY SANSON  
2023-2024  
Chairman of the  
Board



DEBBIE HILLS  
President & CEO  
United Way of  
Southern Kentucky

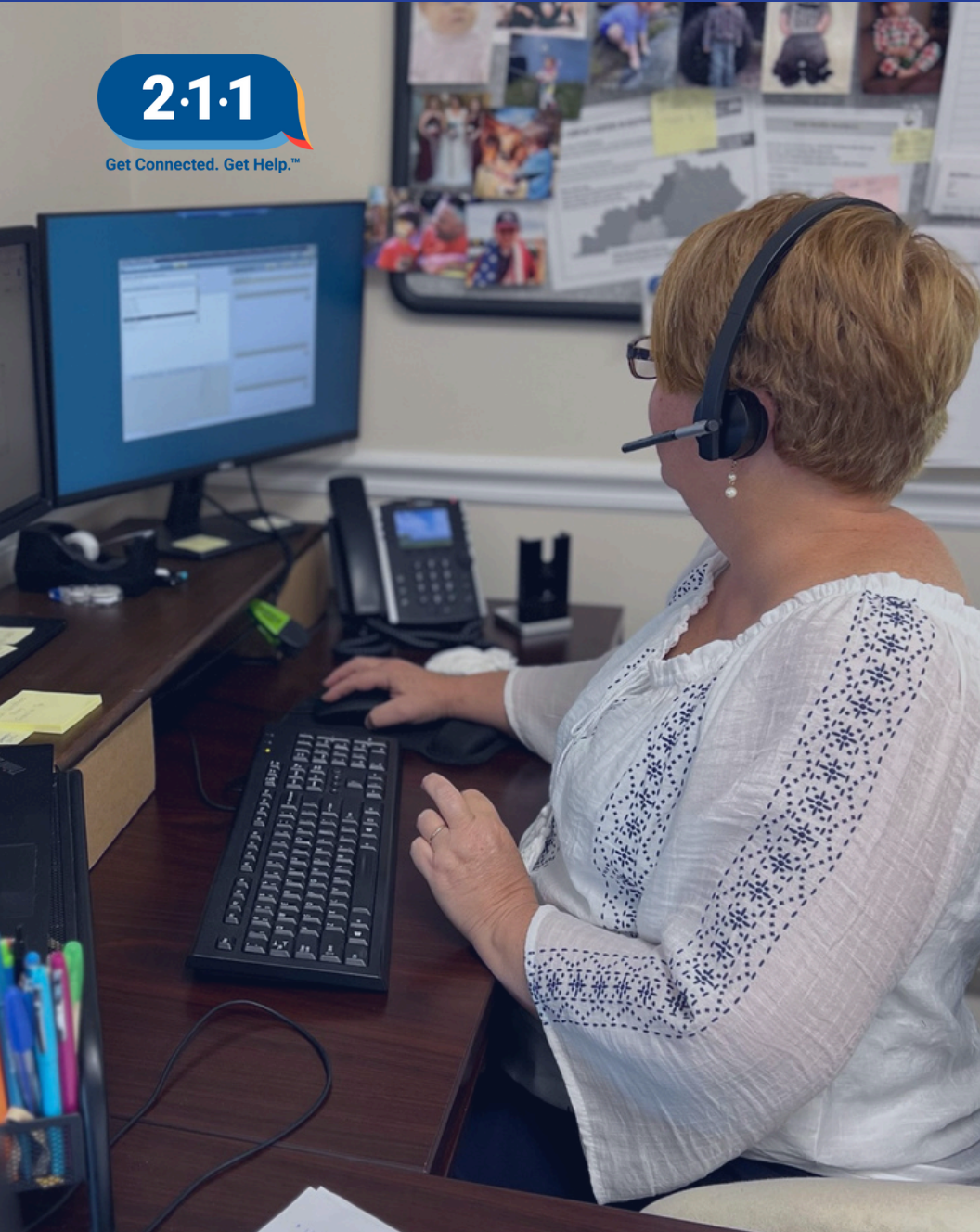


United Way of Southern Kentucky

# CHANGING LIVES ONE CONTACT AT A TIME

**2.1.1**

Get Connected. Get Help.™





# MEASURES OF IMPACT



**8,843**  
**CALLS & TEXTS**  
**ANSWERED**

**18,795**  
**NONPROFIT**  
**AGENCY REFERRALS**

**23,481**  
**TOTAL MINUTES**  
**ASSISTING OTHERS**

## SUCCESS STORY

"...Both buildings were damaged beyond repair by the December 2021 tornado. The garage was recently completed, and the company who built it did an excellent job. It's great to have local companies and business help their fellow citizens after a disaster. Thank you again,"

**Helen and Jim McDarment**  
**and Janet Harl**  
Bridge the Gap Fund recipients

# HERE TO IMPROVE COMMUNITIES



# MEASURES OF IMPACT

## TORNADO RESPONSE & RECOVERY



Immediately following the storms, with your help we responded with volunteer assistance, coordination, and donations.



Donations from around the nation and world were given toward the United Way of Southern Kentucky Response & Recovery Fund, totaling \$3,513,512.



In the Fall of 2023, we announced \$1,150,000 to be distributed to build a storm shelter and ten-unit townhomes and \$750,000 invested in single-family homes.



\$343,500+ was also allocated toward the creation of Jennings Creek Park. We envision this park bringing new life to an area that endured great loss.





