

THIS IS HOW WE LIVE UNITED.

Metro United Way's 2009 Community Results Book



THIS IS HOW WE LIVE UNITED: The Seneca High School Cheerleaders helped us celebrate at our Community Pep Rally in December, 2009. Photo by Walt Norris.



Let's begin with a big cheer for you.

This past year, over 80,000 donors contributed \$27.1 million and over 15,000 volunteers invested more than 140,000 hours of their time to help Metro United Way make our home town a stronger, even better place to live. Because of the generosity and passion of people like you, even in the face of the hard economic times, we've been able to help people in crisis now while taking on issues to make our community stronger in the future. **Hip hip hooray!**

We focus all our efforts in the areas of education, income and health, the building blocks for a good quality life, while also making sure that immediate needs in our community are still being addressed, every day.

And because you invest so much in us, we believe you deserve to know exactly what we're doing to make this happen.

Meeting the Needs of TODAY

Last year, through your donations to Metro United Way and our support of almost 90 partners and agencies and 150 programs and initiatives...

- More than 150,000 people met their basic need for food, shelter and other necessities.
- 375 un/underemployed people secured improved employment opportunities.
- 12,000+ youth got supportive mentoring relationships and/or participated in quality after-school programs and services.
- Over 140,000 people got health care information and 6,000 received health care related services through our network of programs and services.
- 15,000 seniors and people with disabilities achieved and maintained independence.
- 1,000 people with mental illness avoided readmission as inpatients.
- 12,500 families received free income tax filing assistance.
- 15,000 people were provided access to healthy emergency food.

That's over 350,000 people – more than one third of the population in our community – helped by your support.

While providing funds and support to our strong network of agencies and programs (go to p.13 for a complete list) is an extremely important part of our work, it is not our only focus. Metro United Way keeps a keen eye on the changing needs of our community and quickly moves to position our resources and recruit people and organizations to get things done and address the unforeseen issues that arise.

Meeting the Needs of TODAY

Last year was tough for many members of our community, in many serious and difficult ways. The aftermath of natural disasters—like the ice storm and flash flood—combined with the negative effects of a bad economy—job loss, home loss and increased need for basic assistance—all made 2009 an especially challenging year for so many of our friends and neighbors. Here are some specific ways Metro United Way responded to the increased and immediate needs of our community last year.

Supplying Emergency Food to Our Neighbors

One of the areas that saw a huge increase in demand last year was the need for emergency food. Much of this demand came from people who have never asked for help before. Our partnership with Dare to Care, combined with the efforts of teams of corporate and individual volunteers recruited by Metro United Way, provided local mobile food pantries with enough **emergency food to help feed over 15,000 more people than were helped last year.**

Connecting the Community to Help

Call volume to 2-1-1, our 24/7 help line, increased dramatically last year. When we started 2-1-1 four years ago we received about 8,000 calls in that first year. **Last year we handled a record 60,000 calls** from our community, connecting people to the services they need. Requests were diverse, from where to find income tax filing assistance, how to get help paying rent, and foreclosure assistance.



THIS IS HOW WE LIVE UNITED:
Youth volunteers from Youth Build helped distribute food at a Dare to Care Mobile Food Bank in April, 2009.



THIS IS HOW WE LIVE UNITED:

Volunteers recruited by Metro United Way helped clean a home damaged by the flood in August, 2009.

Recruiting Volunteers and Deploying Resources for Emergency Disaster Assistance

Many people don't know this, but Metro United Way is our community's designated agency for spontaneous volunteer coordination during emergency situations. In this role, we respond to natural disasters in our community within 48 hours. Metro United Way connects people with the resources necessary to get their lives back on track. **During the flood, our Volunteer Engagement Center and 2-1-1 line worked together to answer over 5,000 calls and coordinate nearly 1,000 volunteers who helped clean more than 1,200 affected homes.**

Additionally as the Administrator for \$774,000 in federal FEMA funding, we supported 10 local organizations that provided:

- More than 300,000 emergency meals.
- Over 63,000 nights of shelter to people without a home.
- 750+ rent and mortgage payments on behalf of residents displaced from disasters.

