

**UNITED**

**FOR  
COMMUNITY**



**UNITED WAY**  
Southern Kentucky



**2025**

**ANNUAL REPORT  
TO  
THE COMMUNITY**

# A LETTER FROM OUR BOARD CHAIR & PRESIDENT

Dear United Way of Southern Kentucky Supporters,  
Across our region, families are facing growing challenges—and thanks to your support, United Way of Southern Kentucky is meeting those needs with focus, collaboration, and measurable impact. This year's work reflects our commitment to strengthening communities by investing in effective programs, expanding access to critical services, and prioritizing early intervention where it matters most.

## Annual Campaign

For the 2024–2025 funding cycle, **\$1,101,461** was allocated to **46 nonprofit agency programs** serving the **10-county Barren River Area Development District**. By continually seeking new and innovative nonprofit partners, we are working to ensure that the most impactful programs are funded to meet our community's evolving needs.

## Early Childhood Education

Education—particularly early childhood education—remains a key focus of our work. With **Kindergarten Readiness scores teetering around 50%** across our region, early intervention is critical to closing these gaps and setting children on a path toward lifelong success.

A cornerstone of this work is **Operation Ready Child**. Since its inception, **\$1,021,750** has been raised to improve Kindergarten readiness outcomes across our region. Operation Ready Child has enabled the hiring of **four in-home parent advocates**. These advocates are currently serving **62+ children and their families** and have completed **more than 343 in-home visits**, helping caregivers build skills to aid their children in their most formative years. Additionally, we launched **ParentPowered**, providing hundreds of households with helpful educational texts designed to support parents and caregivers in their child's early development.

## 211 Growth

With expanded staffing, our team successfully managed a **60% increase in contacts** over the previous year. In total, **11,276 calls, texts, and messages** were answered, connecting individuals and families to essential community resources.

We hope this annual report provides an overview of the scope and impact of United Way of Southern Kentucky's work, highlighting what is possible through collective effort. When we are **UNITED** in our mission, we are able to respond to community needs and create a stronger, more caring community for all.

With gratitude,



DR. MILLI MCINTOSH  
2025  
Chairman of the  
Board



DEBBIE HILLS  
President & CEO  
United Way of  
Southern Kentucky



2.1.1

Get Connected. Get Help.™

# UNITED IN PROVIDING HELP AND HOPE



# MEASURES OF IMPACT



Get Connected. Get Help.™



14,600  
NONPROFIT  
AGENCY  
REFERRALS



11,276  
INDIVIDUALS  
SERVED



109,196  
TOTAL  
MINUTES  
ASSISTING  
OTHERS

## SUCCESS STORY

“A formerly unhoused, elderly, and disabled client finally found a place to call home at one of the income-based housing communities within the 211 database. The client was previously sleeping on a mat on the floor of a shared and unfurnished one-bedroom apartment. 211 staff were able to help her find furniture donations for a bed frame, mattress, sofa, and dresser. As result, the client's home is now fully furnished and she is able to live more comfortably. We were able to find assistance for the client due to the expansion of the database and addition of new resources in the community.”

Shared by Megan, Director of Operations for 211



**UNITED WAY**  
Southern Kentucky

## UNITED IN IMPROVING COMMUNITIES



# MEASURES OF IMPACT

## 2025 VOLUNTEER EFFORTS



**READ  
ACROSS  
AMERICA DAY**  
☆☆☆☆



**FEED  
THE  
NEED.**

**110**

**VOLUNTEER  
CLASSROOM  
READERS**

**103**

**CLASSROOMS  
SERVED**

**356**

**FOOD  
COLLECTION &  
SORTING  
VOLUNTEERS**

**66,016**

**ITEMS  
COLLECTED**

**Day of Caring**



**711**

**VOLUNTEERS  
ASSISTING  
NONPROFITS  
AREA WIDE**

**66**

**PROJECTS  
COMPLETED**



**UNITED WAY**  
Southern Kentucky

**UNITED FOR  
EARLY CHILDHOOD  
EDUCATION**



# MEASURES OF IMPACT

## KINDERGARTEN READINESS

### IMAGINATION LIBRARY



12,032

CHILDREN  
SERVED  
THROUGHOUT  
THE YEAR



111,002

BOOKS  
MAILED  
IN 2025



9.4% +

INCREASE  
IN BOOKS  
MAILED

### EARLY CHILDHOOD EDUCATION



3,500

EDUCATIONAL  
BACKPACKS  
PREPARED FOR  
CHILDREN



2+ MILLION

REACHED  
THROUGH PSA'S  
AND SOCIAL  
MEDIA POSTS



5

NEW BORN  
LEARNING TRAILS  
ADDED

### Baby2Baby<sup>™</sup> PARTNERSHIP



219,967

BABY ITEMS  
DELIVERED AND  
DISTRIBUTED  
INCLUDING  
DIAPERS, WIPES,  
TOOTHBRUSHES



4,800

SCHOOL RELATED  
ITEMS FOR  
EDUCATIONAL  
KITS



21

NONPROFIT  
AGENCIES  
DISTRIBUTED  
ITEMS TO FAMILIES  
IN NEED

# UNITED IS 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**

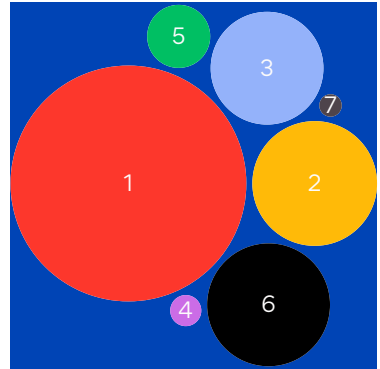
# UNITED IN INVESTING IN THE FUTURE



# THE NUMBERS

## REVENUE: \$3,358,706

- 1) Campaign: \$1,788,895
- 2) Early Childhood Education: \$500,289
- 3) 211 Center: \$408,811
- 4) Major Gifts: \$31,000
- 5) Special Events: \$127,725
- 6) Other: \$485,833
- 7) Disaster Response & Recovery: \$16,153

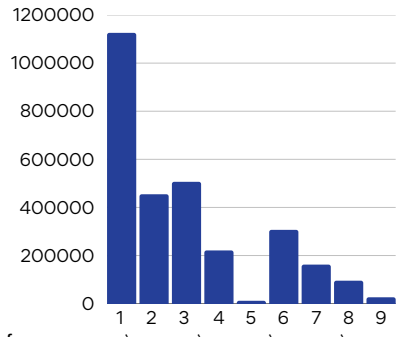


## EXPENDITURES: \$2,309,349

- 1) Fund Distributions: \$1,125,788  
United Way impacts critical issues led by community volunteers.
- 2) 211 Contact Center: \$454,730  
The 211 contact center provides callers or those texting with health and human service referrals.
- 3) Early Childhood Education: \$506,478  
United Way has set a bold goal of increasing the number of children who are ready for kindergarten.
- 4) Community Impact: \$221,164  
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: \$1,189  
United Way organizes and mobilizes volunteers to serve the community.

## SUPPORTING SERVICES: \$590,787

- 6) Management and General: \$306,731  
Includes investments in infrastructure and operations.
- 7) Fundraising: \$162,288  
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: \$95,376  
Efforts to raise awareness of the organization's impact in the community, programs, and events.
- 9) UWW Dues: \$26,392



Financial data is for fiscal year 2025 (July 2024- June 2025).

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

**ADDRESS: 1110 COLLEGE STREET  
BOWLING GREEN, KY 42101**

**PHONE: 270-843-3205**

**WEBSITE: UWSK.ORG**

**EMAIL: INFO@UWSK.ORG**