Dear Friends and Partners,

I am pleased to provide this report on the work and activities of Heart of Missouri United Way during 2010. This has been an amazing and challenging year for all of us. Our exploration of a new service model called Community Impact has energized our conversations, challenged us to re-evaluate why and how we do what we do, and to question and explore which needs are most pressing in our community. We have understood that to truly make a difference in the lives of those we seek to serve we must first look at ourselves. We have been working diligently to evaluate and align the roles and responsibilities of our board and staff. Thanks to the support of an anonymous donor, we were able to begin building a Community Impact process and hire a Community Impact Director to lead this innovative process.

I have described our work this year as “rebuilding the airplane while flying it.” Not an easy nor comfortable task. Nevertheless, our volunteers, board members, and amazing staff members have engaged in the process and embraced our challenge. I believe we will be stronger for it and, more importantly, that we will be able to help produce a better and deeper benefit for those we serve and for those who support us.

We are deeply grateful to all those who Give – Advocate – and Volunteer in partnership with us. Together, we can build a brighter future for our entire community. That is how we – LIVE UNITED!

Thank you for the part you play in our success!

Most sincerely,

Timothy L. Rich
Executive Director/CPO

Heart of Missouri United Way works to improve lives and foster human dignity by mobilizing and coordinating the caring power of community resources in mid-Missouri.

Through Community Impact:

- We will expand beyond meeting the immediate needs of people in poverty.
- We will engage our community to look together at the community conditions that create those needs.
- We will work together to change those conditions.
- We will help empower the people we serve to overcome their needs, realize their full human potential, and create a brighter future for their families and our community.
- We will increase our accountability to donors and demonstrate a real return on their investment.
Heart of Missouri United Way is embarking on a transformational change to a new service model called Community Impact.

Community Impact takes us far beyond the traditional fundraising style of community giving. While helping people with their needs today, it also creates deep and lasting change by strengthening the underlying elements - the building blocks - for a successful life and community: Education, Income, Health and Safety Net.

We are moving our focus from funding the needs of agencies and programs to investing in strategies for community change and in new partnerships to define and implement those strategies. This model creates the highest return on your investment because it is based on data driven investment decisions, funding support of innovative and collaborative practices to address our community’s challenges, performance measurement and accountability.

We are making a cultural shift...
• From a fundraising organization to a community impact organization.
• From only funding the needs of agencies and programs to investing in strategies for community change.
• From sole focus on program outcomes to ultimate focus on community outcomes.
• From donor or giver to community investor.

We are moving from a focus only on program outcomes and outputs to a focus on community outcomes, named and framed by the community itself. Our measure of success will no longer be “dollars raised” – it will be “community results.”

Together, we will see results. We will see Community Impact.

For more information, contact Alexa New, Community Impact Director (anew@uwheartmo.org).
LIVE UNITED AWARDS

JACK MATHEWS AWARD
leadership, dedication, achievement

The Jack Mathews Award was established in 1985 to honor the first president of the Heart of Missouri United Way. The Jack Mathews Award is presented to an individual or organization to recognize outstanding leadership, dedication and achievement on behalf of United Way.

CHARLYN Y. LAW MEMORIAL AWARD
compassion, commitment, resolve

The Charlyn Y. Law Memorial Award was first presented in 1987 in memory of the late KOMU-TV 8 promotions director. Charlyn went above and beyond her job responsibilities to work on and promote efforts that build a stronger community. This award is presented to an individual or organization in recognition of outstanding promotion of community events and activities, for United Way and/or its partner agencies, that enhance and improve the overall quality of life in mid-Missouri.

CAMPAIGN CHAIR AWARD
dependability, energy, initiative

This award is given by the Annual Campaign Chair to an individual or organization in recognition of exceptional effort and achievement in fundraising for the annual HMUW Campaign.

OUTSTANDING COMMUNITY PARTNER AWARD
collaborative, diligent, engaged

The Outstanding Community Partner Award was established in 2010 to recognize individuals and/or organizations that go above and beyond the call of duty to partner with United Way in the daily execution of its mission.

2010 RECIPIENT
KAREN TAYLOR
Boone County National Bank

STATE FARM POWER
OF THE PLEDGE CREW

2010 CORPORATE RECIPIENT
THE EMPLOYEES OF
VAMORTGAGECENTER.COM

2010 RECIPIENT
STEVE HOLLIS
City of Columbia

2010 INDIVIDUAL RECIPIENT
DAN KNIGHT
Boone County Prosecutor

2010 RECIPIENT
2010 CORPORATE RECIPIENT
2010 INDIVIDUAL RECIPIENT

Revenue and Other Support

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Unrestricted</th>
<th>Permanently Unrestricted</th>
<th>Combined Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Applicable to Current Period:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions Received - Current Period</td>
<td>(40,715)</td>
<td></td>
<td></td>
<td>(40,715)</td>
</tr>
<tr>
<td>Contributions Received in Prior Periods and Now Released from Restriction</td>
<td>713,917</td>
<td></td>
<td></td>
<td>(713,917)</td>
</tr>
<tr>
<td>Total Campaign for Current Period</td>
<td>$673,202</td>
<td></td>
<td></td>
<td>($673,202)</td>
</tr>
</tbody>
</table>

Provision for Uncollectible Pledges

| Campaign Revenue Received for Nest | 2,525,725 |
| Allocation Period | 814,253 |
| Allocation Period - Endowment Fund | 3,339,797 |
| Designations to Partner Agencies | (419,050) |
| Provision for Uncollectible Pledges | (386,000) |
| Total Campaign | $2,473,877 |

Other Income

| Contributions / Income Endowment Fund - Board Designated | 333 |
| Contributions / Income Endowment Fund - Donor Restricted | 170 |
| Interest Income | 3,802 |
| Grand Income | 3,119 |
| Miscellaneous Income | 9,241 |
| Daily Warrior's Imagination Library | 20,729 |
| Total Other Income | $35,134 |