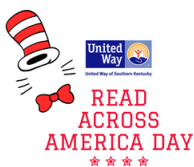
HERE TO BUILD A  
BRIGHTER FUTURE ONE  
VOLUNTEER AT A TIME



# MEASURES OF IMPACT

## VOLUNTEER ENGAGEMENT

### READ ACROSS AMERICA DAY



**40**  
VOLUNTEERS

**14**  
COMPANIES

+

HUNDREDS OF KIDS READ TO

### FEED THE NEED



**350+**  
VOLUNTEERS

**30**  
COMPANY  
DRIVES

61,879 ITEMS COLLECTED

### DAY OF CARING



**900+**  
VOLUNTEERS

**60**  
PROJECTS

THOUSANDS OF LIVES IMPACTED

# HERE TO MAKE A DIFFERENCE IN CHILDREN'S LIVES



# MEASURES OF IMPACT

## *KINDERGARTEN READINESS*

### IMAGINATION LIBRARY



**10,859**

**CHILDREN  
RECEIVING  
MONTHLY BOOKS**



**101,438**

**BOOKS MAILED  
IN 2023**



**4% +**

**INCREASE  
IN BOOKS  
MAILED**

### EARLY CHILDHOOD EDUCATION



**2,150**

**EDUCATIONAL  
BACKPACKS  
DELIVERED TO  
CHILDCARE  
CENTERS**



**10.5**

**MILLION  
REACHED  
THROUGH LOCAL  
SOCIAL MEDIA  
POSTS**



**4**

**NEW BORN  
LEARNING TRAILS  
ADDED**



# LEADING THE WAY

WAYS WE DO IT TOGETHER:

## VOLUNTEER

**FEED THE NEED**

**READ ACROSS AMERICA**

**DAY OF CARING**

**ALLOCATIONS TEAMS**

**COMMITTEES**

## ADVOCATE

**211 DAY**

**SOCIAL MEDIA**

**SPEAKERS BUREAU**

**ATTEND SPECIAL EVENTS**

## GIVE

**WORKPLACE CAMPAIGNS**

**TOCQUEVILLE SOCIETY,  
MAJOR GIVING, &  
LEADERSHIP CIRCLE**

**IN-KIND SPONSORSHIPS**

**ENDOWMENT GIFTS**

**PLANNED GIVING**

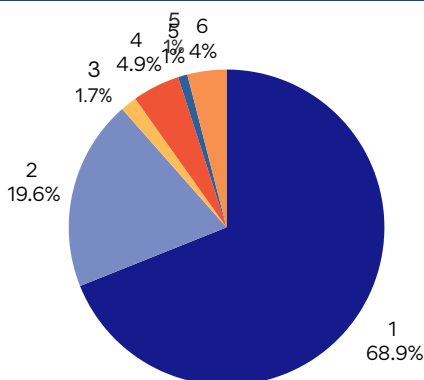
# HERE TO INVEST IN THE FUTURE



# THE NUMBERS

## REVENUE: \$3,089,434

- 1) Campaign: \$1,807,610
- 2) Tornado Fund: \$876,105
- 3) Early Childhood Education: \$75,494
- 4) 211 Center: \$217,886
- 5) Major Gifts: \$43,000
- 6) Special Events: \$179,348

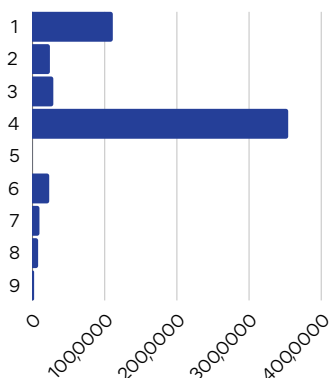


## EXPENDITURES: \$5,182,227

- 1) Fund Distributions: \$1,111,675  
United Way impacts critical issues led by community volunteers.
- 2) 211 Contact Center: \$239,991  
The 211 contact center provides callers or those texting with health and human service referrals.
- 3) Early Childhood Education: \$287,319  
United Way has set a bold goal of increasing the number of children who are ready for kindergarten.
- 4) Community Impact: \$3,542,438  
United Way invests in continuous learning and support from the community, aiding in the identification and resolution of community problems that impact quality of life and ensures programs meet the most critical needs.
- 5) Volunteer Programs: \$804  
United Way organizing and mobilizing volunteers to serve the community.

## SUPPORTING SERVICES: \$423,907

- 6) Management and General: \$230,579  
Includes investments in infrastructure and operations.
- 7) Fundraising: \$95,267  
Fundraising expenses include any costs incurred in the process of or with the intent of asking potential donors to contribute funds, material, or time. This investment saves fundraising overhead expenses for numerous nonprofits. The Better Business Bureau states that charities should spend no more than 35% on fundraising.
- 8) Marketing: \$76,781  
Efforts to raise awareness of the organization's impact in the community, programs, and events.
- 9) UWW Dues: \$21,280



Financial data is for fiscal year 2023 (July 2022- June 2023).

United Way's 990 tax form and annual audit are available for review at [www.uwsk.org](http://www.uwsk.org).





## OUR MISSION

TO BE THE LEADER IN BRINGING  
TOGETHER THE RESOURCES TO BUILD A  
STRONGER, MORE CARING COMMUNITY.

## OUR VISION

A SOUTHERN KENTUCKY WHERE ALL  
RESIDENTS ARE EDUCATED, HEALTHY,  
AND FINANCIALLY STABLE.

### CONTACT US:

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