Promoting Financial Stability - Putting Money Back in the Pockets of Our Neighbors

Through Metro United Way's partnerships with the Louisville Asset Building Coalition, the Southern Indiana Asset Building Coalition, and HJW Career and Financial Literacy Institute, along with many other community organizations, we helped serve 12,000 people with free tax services. These free, community-wide services saved filers an estimated \$2.68 million in tax preparation and service fees and **put a total of over \$14 million back into our local economy.**

Reducing the Needs of TOMORROW

In addition to responding to our community's immediate needs, Metro United Way also worked hard at building the long-term future and strength of our community by targeting key issues and conditions that, if improved, will have profound positive and lasting impact on our community for many years to come.

To put it plainly, we're doing all that we can today to keep the problems that currently exist in our community from happening in the future.

Education, Income and Health – the Building Blocks for a better life for all of us.

Metro United Way focuses our efforts on the building blocks for a good life- a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

It all starts with Education.

Making sure that our children come to school prepared to succeed and then supporting those same children through high school graduation creates a ripple effect of success throughout the entire community.

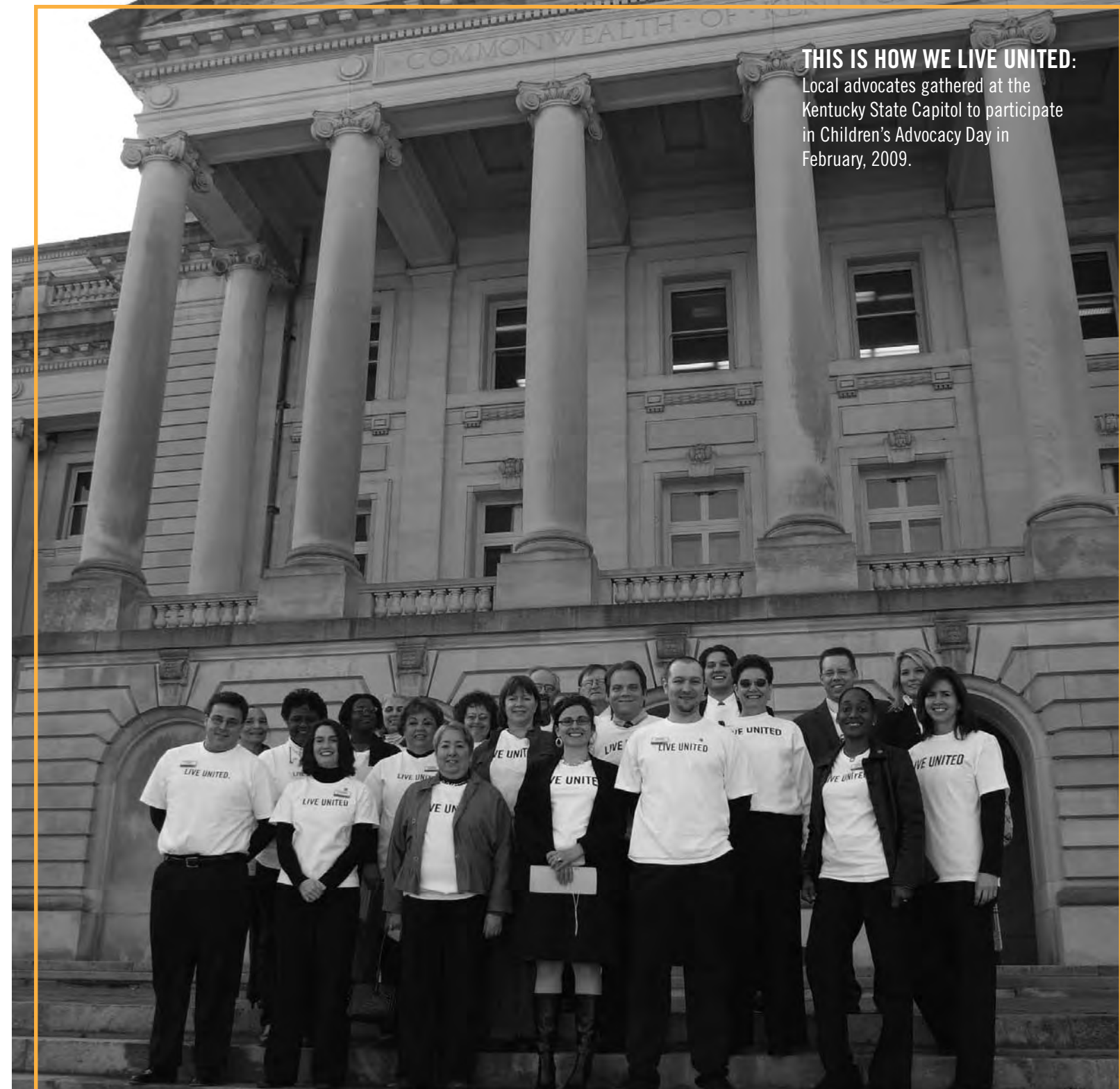
We've made a promise to our community. By 2018, we promise to:

1. Prepare all of our community's children for success in kindergarten.
2. Increase the high school graduation rate from 73% to 87%.

What did we accomplish last year towards fulfilling these promises?

In 2009, Metro United Way invested:

- \$1,257,721 in 14 childcare centers, serving 2,068 children.
- \$3,113,242 in 17 agencies to ensure 27,980 youth were engaged in programs measuring reading and math improvement.
- \$2,644,987 in 18 programs that allowed 29,301 youth to secure supportive mentoring relationships and participate in quality after-school programs and services.



THIS IS HOW WE LIVE UNITED:

Samal McNeely and son Samal II, and Gretchen Houchin and son Ben spoke about their experience with Ages & Stages Questionnaires at a press conference in June, 2009.



Our Education Promise: Preparing Children to Succeed in Kindergarten

Metro United Way Success By 6 – Laying the Groundwork for School Success

United Way



Metro United Way

Metro United Way Success By 6 was launched in 2000 with the goal that every child in our community is healthy, safe, nurtured and prepared to succeed in kindergarten. Ensuring that all of our children are prepared for school requires long-term commitment from families, service providers, policymakers, businesses, educators and civic leaders.

Kindergarten Countdown – Getting Children (and Parents) Excited for Their Big Day

Over 2,600 incoming kindergartners and their caregivers participated in eight Kindergarten Countdown summer events and took home valuable materials to prepare them for their first day of school.

Parent Workshops – Giving Parents & Caregivers the Tools to Help Children Succeed

120 parents and caregivers attended Success By 6 Parent Workshops in Clark, Floyd and Jefferson counties on: Preparing Your Child for Kindergarten, Early Literacy Practices, Brain Development and Promoting Positive Behavior in Young Children.

Ages & Stages Questionnaires – Determining Where our Children Stand and Connecting Them to Services They Need

We began distributing Ages & Stages Questionnaires throughout our community to help parents and caregivers know if their young children are developing “on-track.” Parents and caregivers return the Questionnaires to us, and we then refer them to services (if needed) while compiling the results to establish the first ever community-wide baseline measurement of the developmental readiness of our youngest children.

Camp Kindergarten – Giving Children and Families a Sneak Peak so They’re Ready to Go

In order to promote positive transitions to kindergarten, we supported 35 Success By 6 Camp Kindergartens. 2,600 children and their families participated in day-long programs at their actual school sites, helping the children feel more at ease and familiar with their new school surroundings and excited to start school ready to learn.