Other Net Assets Release from Restrictions

| Other Net Assets Release from Restrictions | 19,684 |
| Total Revenue and Other Support | $2,532,795 |

Expenses

| Allocations | $2,522,795 |

Other Functional Expenses

| Fundraising | 237,795 |
| Allocations and Agency Relations | 46,145 |
| Community Initiatives | 27,322 |
| Direct Service | 3,245 |
| Marketing and Communications | 82,149 |
| Administration and Management | 250,084 |
| Total Other Functional Expenses | $464,710 |

Total Expenses

| (Loss) on Sale of Assets | (9) |
| Total Expenses | $2,560,402 |

Change in Net Assets

| Change in Net Assets | (32,407) |
| Net Assets, Beginning of Year | 1,087,434 |
| Net Assets, End of Year | $898,434 |

Marberry & Company, P.C. Certified Public Accountants, Columbia, MO

Heart of Missouri United Way, Inc. is audited by the firm of Marberry & Company, P.C. Certified Public Accountants, Columbia, MO

2010 ANNUAL REPORT
HEART OF MISSOURI UNITED WAY

2010 ANNUAL REPORT
HEART OF MISSOURI UNITED WAY

5

6

FOR THE YEAR ENDED DECEMBER 31, 2010

STATEMENT OF ACTIVITIES

5

6

LIVE UNITED

LIVE UNITED

2010 ANNUAL REPORT
HEART OF MISSOURI UNITED WAY

2010 ANNUAL REPORT
HEART OF MISSOURI UNITED WAY

5

6

LIVE UNITED

LIVE UNITED
Friends,

I would like to take this opportunity to say thank you to the community. The generosity of donors was simply amazing, raising more money than the previous year for the 50th year in a row to help meet the needs of our partner agencies. In these challenging economic times your gifts totaled $3,486,082 which was a 6.7% increase over the previous year.

More than 150 volunteers were part of the Campaign Leadership Team, and hundreds more worked internally at the companies and organizations that ran employee campaigns.

The campaign began with a packed house at the Campaign Launch on September 3rd at the Tiger Hotel, and did not let up until the Victory Celebration on December 2nd at the Sports Zone. In between there were block parties, the MU tailgate party, pie contests, chili cook-offs, book sales, on-line auctions, golf events, Telly Award winning “Power of the Pledge” video produced and performed by State Farm employees, as well as many other creative and fun activities and events.

Congratulations to the University of Missouri employees for leading all campaigns raising $686,118, and the employees of VAMortgageCenter.com for leading the way with the highest private company giving.

My sincerest gratitude goes out to the thousands of donors, company leaders, and hundreds of volunteers who made this such a successful year!

Thank you,
Don McCubbin

FROM THE CAMPAIGN CHAIR

Don McCubbin - CHAIR
Shelter Insurance Companies

Teresa Maledy - VICE CHAIR
Commerce Bank

Lex Akers
Jay Alexander
Carrie Allen
Nancy Allison
Tara Arnett
Linda Arnold
Bob Bailey
Amanda Barnes
Lynn Barnett
Priya Batchu
Eliot Battle
Lynda Baumgartner
Brent Benchore
Roger Birdsong
Wally Biley
Les Borgmeyer
Rita Bowie
Denise Boyd
Ryan Bross
Ada Buckman
Jennifer Bukowski
Steve Burch
Brooke Burnham
Craig Brumfield
Melissa Carr
Kim Cathey
Lydia Cecora
Bill Chriscos
Mitzi Clayton
Marilyn Coleman
Bill Costello
Amy Courtney
Jill Cox
Kat Cunningham
Naomi Cupo
Teresa Davis
Anne Deaton
Brady Deaton
Ellen Dent
Terry Dykes
Glen Elhardt
Gary Forsee
University of Missouri
Commerce Bank
State Farm Insurance Companies
Shelter Insurance Companies
Boone County National Bank
Landmark Bank
University of Missouri
Columbia Chamber of Commerce
Community Volunteer
Columbia Center for Neurology & MS Community Volunteer
Stephens College
PURE
Columbia Insurance Group
Bley Law Firm, P.C.
Columbia Daily Tribune
Shelter Insurance Companies
Boone County National Bank
Boone County National Bank
Boone County National Bank
The Bukowsky Law Firm
US Bank
The Bank of Missouri
The Callaway Bank
Daniel Boone Regional Library
MBS Textbook Exchange, Inc.
Commerce Bank
Schucks Supermarket
University of Missouri
University of Missouri
Woodruff Szwiter
Commerce Bank
Boone County National Bank
Moorestown, Inc.
Boone County National Bank
University of Missouri
University of Missouri
The Callaway Bank
Shelter Insurance Companies
Rogers, Elhardt & Weber, L.L.C.
University of Missouri
University of Missouri
University of Missouri
Veterans’ Hospital
University of Missouri
University of Missouri
Veterans’ Hospital
University of Missouri
University of Missouri
State Farm Insurance Companies
Shelter Insurance Companies
Landmark Bank
Century 21
Columbia Public Schools
Community Volunteer
State Farm Insurance Companies
Boone County National Bank

COMMUNITY CAMPAIGN VOLUNTEERS
COMMUNITY CAMPAIGN VOLUNTEERS (cont’d)

