

IMAGINE



what is possible

when we work together



2024

ANNUAL REPORT TO THE COMMUNITY

A LETTER FROM OUR BOARD CHAIR & PRESIDENT

Dear United Way of Southern Kentucky Supporters,

As we look back on the past year, we are grateful for your support and excited by the new partnerships and programs we've launched. Your generosity has helped us tackle critical challenges, and we're eager to continue addressing the most pressing issues in our communities.

Early Childhood Education: Operation Ready Child & Kindergarten Readiness
Education has been a key priority for United Way of Southern Kentucky for many years. The difficulties of the past few years have intensified and brought greater attention to the challenges our children are facing. Test scores related to Kindergarten Readiness in our region improved this past year but are still around the 50% mark. This year also marked the launch of **Operation Ready Child**, a program focused on increasing in-home parent education services focused on early childhood development. Data from our area has shown that the outcomes for these programs are significant. Thus far over \$750,000 has been pledged to support this exciting new initiative, all designed to improve kindergarten readiness.

Annual Campaign

In the 2024-2025 funding-cycle over **\$1,013,484** was allocated to **50** nonprofit agency programs throughout the 10-county Barren River Area Development District. We remain committed to actively identifying new nonprofit agencies and programs to support, ensuring that the most impactful initiatives are funded in our community.

New Partnerships and Programs

This past year, we partnered with **Baby2Baby**, which is an organization providing millions of free diapers and baby products nationally. We became their only distributor in Southern Kentucky and were able to distribute over 100,000 diapers, wipes, and toothbrushes to local nonprofits aiding parents and families. Additionally, thanks to O-I Glass, we were able to partner with Warren County Government to launch the **Glass4Good** program. All glass collected in the bins placed at Ephram White and Basil Griffin Park is recycled, and the proceeds benefit United Way.

This annual report highlights the strides we've made and the strong sense of collaboration that defines our community. We're deeply grateful for your partnership with United Way of Southern Kentucky. We continue to imagine and strive for all that is possible when we work together.

With deep appreciation,



DARREN WOODRUFF
2024-2025
Chairman of the
Board



DEBBIE HILLS
President & CEO
United Way of
Southern Kentucky



United Way of Southern Kentucky

IMAGINE

EVERY CHILD

BEING KINDERGARTEN READY



MEASURES OF IMPACT

KINDERGARTEN READINESS

IMAGINATION LIBRARY



9,000+

CHILDREN
RECEIVING
MONTHLY BOOKS



106,278

BOOKS MAILED
IN 2024



4.5% +

INCREASE
IN BOOKS
MAILED

EARLY CHILDHOOD EDUCATION



3,000

EDUCATIONAL
BACKPACKS
DELIVERED



100,000+

REACHED
THROUGH LOCAL
TV & SOCIAL
MEDIA PSAs



2

MINI FREE
LIBRARIES
ADDED & 2
IMPROVED

IMAGINE

EVERY CONTACT RECEIVING HOPE

2.1.1

Get Connected. Get Help.™



MEASURES OF IMPACT



7,036

**CALLS, TEXTS, AND MESSAGES
ANSWERED**

21,609

**NONPROFIT
AGENCY REFERRALS**

26,369

**TOTAL MINUTES
ASSISTING OTHERS**

SUCCESS STORY

“We have a friend in kynect! Melanie Mahaffey provides our family with emotional support, resources, and information to find our way through needs related to mental illness. She is a passionate service provider with knowledge of housing, insurance, food, rent assistance, and disability. She provides encouragement to keep going and always has another helpful idea. Thank you, Melanie, for the world of difference you make and enabling people like us to be more effective in our efforts to create a stable life.”

Sally S.

kynect resources client



IMAGINE
THRIVING FAMILIES

OPERATION READY CHILD

THE CHALLENGES



2024 Kindergarten Readiness scores
are around 50% in the BRADD



Children are struggling with:

- Lack of social skills
- Fine motor skills lacking
- Problems in regulating & expressing emotions

WHAT OPERATION READY CHILD IS DOING ABOUT IT



Raising funds to help provide
in-home parent education.
\$750,000 raised so far.