Gheens Bridges to Tomorrow – Learning Lab Today for Community-Wide Success Tomorrow

We’ve partnered with The Gheens Foundation, the Humana Foundation and PNC to develop this groundbreaking initiative. The concept: we invest resources in the entire family, within specific, targeted areas, and the community that supports them. The Gheens Bridges to Tomorrow initiative works to strengthen and empower local families, childcare and community centers, and the community where they all reside so each will support and nurture a child’s love of learning. We strive to measurably improve their families’ financial stability and access to health information. Our goal: to take our successes from these four targeted neighborhoods to a community-wide level.

Shelby County Schools Kindergarten Readiness Partnership – Connecting Kindergartners to a Healthy Start, All in One Place

In partnership with Shelby County Schools, we successfully screened 99% of all incoming kindergartners. Health screens, dental services, Medicaid services, immunizations, eye and physical exams were all available during this time. This partnership ensures that all new kindergartners arrive on their first day healthy and ready to go. The Superintendent of Shelby County schools has seen the value of these assessments and has now made them mandatory, and we’re collecting information to expand this event to other communities.

Shelby/Oldham County Pediatric Health Initiative – Getting Children Access to Good Dental Care

In 2009, our pediatric dental health initiative connected over 4,300 children to valuable dental resources in order to improve their dental health and overall well-being. We plan to use this experience in Shelby/Oldham County as a test site that may be rolled out into other areas of our community.



THIS IS HOW WE LIVE UNITED:

A student and instructor at Americana Community Center worked on sharpening math skills through the Gheens Bridges to Tomorrow initiative in December, 2009.

Our Education Promise: Improving the Graduation Rate

Community Youth Vision – Asking Our Students What They Need to Succeed

We went straight to the source - the students – and asked what they wanted from schools and the community. In partnership with the Louisville Metro Government Office for Youth Development, Metro United Way convened 36 meetings to identify a youth vision. 500+ stakeholders responded representing 30 of 32 zip codes with 40% of those stakeholders being under the age of 19. The vision was designed to create a compelling, child-centered, community-based vision to act as a unifying source for strategies developed with the Community Youth Print.

Community Youth Print - Developing Positive Programs for Youth in Their Free Time

A Community Youth Print (Plan) for Out of School Time and After School has been developed in partnership with Jefferson County Public Schools and Louisville Metro Government. The goal of the partnership is to create a coordinated system for the enhancement of local youth services. Out of school programs have been proven to play a significant role in making sure students gain the knowledge, skills and motivation required to obtain a high school degree and enter post-secondary education.

Youth Summits – Giving Students a Voice in the Community

In Southern Indiana, we're working with schools and other community partners to empower local youth to step up as leaders. We're asking these youths to help us make changes for the future by discovering what they need from the community to help them succeed. We engaged over 3,600 middle and high school students to participate in Developmental Asset Attitude & Behaviors Surveys across Clark and Harrison counties and successfully recruited 13 education experts to a Metro United Way Volunteer Advisory Strategic Team for middle and high school education.

Ready by 21 / United Way Worldwide Southeast Challenge Grant – Mapping Out the Next Eight Years

Metro United Way received a \$50,000 grant from United Way Worldwide that will help Metro United Way develop an eight-year framework to accomplish our 2018 strategic goals for kindergarten preparedness and an improved high school graduation rate. This framework, once fully developed, will contain:

- Specific issues Metro United Way will address.
- Strategies we'll use to address the issues.
- The people or neighborhoods where we will focus our work.
- The funding we'll need to accomplish our goals.
- Community partners who will help us to accomplish this plan.
- The metrics we will use to measure progress.
- A multi-year communication plan to keep the community and our donors, advocates and volunteers informed of our progress.