Mary Beth Marrs  University of Missouri
Vicki McCarrell  MFA Oil Company
Ken McClure  Boone Hospital Center
Theresa McDonald  Columbia Insurance Group
Amy McNulty  Commerce Bank
Mike Messer  Shelter Insurance Companies
Jack Miles  Landmark Bank
Joe Miller  Community Volunteer
Erik Morse  City of Columbia
Joe Moseley  Landmark Bank
Jason Mott  Volunteer Action Center
Cindy Mustard  City of Columbia
Brad Nelson  Landmark Bank
Ken Nivens  Commerce Bank
Richard Oliver  Commerce Bank
Jill Oser  Volunteer Action Center
Dick Otto  City of Columbia
Kim Ponder  Landmark Bank
Josh Oxenhandler  The Callaway Bank
Carolyn Paris  Landmark Bank
Wes Parks  Landmark Bank
Stephen Parshall  Landmark Bank
Curt Pistel  Landmark Bank
Cindy Pollard  Landmark Bank
Michael Porter  Landmark Bank
David Putnam  First State Community Bank
Rob Quinn  First State Community Bank
Betsy Rodriguez  First State Community Bank
Kim Ponder  First State Community Bank
Donna Roof  First State Community Bank
Webb Rooney  First State Community Bank
Pam Root  First State Community Bank
Mary Ropp  First State Community Bank
Daniel Rothery  First State Community Bank
Ed Scavone  First State Community Bank
Michelle Schawo  First State Community Bank
Frank Schmidt  First State Community Bank

TOQUEVILLE SOCIETY

Kat Cunningham  Chair
Gary & Sherry Forsee  Honorary Co-Chairs

Lynda Baumgartner  Stephens College
Betsy Baker-Rall  Community Volunteer
Randi Boehm  University of Missouri
Karen Brown  Boise-Century Title Company
Ene Chippendale  Focus On Learning
Naomi Cupp  Community Volunteer
Ellen Dent  The Callaway Bank
Mark Duncan  State Farm Insurance Companies
Nancy Galloway  Callahan & Galloway
Bob Gerding  CPA
Perk Hoecher  Community Volunteer
Dana Hofsess  Unilever
Pat Hostetler  Community Volunteer
Todd Hoen  Hawthorn Bank
David Keller  Bank of Missouri
Phebe LaMar  Smith, Lewis, LLP
Red Leighton  Community Volunteer
Teresa Masguder  Shelter Insurance Companies
Teresa Maledy  Commerce Bank

LEADERSHIP CIRCLE COMMUNITY KEYPeOPLE

Mike Forst  Missouri Employers Mutual
Barron Fuller  Isle of Capri Casino
Carol Hall  JES Holdings, LLC
Betty Harmon  YM Companies
Chris Haxton  Schneider Electric
Terry Lukhart  MFA Oil, Inc.
Crystal Payne  First State Community Bank
Jerome Rader  MBS Textbook Exchange, Inc.
Dan Rothery  Boone Hospital Center
Jim Schatz  Commerce Bank
Meggie Smith  VAMortgageCenter.com
David Spencer  Cornerstone National Insurance Company
Scott Ward  ABC Laboratories, Inc.
Mary Waters  Columbia Daily Tribune

LEADERSHIP CIRCLE CHAIRS

Nancy Allison  Shelter Insurance Companies
Bill Hervey  Landmark Bank
Steve Smith  First State Community Bank

“TOP 25” BUSINESS LEADERSHIP CIRCLE ADVOCATES

Roger Birdsong  Commerce Bank
Jack Smith  Columbia Insurance Group

Rick Allio  Quaker
Nancy Allison  Shelter Insurance Companies
John Bailey  Boise County National Bank/Central Bank
Jason Beckett  Miller’s Professional Imaging/MPIX.com
Andrew Beverley  Landmark Bank
Roger Birdsong  Columbia Insurance Group
Brett Bearden  UPS
Ben Choi  VAMortgageCenter.com
Kevin Clark  State Farm Insurance
Gary Drewing  Machens
LarryFick  MFA Oil Company

2010 ANNUAL REPORT  HEART OF MISSOURI UNITED WAY
LIVE UNITED.
LIVE UNITED.
UM-MU CAMPAIGN
LEADERSHIP VOLUNTEERS

TRI-CHAIRS

Richard Oliver  Dean of Health Professionals & Associate Professor of Pathology & Anatomology Science Health Professions
Frank Schmidt  Professor of Biochemistry
Joe Scogin  Assistant Director of Athletics - Academic Services

HONORARY CHAIRS

Gary Forsee  President, University of Missouri Systems
Anne Deaton  Adjunct Professor Human Development & Family Studies

IMMEDIATE PAST CHAIR

Mitzi Clayton  Assistant Athletic Director - Compliance

REGIONAL CHAIRS

Lex Akers  Professor and Associate Dean of Academic Programs & James C. Dowell Professor
Beth Chancellor  Associate Chief Information Officer - Telecommunications
Teresa Davis  Executive Staff Assistant II, Provost Office
Sharri Freymuth  Associate Teaching Professor, Agriculture Biochemistry
Kristi Gafford  Director, Ellis Fischel
Lara Gajda  Executive Director for Advancement - University of Missouri Health Systems
Larry Ganong  Professor, School of Nursing
Todd Houts  Assistant Director, Environmental Health & Safety
Mary Beth Harrs  Associate Teaching Professor & Assistant Dean for Strategic Initiatives / US Programs
Jack Miles  President, MURA
Cindy Pollard  Associate Vice President Strategic Communications
Michael Porter  Associate Professor of Communications
Betsy Rodriguez  Vice President Human Resources

LOANED EXECUTIVES

Kimberly Earnest  Assistant Director - Concert Series
Colleen Lamond  Director of Game Operations - Intercollegiate Athletics
Marjorie Matzes-Thies  Planning & Project Specialist, University Hospital - University Health Systems

SPECIAL ASSISTANCE

Abby Gilpin  Office Support Staff II, Business Services
Lisa Wimmenauer  Assistant Vice Chancellor Administrative Services
Jill Oser  Executive Staff Assistant, School of Health Professions

The dedicated UM-MU Campaign Leadership Volunteers raised an incredible $686,118 during their 2010 Campaign!

THANK YOU FOR LIVING UNITED!

