It has been both an honor and a privilege to serve your Heart of Missouri United Way and our community as President of the Board of Directors. This dynamic group of individuals exemplified outstanding leadership as they worked diligently through a year of great challenges while celebrating monumental successes.

What an incredible year it’s been! 2011 saw our transition to the new Community Impact model which will allow us to address the root causes of our community’s issues in an effort to effect long-term community change. Through Community Impact, Heart of Missouri United Way is taking an active role in not just alleviating, but ultimately preventing poverty. It’s a bold move that took thousands of hours by hundreds of dedicated volunteers that worked tirelessly through the data and research. We are indebted to the volunteer members of the Community Impact Committee; the Education, Income, Health, and Safety Net Advisory Councils; and the Review Team for laying the foundation in order for us as a community to come together to make the greatest measurable impact on our community’s challenges.

Under the thoughtful leadership of our amazing Campaign Chair, Teresa Maledy, for the 51st consecutive year, we set a goal higher than the year before. And through the hard work, coordination, and generosity of her campaign leadership team, the many individual donors, partner companies, and agencies committed to making a difference in our community, we were able to surpass that fundraising goal!

Along with its successes, 2011 also saw its share of adversity. One of the worst tornadic storms ever recorded in U.S. history devastated our neighbors in Joplin. Because of dedicated volunteer support from Marty Siddall and Brent Beshore, Heart of Missouri United Way was able to mobilize to help the Joplin people in need by raising $1.8 million from around the world to aid in tornado relief efforts. The work continues today through RebuildJoplin.org.

While tough economic times impacted so many of us, we stood together to meet our challenges and embrace our opportunities. For people like you, for our volunteers, our partners, agencies, and staff – for all those that Give, Advocate, and Volunteer, I am humbly and deeply grateful. Our mid-Missouri community truly knows what it means to LIVE UNITED!

On behalf of the people we serve, I thank you for your continued support of our community and Heart of Missouri United Way.

Sincerely,

Cathy Scroggs
FROM THE EXECUTIVE DIRECTOR

Dear Friends and Partners,

What an amazing year! 2011 was filled with strategic planning, community needs assessments, volunteer engagement, and a public conversation about poverty all focused on how to meet ever-increasing needs. It was by no means an easy year. However, it was certainly a productive year – measurably productive!

It was an evolutionary year for us. A year for introspection and action. We spent a good part of the year evaluating and aligning our internal processes, capacities, and resources to increase efficiency and accountability in order to provide a greater return on investment for our donors. Everything in our organization has been examined; no stone has gone unturned during this change which focuses on real results.

No one was better prepared to lead us through 2011 than Dr. Cathy Scroggs, President of the Heart of Missouri United Way Board of Directors. With unwavering courage, pragmatic demeanor, integrity and warmth, she led us through an honest evaluation of ourselves – both organizationally and individually – which has resulted in a remarkable transformation from within. I am eternally in her debt for agreeing to serve in this way, at this time, for the good of us all. Thank you, Cathy.

Within the pages that follow, you will read about the partners who have joined us on our Community Impact journey. You will also see the results of our combined efforts in fundraising, community engagement, and so much more. No one could be more proud of you and your partnership with us than I am. It is a great honor to work with people who care so deeply for our community – people like you and others noted throughout this report.

We are deeply grateful to all who Give, Advocate, and Volunteer in partnership with us. Together, we are building a brighter future for our entire community by building individual lives. That’s how we LIVE UNITED!

God bless you for all you do to help so many!

Most sincerely,

Timothy L. Rich
Executive Director/CPO

EXECUTIVE COMMITTEE

Cathy Scroggs
President 2011-2012
University of Missouri

Teresa Maledy
Vice President - Campaign
Commerce Bank

Tina Ehrhardt
Community Initiatives Chair
Stephens College

Terry Coffelt
Past President 2009-2011
Landmark Bank

Nathan Stephens
Secretary
University of Missouri

Matt Garrett
Marketing Chair
KOMU-TV8

Scott Ward
Vice President
Community Volunteer

Steven A. Smith
Treasurer
First State Community Bank

Greg Grupe
Agency Relations Chair
Community Volunteer

Jason Becking
Community Volunteer

Will McCullah
Veterans United Home Loans

Chris Belcher
Columbia Public Schools

Sabrina McDonnell
Landmark Bank

Brent Beshore
AdVentures

Josh Oxenhandler
Holder, Susan, Slusher, Oxenhandler

Jennifer Bukowsky
Bukowsky Law Firm

Karen Rode
State Farm Insurance Companies

DeAngela Burns-Wallace
University of Missouri

Edward Scavone
Boone County National Bank

University of Missouri

Stephen Keilhahn
University of Missouri Health Care

Jim Spain
University of Missouri

Karen Crabtree
CenturyLink

Tony St. Romaine
City of Columbia

Karla DeSpain
DeSpain Cape Dermatology Center & Medical Spa

Pieter Van Waarde
Woodcrest Chapel

Cameron Dunafon
Dunafon Enterprises, Inc.