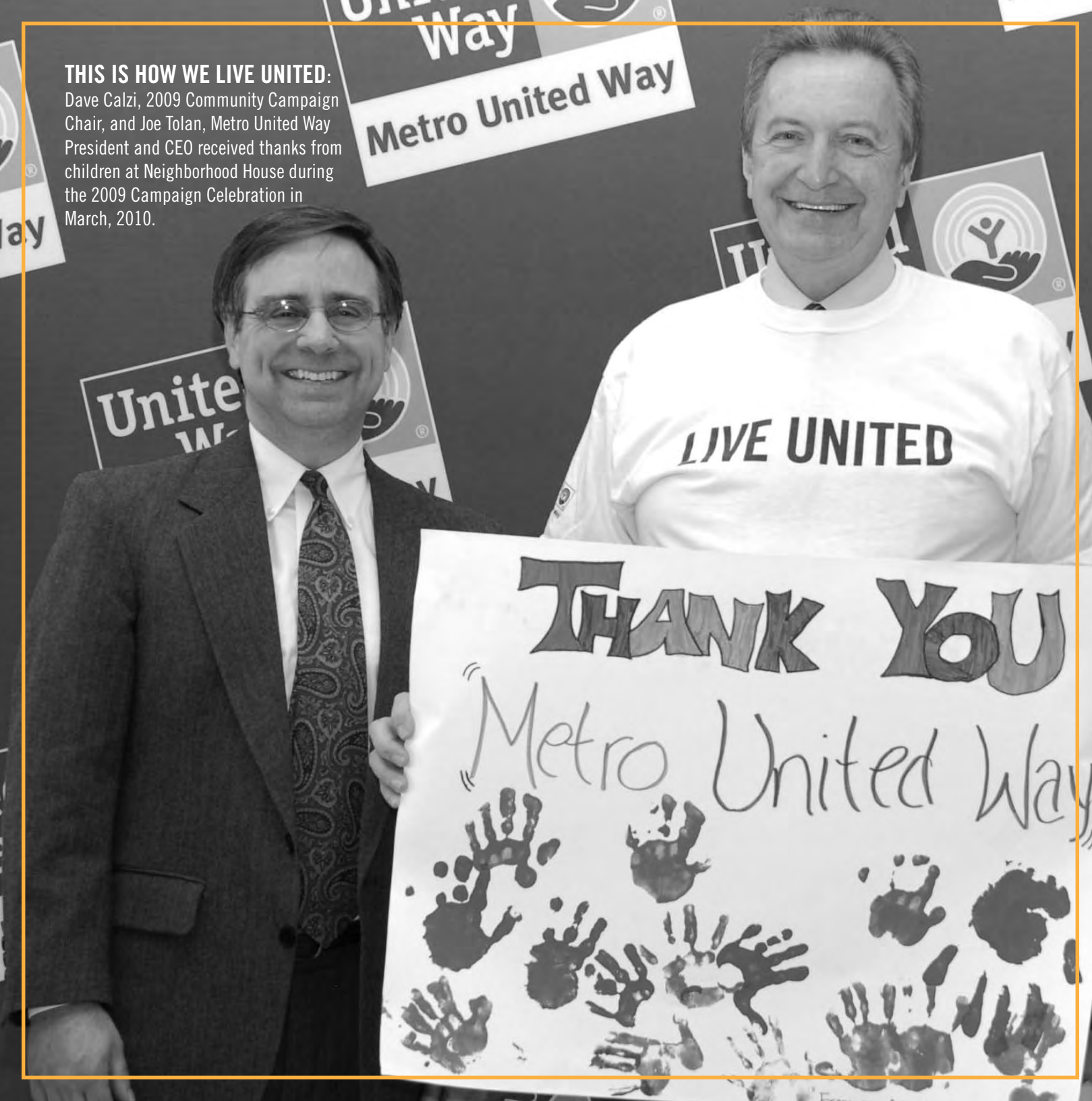
THIS IS HOW WE LIVE UNITED:

IUS *Student* United Way members slept outdoors in boxes to raise awareness of homelessness in March, 2009.



THIS IS HOW WE LIVE UNITED:

Dave Calzi, 2009 Community Campaign Chair, and Joe Tolan, Metro United Way President and CEO received thanks from children at Neighborhood House during the 2009 Campaign Celebration in March, 2010.



Let's finish by thanking you.

It is you that makes everything possible. **THANK YOU.** Here's how you do that.

GIVE.