LIVE UNITED. 2010 ANNUAL REPORT HEART OF MISSOURI UNITED WAY

UM-MU CAMPAIGN
LEADERSHIP CIRCLE VOLUNTEERS

TRI-CHAIRS

Bob Bailey  Assistant Dean, Senior Fellow & Director of The Center for The Study of Dispute Resolution
Dick Otto  MURA, University of Missouri
Brenda Selman  University Registrar, University of Missouri

KEYPEOPLE COMMITTEE

Randy Boehm  Manager Security H, Safety & Patient Support Services
Beth Chancellor  Associate CIO-Telecom, University of Missouri
Mike Devaney  Professor Emeritus, Electrical & Computer Engineering
Susan Even  Family Practice Physician
Kee Groshong  Vice Chancellor Emeritus of Administrative Services
Stephen Jorgensen  Dean of College of Human Environmental Sciences & Professor of Human Development and Family Studies
George Justice  Vice Provost for Advanced Studies & Dean of The Graduate School & Professor of English
Niki Krawitz  Vice President for Finance & Administration
Tom Payne  Vice Chancellor & Dean of Caafn, Director Aes & Professor of Plant Sciences & Forestry
Cuba Plain  Assistant Vice President Budget Planning & Development, University of Missouri System
Marjorie Sable  Professor & Director School of Social Work
Cathy Scruggs  Vice Chancellor for Student Affairs
JoAnn Wait  Director of Public Relations & Marketing
Bruce Walker  Lansford Professor of Leadership & Dean of the Robert J. Trulaske, Sr. College of Business
Handy Williamson  Vice Provost for International Programs & Strategic Initiatives

THANK YOU FOR LIVING UNITED!

LIVE UNITED. 2010 ANNUAL REPORT HEART OF MISSOURI UNITED WAY

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LEADERSHIP CIRCLE VOLUNTEERS

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Brenda Selman  University Registrar, University of Missouri

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Susan Even  Family Practice Physician
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Stephen Jorgensen  Dean of College of Human Environmental Sciences & Professor of Human Development and Family Studies
George Justice  Vice Provost for Advanced Studies & Dean of The Graduate School & Professor of English
Niki Krawitz  Vice President for Finance & Administration
Tom Payne  Vice Chancellor & Dean of Caafn, Director Aes & Professor of Plant Sciences & Forestry
Cuba Plain  Assistant Vice President Budget Planning & Development, University of Missouri System
Marjorie Sable  Professor & Director School of Social Work
Cathy Scruggs  Vice Chancellor for Student Affairs
JoAnn Wait  Director of Public Relations & Marketing
Bruce Walker  Lansford Professor of Leadership & Dean of the Robert J. Trulaske, Sr. College of Business
Handy Williamson  Vice Provost for International Programs & Strategic Initiatives

THANK YOU FOR LIVING UNITED!

LIVE UNITED. 2010 ANNUAL REPORT HEART OF MISSOURI UNITED WAY
The 2010 Pacesetter Companies and Agencies completed their campaigns early and with great success to show mid-Missouri how they LIVE UNITED! These companies, agencies and their employees raised an astounding $1,238,773 to help local people in need.

**LOANED EXECUTIVES**

- **Denise Boyd** - TRAINER
  Boone County National Bank
- **Tyler Henselman**
  Boone County National Bank
- **Judy Donnell**
  Columbia Insurance Group
- **Lori Baumgartner**
  Boone County National Bank
- **Elisha Koenig**
  Commerce Bank
- **Deborah Scott**
  MBS Textbook Exchange, Inc.
- **Patrick Devine**
  Missouri Employers Mutual
- **Laversa Siebuhr**
  PURE
- **David VanDyke**
  Shelter Insurance Companies
- **Pam Forbes**
  Schneider Electric
- **Shannon Wagner**
  State Farm Insurance Companies
- **Marjorie Matzes-Thies**
  University of Missouri Health System
- **Colleen Lamond**
  University of Missouri
- **Kimberly Earnest**
  University of Missouri
- ***First State Community Bank Team**

**CAMPAIGN PACESETTERS**

- ABC Laboratories, Inc.
- Alzheimer’s Association - Mid-Missouri Chapter
- American Red Cross - Mid-Missouri Chapter
- Big Brothers Big Sisters of Central Missouri
- Employees of Boone Clinic Building
- Boone County Council on Aging
- Boone County National Bank
- Boone Hospital Center
- Boonslick Heartland YMCA
- Boys & Girls Town of Missouri, A Great Circle Agency
- Boy Scouts of America, Great Rivers Council
- Columbia Daily Tribune
- Columbia Insurance Group
- Commerce Bank
- Cornerstone National Insurance Company
- Family Counseling Center of Missouri, Inc.
- Family Health Center of Boone County
- First State Community Bank
- Gerding, Korte & Chitwood, P.C.
- Harvest House
- Hawthorn Bank
- Heart of Missouri United Way
- Isle of Capri Casino
- jcpenney
- Job Point
- Joe Machens Ford Lincoln Mercury
- Joe Machens Toyota Scion
- Landmark Bank
- Lenoir Woods of Lutheran Senior Services
- Lutheran Family and Children’s Services
- Mary Lee Johnston Community Learning Center
- MBS Textbook Exchange, Inc.
- Meals on Wheels of Columbia
- Miller’s Professional Imaging/MPIX.com
- Nora Stewart Early Learning Center
- OATS, Inc. - Mid-Missouri Region
- OTSCON
- Phoenix Programs, Inc.
- Professional Contractors & Engineers, Inc.
- Providence Bank
- Services for Independent Living
- Simon Oswald Architecture
- The Bank of Missouri
- The Callaway Bank
- The Food Bank of Central and Northeast Missouri
- The Salvation Army
- True North
- UCP Heartland - Columbia Child Development Center
- University YMCA
- Unlimited Opportunities
- UPS
- US Bank
- Employees of VAMortgageCenter.com
- Voluntary Action Center
- Wattlow
- Woodruff Sweitzer
2010 CORPORATE PARTNERS

CORPORATE ANGEL
$500,000+
- University of Missouri

CORPORATE MVP
$250,000+
- The Employees of VAMortgageCenter.com

CORPORATE ALL-STAR
$100,000+
- Shelter Insurance Companies
- State Farm Insurance Companies