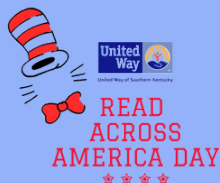
4 parent educators have been
funded to help families.

IMAGINE COMMUNITIES BEING STRENGTHENED ONE VOLUNTEER PROJECT AT A TIME



MEASURES OF IMPACT

2024 VOLUNTEER EFFORTS



100+

VOLUNTEERS

90+

LOCATIONS

**HUNDREDS OF KIDS ENGAGED WITH
READING AND ACTIVITIES**



300+

VOLUNTEERS

27+

**COMPANY
DRIVES**

**63,525 ITEMS COLLECTED AND
DISTRIBUTED TO LOCAL AGENCIES**



40+

VOLUNTEERS

25+

**AGENCIES
BENEFITED**

**105,980 ITEMS DISTRIBUTED
TO LOCAL FAMILIES IN NEED**

**2024
Day of Caring**



850+

VOLUNTEERS

90+

PROJECTS

**THOUSANDS OF LIVES IMPACTED
BY COMPLETED PROJECTS**

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 UWSK EVENTS

GIVE

WORKPLACE CAMPAIGNS

TOCQUEVILLE SOCIETY,
MAJOR GIVING, &
LEADERSHIP CIRCLE

SPECIAL EVENTS

ENDOWMENT GIFTS

PLANNED GIVING

IMAGINE FLOURISHING FUTURES

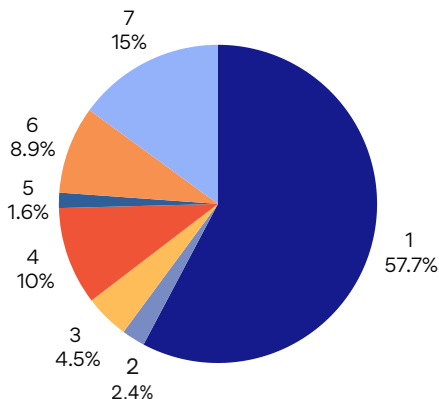


THE NUMBERS

REVENUE: \$2,917,079

- 1) Campaign: \$1,684,509
- 2) Tornado Fund: \$69,200
- 3) Early Childhood Education: \$131,287
- 4) 211 Center: \$290,569
- 5) Major Gifts: \$45,365
- 6) Special Events: \$259,580
- 7) Other: \$436,569

REVENUE:



EXPENDITURES: \$2,259,479

- 1) Fund Distributions: \$1,216,885
United Way impacts critical issues led by community volunteers.
- 2) 211 Contact Center: \$293,940

The 211 contact center provides those in need with health and human service referrals.

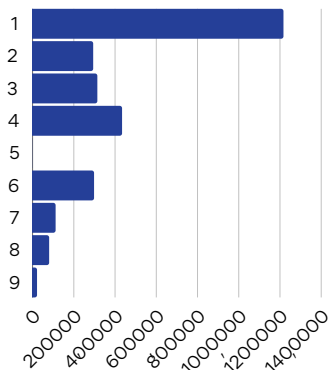
- 3) Early Childhood Education: \$314,139
United Way has set a bold goal of increasing the number of children who are ready for kindergarten.

- 4) Community Impact: \$434,041
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 ensuring programs meet the most critical needs.

- 5) Volunteer Programs: \$474

United Way organizing and mobilizing volunteers to serve the community.

EXPENDITURES:



SUPPORTING SERVICES: \$511,727

- 6) Management and General: \$298,178
Includes investments in infrastructure and operations.

- 7) Fundraising: \$111,658
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: \$80,321
Efforts to raise awareness of the organization's impact in the community, programs, and events.

- 9) UWW Dues: \$21,570

Financial data is for fiscal year 2024 (July 2023- June 2024).

United Way's 990 tax form and annual audit are available for review at 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.

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LIVE UNITED

**United
Way**



United Way of Southern Kentucky