Giving to Metro United Way is the easiest and most powerful way to invest in your community. If you do not have a workplace campaign, you can contribute online at metrounitedway.org/give, mail in a donation to PO Box 4488, Louisville, KY 40204-0488, or call and donate over the phone (502) 583-2821.

ADVOCATE.

You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor. Metro United Way needs people who are passionate about education, income and health to make some noise. Sign up for our monthly newsletters at metrounitedway.net/enews so you can stay in the know about advocacy opportunities to champion your cause.

VOLUNTEER.

Metro United Way worked with over 15,000 volunteers last year. We get help from volunteers and local nonprofits to develop the best opportunities for people to get involved. Visit metrounitedway.org/volunteer for a list of local volunteer opportunities for individuals and groups.

Getting in Touch with Us

Getting in touch with Metro United Way is now easier than ever. We're just a blog, friend request or good, old-fashioned phone call away.

- Visit our website (metrounitedway.org) or our blog "Live United Y'all"! (liveunitedyall.org) for the latest news, opportunities and information.
- Find Metro United Way's Facebook Page (facebook.com/metrounitedway) to become a fan, receive updates and let your friends know that you **LIVE UNITED**.
- Follow Metro United Way on Twitter for news, community updates, and resources: twitter.com/metrounitedway.
- Call us at (502) 583-2821 or write us at Metro United Way, 334 East Broadway, Louisville, KY 40202.

Metro United Way Fundraising Partners, Agencies and Programs

American Cancer Society * - \$558,279

Dedicated to eliminating cancer as a major problem through research, education, advocacy and service

American Red Cross Louisville Area Chapter * - \$2,092,311

Provides relief to victims of disasters and helps people prepare for and respond to emergencies in Jefferson, Shelby, Bullitt and Oldham Counties in Kentucky and Clark, Floyd and Harrison Counties in Indiana

* FUNDRAISING PARTNER

American Heart Association/American Stroke Association - \$247,457

Strives to reduce disability and death from cardiovascular diseases and stroke

Big Brothers Big Sisters of Kentuckiana, Inc. - \$353,535

Provides one to one relationship with a mature volunteer for youth in need of friendship

Bingham Clinic - \$148,967

Provides psychiatric mental health services to children and adolescents with emotional and behavioral problems

Blue River Services, Inc. - \$57,939

Provides services, training and transportation for children and adults with disabilities and the general community

Boy Scouts of America, Lincoln Heritage Council - \$252,899

Provides programming that builds strong families, develops leadership skills and instills values in young people

Boys and Girls Club of Harrison County, Inc. - \$8,587

Provides community-based recreational, educational and therapeutic services for youths ages 8-18

Boys & Girls Clubs of Kentuckiana - \$426,150

Provides social, vocational, cultural, spiritual and other programming for children ages 6-18

Bridgehaven, Inc. - \$219,491

Provides psychiatric rehabilitation, recovery and community integration services for adults with serious mental illnesses

Brooklawn Child and Family Services - \$71,343

Provides residential and outpatient treatment for children and youth with emotional disabilities

California Area Family Development Center, Inc. - \$142,282

Offers childcare services and developmental programs for infants, toddlers, pre-school and school-aged children

Center for Lay Ministries - \$32,263

Provides emergency services – such as a food pantry and funding assistance – for Clark County, Indiana residents

The Center for Women & Families - \$508,472

Provides programs and housing for people affected by domestic violence, rape/sexual assault and economic hardship

Centro Latino of Shelbyville, Inc. - \$4,232

Renders basic social services and adult education to the general community in Shelby and surrounding counties

Clark County Drug Court - \$15,743

An alternative sentencing program for nonviolent felony drug offenders

Clark County Youth Shelter & Family Services, Inc. - \$5,644

Provides 24-hour residential care for adolescents in crisis situations

Communities in Schools of Clark County - \$30,000

Committed to helping at-risk youth reach their fullest potential, delivers academic enhancement, tutoring and parental involvement and crisis referral

Community Chest of Oldham County - \$45,630

Provides assistance to families in Oldham County that need emergency aid to temporarily meet basic needs