CORPORATE CHAMPION
$50,000+
- Ameren UE
- Boone County National Bank
- Boone Hospital Center
- City of Columbia
- Columbia Public Schools
- Combined Federal Campaign Employees
- Isle of Capri Casino
- JES Holdings, LLC
- Landmark Bank
- Missouri State Employees Charitable Campaign
- Schneider Electric

CORPORATE LEADER
$30,000+
- ABC Laboratories, Inc.
- Columbia Daily Tribune
- Columbia Insurance Group
- Commerce Bank
- Frito-Lay/Quaker Oats
- Harry S. Truman Memorial Veterans’ Hospital

KOMU-TV
- MBS Textbook Exchange, Inc.
- Missouri Employers Mutual
- United Parcel Service

CORPORATE STAR
$15,000+
- 3M Company
- Boone County Government
- CenturyLink
- Columbia College
- Cornerstone National Insurance Company
- MFA Incorporated
- MFA Oil Company
- Joe Machens Ford Lincoln
- Kraft Foods - Columbia
- Miller’s Professional Imaging/MPix.com
- Pure
- Watlow Columbia

CORPORATE SHAREHOLDER $5,000+
- Alliance Water Resources, Inc.
- Amega Mobile Home Sales, Inc.
- American Air Filter International
- American Red Cross Blood Center
- Bank of America
- Best Buy
- Bob McCosh Chevrolet, Inc.
- Boone Clinic
- Boyce & Bynum Pathology Labs
- Columbia Public Schools Administration Building
- David H. Hickman High School
- DeSpain Cayce Dermatology Center & Medical Spa
- Dunafon Enterprises, Inc.
- Enterprise Rent-A-Car
- Family Counseling Center
- Family Health Center
- First State Community Bank
- Gates Corporation
- Hawthorn Bank
- Heart of Missouri United Way

jpenney
- Job Point, Inc.
- Joe Machens Automotive Group
- Joe Machens Nissan
- Joe Machens Toyota Scion
- Lenoir Woods
- Macy’s
- Major Brands, Inc.
- Phoenix Programs
- Primaris Healthcare Business Solutions
- Professional Contractors & Engineers
- Russell Boulevard Elementary School
- Sam’s Wholesale Club
- Schnucks Supermarket
- SEMCO Incorporated
- Services for Independent Living
- Simon Oswald Architecture
- Stephens College
- The Bank of Missouri
- The Callaway Bank
- The Food Bank for Central & Northeast Missouri
- Unlimited Opportunities
- US Bank
- West Junior High School
- Williams-Keepers LLC

CORPORATE INVESTOR
$1,000+
- Alternative Community Training
- ASI Flexible Benefits
- AT&T
- Auto Owners Insurance
- Benton Elementary School
- Big Brothers Big Sisters
- Blue Cross Blue Shield
- Blue Ridge Elementary School
- Boone County Council on Aging
- Boone County Family Resources
- Boone Tavern & Restaurant
- Boonville Daily News
- Boys & Girls Club of Columbia
- Boys & Girls Town of Missouri, A Great Circle Agency
- Boy Scouts of America - Great Rivers Council
- Caterpillar
- Central Missouri Community Action
- Central MO Subcontracting Enterprises
- Collision Center of Columbia
- Columbia Chamber of Commerce
- Columbia Housing Authority
- Columbia Public Schools Business Office
- Columbia Public Schools Vandiver Building
- CORE/Bethel Building/Quest
- Daniel Boone Regional Library
- Dave Griggs Flooring American
- Delta Systems
- Derby Ridge Elementary School
- Douglass High School
- Dillard’s
- Eli Lilly and Company
- Engineering Surveys & Services
- Environmental Dynamics, Inc.
- Fairview Elementary School
- FedEx
- Gentry Middle School
- Gerbes Supermarket #111
- Gerbes Supermarket #124
- Gerbes Supermarket #125
- Gering, Korte & Chitwood, P.C.
- Gerke & Associates, Inc.
- Grant Elementary School
- Harlan, Harlan & Still
- Hubbell Corporation
- IBM Corporation
- IKON Office Solutions
- Jefferson Junior High School
- John Deere Harvester
- Johnson & Johnson
- Lange Middle School
- Lee Elementary School
- Marberry & Company, CPAs, P.C.
- Mary Lee Johnston Community Learning Center
- Mid-America Anesthesia Consultants, P.C.
- Midway Heights Elementary School
- Midwest Computech
- Mill Creek Elementary School
- Miller Dental Associates, Inc.
- Miller, Bales & Cunningham, P.C.
- Missouri Credit Union
- Missouri Heart Center
- Missouri Press Service, Inc.
- Missouri School Boards’ Association
- MMG, Inc.
- New Haven Elementary School
- New Horizons Community Support
- Nordyne, Incorporated
- Oakland Junior High School
- OATS, Inc.
- O’Reilly Automotive
- OTSCon, Inc.
- Panhandle Eastern Pipe Line Co.
- Parkade Elementary School
- Paternity Testing Corporation
- Paxton Keeley Elementary School
- Peckham & Wright Architects, Inc.
- PepsiAmericas
- Providence Bank
- Regions Bank
- Ridgeway Elementary School
- Robinson Orthodontics
- Rock Bridge Elementary School
- Rock City High School
- Septagon Construction
- Shakespeare’s Pizza
- Shepard Boulevard Elementary School
- Smith Lewis, LLP
- Smithton Middle School
- Target
- The Salvation Army
- Traube, Hansen and Hinshaw, Inc.
- Tropical Liqueurs
- True North
- Two Mile Prairie Elementary School
- Voluntary Action Center
- Wal-Mart Store #80
- Wal-Mart Store #41
- Wal-Mart Store #820
- West Boulevard Elementary School
- Woodruff Switzer
- Yellow Freight

COLUMBIA CHAMBER OF COMMERCE
Heart of Missouri United Way is a proud member of the Columbia Chamber of Commerce.

