

**2022-2023**

**UNITED WAY CAMPAIGN**

*United to Champion Children*

*United to Build Pathways out of Poverty*



United Way of the Ozarks

# UWO Campaign Staff

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**Rachael Walsh**  
Vice President of Resource Development



United Way of the Ozarks

# UWO Campaign Staff

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**Vickie Hicks**  
Resource Development Director



United Way of the Ozarks

# Video



[United Way of the Ozarks: Our Community - YouTube](#)



United Way of the Ozarks

# About United Way of the Ozarks

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- We have served in the Ozarks for over 90 years
- A member of the United Way Worldwide organization
- When you give to UWO your dollars stay local
- A newly redesigned organization ready to meet the challenges our community faces



United Way of the Ozarks

# Our Role in the Community

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- We focus on the big picture
- We collaborate and connect to meet needs and fill funding gaps
- Community Investment Experts



United Way of the Ozarks

# Focus Areas

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- **Pathways out of Poverty**

- We aim to break the cycle of generational poverty
- We help individuals and families become self-sufficient

- **Champion Children**

- We work to ensure that all children have access to food, shelter and an education



# Community Investment Process

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- **Community Investment Process was re-engineered in Spring 2022**
  - We opened the funding process to new nonprofits/programs
  - Programs that apply for funding are moving the needle on creating pathways out of poverty or championing children (or both)





# Community Investment Strategy

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Undesignated dollars go into the Community Investment Fund

- **New Community Investment Model**
  - **Upstream** programs – 60%
  - **Safety Net** programs – 30%
  - **Innovation** fund – 10% (“Shark Tank” competition)



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# Community Investment Process

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- **Community Investment Process:**
  - Upstream, safety net, and innovation funding requests are submitted by nonprofits and reviewed by our Community Investment Panel (donor volunteers)
  - The Community Investment Panel vets the nonprofits by looking at their financials and impact of each nonprofit/program
  - The panel determines where dollars are allocated
  - Programs are funded for two years but re-evaluated each year



# Our 2022- 2023 Nonprofit Partners

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- Big Brothers Big Sisters
- Boys & Girls Clubs of Springfield
- Breast Cancer Foundation of the Ozarks (*new*)
- Community Partnership
- Court Appointed Special Advocates (CASA)
- Council of Churches
- Development Center of the Ozarks
- Good Dads (*new*)
- Great Circle
- Habitat for Humanity
- Harmony House
- Ozarks Counseling Center
- Ozarks Literacy Council
- The Victim Center



# Additional Funds and Impact Areas

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- **United Way funds programs that serve individuals and families in 14 counties:**
  - Barry, Christian, Dallas, Douglas, Greene, Hickory, Laclede, Lawrence, Polk, Stone, Taney, Texas, Webster, & Wright
- **Additional UWO Funds**
  - Cancer
  - Veterans
  - Transportation



# Designation Policy

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- The most POWERFUL way to give is the **Community Investment Fund**
  - Undesignated Gifts go into the Community Investment Fund
- Donors can designate to a specific United Way Fund
  - Upstream
  - Safety Net
  - Innovation
  - Cancer
  - Veterans
  - Transportation



# Designation Policy, Part 2

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## Funded Nonprofit Partner Designations

- You can find a list of our funded nonprofit partners at [uwozarks.org](http://uwozarks.org) or using the QR code on the pledge form
- These dollars come off the top and do not go into the Community Investment Fund

## Write-In Designations

- You can designate your gift to any 501(c)3 nonprofit organization
- This includes designations to United Ways in other communities



United Way of the Ozarks

# It starts with

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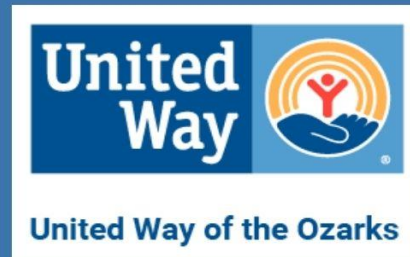
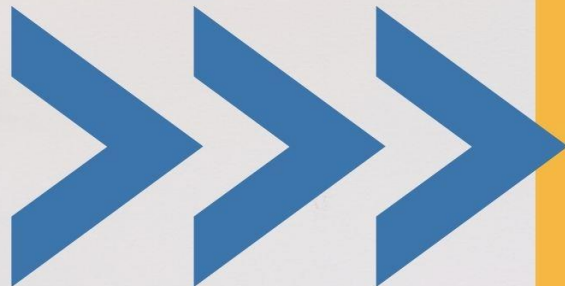
...a life changed



United Way of the Ozarks

# The united impact...

If every employee in the  
Springfield Metro Area  
gave just...



we'd raise **\$22 million** for our  
community's most critical needs.

**UNITED, A LITTLE  
GOES A LONG WAY.**



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# Other ways to engage

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- Volunteer at Day of Caring
- Participate in the Give 5 Program
- Serve as Community Investment Panelist



# Resource Reminder: 2-1-1

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A free and confidential 24-hour resource and referral hotline.



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# THANK YOU!

## Questions?

Contact:

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Contact:

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