Community Coordinated Child Care (4-C) - \$472,695

Assists parents in locating and paying for childcare; offers innovative training for childcare providers; provides childcare data to employers and policy makers; advocates for children and families on a national, state and local level

Community Living, Inc. - \$45,069

Provides support and assistance to meet the daily living needs of individuals with mental retardation

Council on Developmental Disabilities - \$200,477

Provides information, support and advocacy services to children and adults with mental retardation and their families and other interested persons in the community

Crisis & Information Center (A program of Seven Counties Services, Inc.) - \$160,032

A 24-hour telephone hotline providing suicide prevention and intervention, crisis counseling, and information and referral to health and human services

Custom Quality Services, Inc. - \$124,636

Provides employment for individuals with disabilities in normalized work environments

Dorman Preschool Center - \$61,372

Provides early intervention to at-risk children in need of multiple support services

ElderServe, Inc. - \$258,429

Provides social services, senior companions, home care, adult daycare, telephone reassurance, crime victims advocacy and other services for seniors and their families throughout Jefferson County

Family and Children’s Place - \$1,407,573

Provides services for children and families affected by abuse, neglect and violence

Family Health Center of Clark County, Inc. - \$30,344

Provides primary and preventative care and education to low-income, uninsured Clark County residents

Family Health Center of Floyd County, Inc. - \$13,726

Provides primary and preventative care and education to low-income, uninsured Floyd County residents

4-H Council of Oldham County - \$16,224

Provides opportunities for Oldham County youth to learn leadership, citizenship & life skills

Goodwill BridgePointe Services, Inc. - \$172,016

Offers rehabilitation, child development, family support, job placement: an array of programs under one roof

GuardiaCare Services, Inc. - \$95,633

Provides financial management, guardianship and adult day health services to seniors and others at risk

Harrison County Community Services, Inc. - \$94,093

Provides programs in crisis assistance including a Food Pantry and Clothes Closet. Assists individuals and families in accessing services and building assets

The HDB Service Group, Inc. - \$10,140

Provides transportation to medically related destinations, fixed route bus service and a clinic for those without health insurance

Home of the Innocents, Inc. - \$391,645

Provides emergency and long-term residential treatment and services to children with a variety of needs

Hoosier Hills PACT - \$12,925

Provides advocacy, shelter, support and referral service to victims of domestic violence and other crimes. Provides Day Reporting Program and cognitive behavioral and educational groups for adult offenders

Hosparus, Inc. - \$161,084

Provides end-of-life care and bereavement services to the terminally ill and their families

House of Ruth, Inc. - \$61,105

Provides housing and support services for individuals and families affected by HIV/AIDS

Interfaith Community Council, Inc. - \$183,855

Provides emergency financial, seasonal and food assistance in Floyd County and provides the RSVP (Retired Senior Volunteer Program) in Clark, Floyd, Harrison, Jefferson and Scott counties. Collaborates in multiple initiatives and provides a Youth Development Program that serves the tri-county area in Southern Indiana

Iroquois Child Care Center, Inc. - \$104,112

Provides childcare and development programs for infants through school-aged children

Jefferson Alcohol & Drug Abuse Center (JADAC) - \$26,144

Provides treatment programs for people with alcoholism and/or drug addiction and their families and/or friends

Jewish Community Association of Louisville - \$152,574

Provides health-related activities, cultural and educational programs to the community at large, including at-risk individuals

Jewish Family and Career Services - \$266,990

Serves families and individuals facing emotional crises or seeking improvement in their lives

Kentucky Youth Advocates, Inc. - \$126,632

Kentucky Youth Advocates is the independent voice for Kentucky’s children through research, work toward national and state policy reform; and, case advocacy/referral service

Kids Center for Pediatric Therapies - \$319,195

Provides early intervention for children with cerebral palsy, traumatic head injuries and other developmental disabilities

The Arthur S. Kling Center - \$70,822

A senior center that serves older adults both directly and through links to other providers