* Indicates Columbia Chamber of Commerce Member

2010 ANNUAL REPORT HEART OF MISSOURI UNITED WAY
LIVE UNITED. LIVE UNITED.
2010 ANNUAL REPORT HEART OF MISSOURI UNITED WAY
United Way’s Alexis de Tocqueville Society was founded in 1983 in order to deepen the understanding, commitment and support of United Way’s most generous and community-minded investors. Bo Fraser, Ann and Stan Kroenke, Greg and Virginia Mattli, Dan Stubler, and an anonymous donor are the founding members of our Society, established in 1999.

Membership in the Society is granted to individuals who contribute at least $10,000 annually to United Way. Our Society members, with their generous giving, provide a firm foundation for the life-changing work done by Heart of Missouri United Way and the people we serve.

**ALEXIS de TOCQUEVILLE SOCIETY**

**ORDRE d’ÉGALITÉ**

$50,000-$74,999

- 2 Anonymous Donors

**ORDRE de LIBERTÉ**

$25,000-$49,999

- Jeffrey E. & Nancy Jill Smith (16)

**MEMBRE de la SOCIETE**

$10,000+

- Tom & Linda Atkins (20) - Endowment
- Brent & Erica Beshore (2)
- Greg & Kelly DeLine (7)
- John & Karla Despain (5)
- Gary & Sherry Forsee (4)
- Bo & Terry Fraser (23) - Endowment
- Byron & Janet Hill (6)
- David & Marcia Machens (12)
- Greg & Ginny Mattli (22)
- Richard G. Miller (9)
- Gary & Vicki Pinkel (5)
- Gardell Powell (2)
- Beatrice B. Smith (14)
- Charles & Jan Swaney (7)
- Al & Barbara Wagner (5)
- Hank Waters & Vicki Russell (2)
- Hal & Mary Williamson (12)
- Four members wish to remain anonymous.

**LEADERSHIP CIRCLE**

**PLATINUM**

$5,000-$9,999

- Alliance Water Resources (7)
- Scott Bobli (5)
- Patrick & Heather Cox (3)
- John Bennett Landrum (8)
- Mr. & Mrs. Jonathan A. Lucas (5)
- Jeff & Kim Magsamen (3)
- Jon & Brooke McCart (3)
- Joe & Leslie Meyer (6)
- Jim & Doris Ross (7)
- Two members wish to remain anonymous.

**GOLD**

$2,500-$4,999

- Mike & Rockie Alden (9)
- Jerry Atwood (6)
- John Besser & Cathy Richter (6)
- Andrew & Cynthia Beverley (7)
- Allen & Betty Bluedorn (5)
- Eric Brunson & Jason Leggett (5)
- Dr. & Mrs. Robert Churchill (13)
- Jane E. Closterman (7)
- Jim & Elizabeth Cogswell (6)
- Nicholas & Elizabeth Couper (20)
- Mary K. Daly (5)
- Glen & Tina Ehhardt (12)
- James Todd Elliott (10)

**SILVER**

$1,000-$2,499

- Billy Abney (5)
- Maha Abu-Libdeh (2)
- Guy Adams & Martha Jolly (5)
- Nancy Adrian (7)
- Dr. Lex & Sally Akers (10)
- Emily Albers (5)
- Jordan & Julie Alexander (4)
- Rick & Sharon Allio (4)
- Nancy Allison Agency, LLC - Shelter Insurance (5)
- Mark & Betsy Ames (7)
- Dr. & Mrs. Jeremy Anderson (2)
- Daniel & Amanda Andrade (5)
- Bill & Judy Arnet (5)
- Linda G. Arnold (18)
- Peter C. Ashbrook & Amanda H. Shepherd (10)
- ASI Flexible Benefits (7)
- Jose & Brenda Aviles (2)
- Jean & Bill Baird (7)

**BRONZE**

$500-$999

- Six members wish to remain anonymous.

**TUSCANY CLUB**

$250-$499

- Four members wish to remain anonymous.

During our 1988 campaign, Jack Cox and Doug Groesbeck launched a leadership giving program that was focused on commitment to United Way through personal gifts of $1,000 or more. The response was positive, with 42 forward-thinking community members/leaders joining the new Leadership Giving Program. This successful venture carries on today. In 2010 there were 638 households giving at the Leadership Circle level of $1,000 or more. We salute those who ask individuals to give and those who are able to give. The total giving of this group topped $1,311,139 in 2010, and represents 37% of our campaign total.

The following individuals, couples and companies are Leadership Circle members, and are recognized for their strong commitment to helping make central Missouri a better place to live.

**LEADERSHIP CIRCLE**

- Steve & Laura Erdel (9)
- Kris & Christi Farmer (2)
- Michael & Linda Forrest (6)
- Brian & Leke Foster (6)
- Eric & Tina Hermann (2)
- Nick Hermann (2)
- Thomas & Rebecca Highland (8)
- David & Sherry Hockman (2)
- Les & Karen Kanuckel (5)
- Nikki & Aaron Krawitz (15)
- Alice Landrum MD (21)
- Scott & MaryBeth Litofsky (6)
- Jeff & Becky MacLellan (22)
- Mike & Heather Mange (2)
- Will & Amy Market (6)
- Will & Meghan McCullah (2)
- Eric & Sabrina McDonnell (13)
- David Moore (6)
- David & Renee Mumps (5)
- Kimberly A. Olsen & Richard J. Ahrens, II (5)
- Bob & Connie Pugh (9)
- Ken & Betsy Rall (9)
- Frank Rieger (2)
- Marilyn & Jim Schatz (17)
- Drs. David Schlossman & Pamela Honeycut (4)
- Craig & Shelley Simon (17)
- Herb & Louise Stanley (7)
- Ryan & Kelly Stevens (3)
- Monica Swoboda (9)
- Gary & Julie Thompson (33)
- Dan & Linda Vinson (8)
- Bruce & Pam Walker (14)
- Scott & Kathy Ward (12)
- Steven Westgate (2)
- Patrick Westhoff & Elena Vega (21)
- Lana Zerrer, M.D. (6)
- Steven Zweig & Susan Even (9)
- Nine members wish to remain anonymous.

**ORDRE de LIBERTÉ**

$50,000-$74,999

- 2 Anonymous Donors

**ORDRE d’ÉGALITÉ**

$25,000-$49,999

- Jeffrey E. & Nancy Jill Smith (16)

**MABLE de la SOCIETE**

$10,000+

- Tom & Linda Atkins (20) - Endowment
- Brent & Erica Beshore (2)
- Greg & Kelly DeLine (7)
- John & Karla Despain (5)
- Gary & Sherry Forsee (4)
- Bo & Terry Fraser (23) - Endowment
- Byron & Janet Hill (6)
- David & Marcia Machens (12)
- Greg & Ginny Mattli (22)
- Richard G. Miller (9)
- Gary & Vicki Pinkel (5)
- Gardell Powell (2)
- Beatrice B. Smith (14)
- Charles & Jan Swaney (7)
- Al & Barbara Wagner (5)
- Hank Waters & Vicki Russell (2)
- Hal & Mary Williamson (12)
- Four members wish to remain anonymous.
LEADERSHIP CIRCLE (cont’d)

Roger & Susan Ballard (15)
Stephanie Banker (1)
Lynn Kleopfer, M.D. (19)
Jim & Marjorie Marberry (12)
Jim & Marjorie Marberry (12)
Jim & Marjorie Marberry (12)
Jim & Marjorie Marberry (12)

Kitty G. Dickerson (8)
Timothy Dobbs (1)
Don & Mary Dugan (15)
Ron & Judy Carter (20)
Susan B. B. Bean (15)
Randy & Vera Beckman (6)
John & Kay Clark (7)
John & Margaret Belcher (4)
Sherylyn Bradford (3)
Jim & Barbara Bornhauser (6)
Les & Ann Borgmeyer (7)
Roger & Beverly Birdsong (10)
Jim & Margaret Belcher (4)
Sarah & Jason Becking (6)
Jim & Todd McMurphy (3)
Brett Bearden (4)

LEADERSHIP CIRCLE (cont’d)

Floy & John Plank (5)
John & Lisa Cravens (8)
David & Tookie Cravens (12)
Robert Craker (1)
Bob & Kathleen Conway (20)
Dr. & Mrs. Ted Choma (4)
Ben Choi (3)

Vicki Gonzales (1)
Andrew R. & Jacqueline L. Gingrich (9)
Kevin & Whitney Gibbens (13)
Alissa Gerke (1)
Bob & Rosie Gerding (10)
Gary & Christy Ford (14)
Bill & Martha Folk (16)
Matthew & Paula Fleming (15)
Lori & Chuck Fleming (5)
M.D. (8)

Larry & Lisa Hubbard (7)
Barry Kelly (2)
Curt & Susie Kempf (2)
Ric Hansen (2)
Veralee Hardin & D. Joe Phillips (2)
Harlan, Harlan & Still (5)
Greg & Shari Harmon (2)
Philip & Janet Harrison (5)
Mike & Kathy Hartmann (2)
John & Ann Havy (2)
Michael & Christie Haynes (4)
Brian Hecht (1)
Barry & Jolene Kirchhoff (2)
Dr. & Mrs. Kevin Komes (4)
Dr. & Mrs. Kevin Komes (4)

Maxo Maddox (1)
Mike & Teresa Magruder (5)
Bill Mahoney (2)
Scott & Teresa Maledy (12)
Murai & Surya Mantrala (8)
Krish Maple (2)
Jim & Marjorie Marberry (12)
Jim Market (1)
Alan & Mary Beth Marrs (4)
Michael Martin (2)
Shane Martin (2)
Scott & Kanam May (5)
Debra Mason & John McManus (3)
Zacharie Mast (1)
Stacy & John McCarthy (10)
Don & Gloria McCubbins (16)
Robert & Suzanne McDavid (59)
Joe & Jane McDonald (8)
Mark & Lynn McIntosh (5)
Ryan & Amy McKenzie (2)
Ken & Kelley McMahon (2)
McNerney Management Group, Inc.
- Dan & Julie McNerney (7)
RICK MOLLY MANSOON (55)
Ann & David Mehr (16)
Kelly Mescal (8)
John & Eastin Meyer (5)
Judith & Donald Miles (5)
Joe & Tammy Miller (7)
John & Larry Burress (2)
Judith Fitzgerald Miller, Ph.D., RN, FAAN (3)
Karen M. Miller (7)
Lynn & Jackie Miller (17)

Roger & Susan Ballard (15)
Stephanie Banker (1)
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John & Larry Burress (2)
Judith Fitzgerald Miller, Ph.D., RN, FAAN (3)
Karen M. Miller (7)
Lynn & Jackie Miller (17)
LEADERSHIP CIRCLE (cont’d)


## 2010 PROGRAM ALLOCATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Impact &amp; Engagement</td>
<td>$2,218,394.00</td>
</tr>
<tr>
<td>Total Member Agency Allocations</td>
<td>$2,218,394.00</td>
</tr>
<tr>
<td>HMUW Community Initiatives</td>
<td>$66,690.39</td>
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<tr>
<td>Designations to Other UW’s</td>
<td>$46,620.59</td>
</tr>
<tr>
<td>Direct Services</td>
<td>$4,606.82</td>
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<tr>
<td>Total 2010 Program Allocations</td>
<td>$2,337,562.21</td>
</tr>
</tbody>
</table>