Legal Aid Society, Inc. - \$215,930

Offers legal advice and representation to clients who meet poverty guidelines

LifeSpan Resources, Inc. - \$57,017

Provides a service network enabling older adults and the disabled to remain independent

Louisville Central Community Centers, Inc. - \$445,767

Promotes self-sufficiency in the Russell neighborhood through a variety of programs for people of all ages and provides childcare and developmental programs for infants and school-age children

Louisville Urban League, Inc. - \$341,357

Assists minorities and disadvantaged persons through workforce development, housing counseling, and youth development and education. Improving race relations by promoting a greater appreciation for diversity

Maryhurst, Inc. - \$221,206
Offers treatment programs for emotionally disabled children who have been neglected, abandoned or abused

Multi-Purpose Community Action Agency, Inc. - \$44,724
Provides numerous services to the elderly, mentally retarded and others in need

National Kidney Foundation of Kentucky - \$44,188
Provides a range of screening, patient assistance and educational programs

Neighborhood House, Inc. - \$217,829
Provides services which enhance the quality of life for individuals of all ages in the Portland area

New Directions Housing Corporation - \$144,761
Provides housing and support services for children and single-parent homeless families

Next Step, Inc. - \$5,908
Promotes abstinence, sobriety and rehabilitation for individuals with or families affected by substance abuse

Operation Care, Inc. - \$42,678
Offers women and children emergency assistance, including shelter, food, clothing and medical attention

Our Place Drug & Alcohol Education Services, Inc. - \$42,564
Offers a variety of prevention, intervention and education services for youth, adults and family

Personal Counseling Service, Inc. - \$34,669
Offers counseling and therapy to individuals, couples and families both on- and off-site

Presbyterian Community Center - \$238,319
Provides preschool child development services, social services, recreation and health and community development programs in Smoketown, Shelby Park and Phoenix Hill

Rauch, Inc. - \$67,247
Provides employment, therapy, day and other services for adults and children with disabilities and the disenfranchised

Salvation Army Louisville Area Command - \$603,773
Provides shelter, food, clothing and other essential services to families in need. Offers programs to help youth, who need us most, to realize their potential

The Salvation Army of Southern Indiana, Inc. - \$150,765
Supports self-sufficiency and long-range stability through case management in emergency financial assistance

Shelby Center for Disability Services - \$45,852
Trains people with disabilities to build independent lives in the community

South Dixie Community Development Council - \$31,601
Provides summer educational programs at Watson Lane Elementary for underprivileged youth in Southwest Louisville

St. Benedict Center for Early Childhood Education Inc. - \$103,530
Serves children (6 weeks-12 years) through a variety of programs, including after-school and summer programs

Tri-County Community Action Agency, Inc. - \$37,518
Serves elderly and low-income people in Oldham County; provides adult day care, meal delivery and other services

Visually Impaired Preschool Services (VIPS) - \$98,173
Provides early educational services to children (birth to school age) who are blind or visually impaired

Wellspring - \$104,542
Promotes the recovery of people with psychiatric disabilities; provides supportive housing with rehabilitation

Wesley House Community Services - \$159,499
Offers childcare, youth services, computer education, a gently used clothing store and volunteer income tax assistance

YMCA of Greater Louisville, Inc. - \$612,111
Community-based programs that support young children, teens, adults and families in building healthy spirit, mind and body for all. Programs include leadership development, healthy actions, childcare and social services

YMCA of Southern Indiana, Inc. - \$90,983
Provides developmental childcare to infants through school-age children and support services to at-risk girls ages 7-18

Zoom Group - \$95,901
Provides vocational support for adults with mental retardation through employment and day programs

Innovative Partnerships

Center for Non-Profit Excellence - \$28,347

Coalition for the Homeless - \$57,593

East Louisville Community Ministries - \$4,227

Louisville Asset Building Coalition - \$36,553

Louisville Education and Employment Partnership - \$94,492

Volunteers of America - \$93,014

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