*Partially funded through Grant Support

## 2010 PARTNER AGENCIES

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Health Center</td>
<td>Gloria Crull, <a href="mailto:grcull@fccmo.org">grcull@fccmo.org</a>, tel: 573-214-2334, <a href="http://www.fccmo.org">www.fccmo.org</a></td>
</tr>
<tr>
<td>Fun City Youth Academy</td>
<td>Nia Imani, tel: 573-256-1446</td>
</tr>
<tr>
<td>Girl Scouts of Missouri Heartland</td>
<td>Jennifer Orban, <a href="mailto:gsrh@girlscoutsmissourioheartland.org">gsrh@girlscoutsmissourioheartland.org</a>, tel: 877-312-4764, <a href="http://www.girlscoutsmissourioheartland.org">www.girlscoutsmissourioheartland.org</a></td>
</tr>
<tr>
<td>Harrisburg Early Learning Center</td>
<td>Kim Harvey, <a href="mailto:kim_harvey@centurytel.net">kim_harvey@centurytel.net</a>, tel: 573-875-5959</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs of America</td>
<td>George Lucas, <a href="mailto:georgelucas@bgc-columbia.org">georgelucas@bgc-columbia.org</a>, tel: 573-874-1646, <a href="http://www.bgccolumbia.org">www.bgccolumbia.org</a></td>
</tr>
<tr>
<td>The Food Bank for Central &amp; NE Missouri</td>
<td>Peggy Kirkpatrick, <a href="mailto:peggzk@sharefoodbegreng.org">peggzk@sharefoodbegreng.org</a>, tel: 573-474-1020, sharefoodbegreng.org</td>
</tr>
<tr>
<td>The Salvation Army</td>
<td>Kendall Mathews, <a href="mailto:kendall.mathews@usasalvationarmy.org">kendall.mathews@usasalvationarmy.org</a>, tel: 573-447-3239, usasalvationarmy.org, <a href="http://www.usasalvationarmy.org">www.usasalvationarmy.org</a></td>
</tr>
<tr>
<td>True North</td>
<td>Barbara Hodges, <a href="mailto:bhodges@oatstransit.org">bhodges@oatstransit.org</a>, tel: 573-875-3369, <a href="http://www.truenorthcolumbia.org">www.truenorthcolumbia.org</a></td>
</tr>
<tr>
<td>UCP Child Development Center</td>
<td>Christy Brooks, <a href="mailto:chbrooks@ucpchilddev.org">chbrooks@ucpchilddev.org</a>, tel: 573-449-6783, <a href="http://www.ucpchilddev.org">www.ucpchilddev.org</a></td>
</tr>
<tr>
<td>University Y</td>
<td>Julie Alexander, <a href="mailto:juliealexander@gmail.com">juliealexander@gmail.com</a>, tel: 573-882-1550, <a href="http://www.ucpchilddev.org">www.ucpchilddev.org</a></td>
</tr>
<tr>
<td>Unlimited Opportunities</td>
<td>Jennifer Waelbe, <a href="mailto:jennifer@uoi.org">jennifer@uoi.org</a>, tel: 573-882-1550, <a href="http://www.uoi.org">www.uoi.org</a></td>
</tr>
</tbody>
</table>

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### America’s Partnership with United Way

2010 PARTNER AGENCIES
Heart of Missouri United Way achieves levels of quality and fiscal efficiency that other charitable organizations nationally aspire to attain. When you make a pledge to the Heart of Missouri United Way, you can be assured that your contribution will be used wisely to help people in need. Our allocations process works to ensure that every program we fund is well managed and getting results.

Allocations volunteers determine how to award contributor dollars to agencies to benefit the greatest number of people. Annually, United Way volunteers review each agency in financial, program, and results performance areas, then strategically invest funding to achieve the best results.
Dolly Parton’s Imagination Library was founded in 1996 by Dolly Parton in Sevier, Tennessee, in order to foster a love of reading among preschool children and their families. It is now an international success, reaching more than 1,100 markets, including Columbia, Missouri, where it was launched in 2008 as a United Way Women’s Initiative program.

Today the Imagination Library is a program of Heart of Missouri United Way. We enjoy a nation leading participation rate of 80%, far above the national average of 35%.

Our success is a result of strategic partnerships with the following:
- Boone Hospital Center and University of Missouri Women’s and Children’s Hospital, whose staff members present parents with newborns their first Imagination Library book and an enrollment form,
- Columbia Public Library, which collects participant names and manages the database,
- The Friends of the Columbia Public Library, which provides funding for The Little Engine That Could™, every child’s first book, and
- Parents as Teachers, who promotes the Imagination Library when they conduct in-home visits at homes where children live.

Karen Taylor, Executive Vice President, Consumer Banking, Boone County National Bank, is chair of the Columbia Chapter of Dolly Parton’s Imagination Library.

Launched in mid-Missouri in July 2009 by Heart of Missouri United Way, FamilyWize, provides uninsured and underinsured Missourians discounts on prescription medications of all kinds at any pharmacy. Every day people are using FamilyWize cards to save money on their prescriptions and to enable them to get the medicine they would not otherwise have been able to afford. The savings on the cost of the medicine is provided by the more than 65,000 participating local pharmacies that have agreed voluntarily to accept FamilyWize cards and lower the cost of the medicine.

In 2010, the FamilyWize discount card has saved mid-Missourians over $20,335!

2-1-1 is a fast, free and confidential information & referral line available 24 hours a day, 7 days a week. 2-1-1 call centers operate under national standards and are staffed by trained specialists who quickly assess the callers’ needs and refer them to the help they seek. Information is available on a broad range of services, including food banks, affordable housing, health resources, child care, after-school programs, elderly care, financial literacy, and job training programs.

Missouri 2-1-1 will be entering it’s fourth year of operation in 2011. Heart of Missouri United Way’s three county coverage area alone had 2,465 calls in the past year with 3,055 identified needs.

The Top 3 identified needs were:
1. Utility Assistance (871)
2. Rent/Mortgage Payment Assistance (357)
3. Information Services (348)
THANK YOU FOR LIVING UNITED.