Jessica Macy
Boone County Council on Aging

Timothy Hickman
University of Missouri Athletics

Ken McClure
MFA Oil Company

Scott Hofferber
University of Missouri Health Care

Don McCubbin
Shelter Insurance Companies

Gwen Jones
Harry S. Truman Memorial Veterans’ Hospital

Shirley Johnson
Missouri Employers Mutual

Mike Katemman
Columbia College

Lorenzo Lawson
Youth Empowerment Zone

DeAngelina Burns-Wallace
University of Missouri

Stephen Keilhahn
University of Missouri Health Care

Dianne Lynch
Stephens College

Karen Crabtree
CenturyLink

Jessica Macy
Boone County Council on Aging

Ken McClure
MFA Oil Company

Don McCubbin
Shelter Insurance Companies

David Spencer
Cornerstone National Insurance Company

LIVE UNITED.

2011 ANNUAL REPORT
HEART OF MISSOURI UNITED WAY
MARKETING COMMITTEE

Matt Garrett—CHAIR
KOMU-TV8

Bill Costello
Boone County National Bank

Lisa Gardi
Shelter Insurance Companies

Kristein King
ABC Laboratories, Inc.

Michael Kravchick
Missouri Employers Mutual

Anna Lawrence
Word Marketing

Dave Machens
Community Volunteer

Sandy Selby
Inside Columbia Magazine

Travis Townsend
Tiger Institute/Cerner

Lili Vianello
Visionworks Marketing Group

Pieter Van Waarde
Woodcrest Chapel

Carrie Watkins
MBS Textbook Exchange, Inc.

FINANCE COMMITTEE

Steven A. Smith—TREASURER/CHAIR
First State Community Bank

Mary Beck
Boone Hospital Center

Tim Hickman
University of Missouri

Scott Hofferber
University of Missouri Health Care

Tony St. Romaine
City of Columbia

LIVE UNITED. 2011 ANNUAL REPORT HEART OF MISSOURI UNITED WAY

STAFF

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Alicia Reese
Executive Assistant
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We know that education is about more than better jobs and bigger paychecks, important though they are in making families and individuals more financially stable. Strong education is also linked to better physical and mental health, longer lives, fewer crimes, less incarceration, more voting, greater tolerance and brighter prospects for the next generation. Through Community Impact, Heart of Missouri United Way seeks to ensure our children achieve their potential by increasing the number of our community’s youth who are ready to succeed in school and life.
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 that exemplifies 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 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.

PHILANTHROPIST OF THE YEAR AWARD
altruistic, generous, compassionate

The Philanthropist of the Year Award recognizes a person or organization who exemplifies the true spirit of community-wide philanthropy by giving of time, treasure and talents to benefit the United Way and all of mid-Missouri.

2011 RECIPIENT
TERRY COFFELT
Landmark Bank

2011 RECIPIENT
MIKE ALDEN & UNIVERSITY OF MISSOURI TIGER ATHLETICS

2011 INDIVIDUAL RECIPIENT
BILL HERVEY
Wells Fargo Advisors

2011 CORPORATE RECIPIENT
WILLIAMS-KEEPERS LLC

2011 RECIPIENT
COMMERCE BANK

2011 RECIPIENT
EMPLOYEES OF VETERANS UNITED HOME LOANS

STATEMENT OF ACTIVITIES (FOR THE YEAR ENDED DECEMBER 31, 2011)

Revenue and Other Support
Campaign Applicable to Current Period:
Contributions Received - Current Period: 458,542
Contributions Received in Prior Periods and New Released from Restrictions: 814,253
Total Campaign for Current Period: $1,272,795
Campaign Revenue Received for Next Allocation Period: 2,493,655
Campaign Revenue Received for Next Allocation Period - Endowment Fund: 979,617
Designations to Partner Agencies: (286,340)
Previsions for Uncollectible Pledges: (244,536)
Total Campaign: $3,253,574

Total Revenue and Other Support
Other Income
Tornado Relief Income: 1,825,014
Contributions - Endowment Funds: 41,186
Realized Losses on Investments: (990)
Unrealized Losses on Investments: (11,189)
Interest Income: 6,609
Grant Income: 39,120
Lunch Money Program: 8,707
Miscellaneous Income: 36,238
Dolly Parton's Imagination Library: 72,978
Total Other Income: $2,017,763

Total Revenue and Other Support
Other Net Assets Released from Restrictions: 39,961

Expenses
Allocations:
Funds Allocated to Member Agencies for 2012: 1,980,779
Tornado Relief Expense: 1,846,721
Other Funding: 64,295
UM 2-1-1 Info & Referral: 19,937
Dolly Parton's Imagination Library: 39,120
Other Community Initiatives Funding: 50,741
Total Allocations: $4,060,988

Other Functional Expenses
Funding: 267,187
Community Investment & Engagement: 243,793
Direct Service & 2-1-1: 3,357
Communications & Marketing: 37,898
Administration and Management: 272,560
Total Other Functional Expenses: $814,894

Loss on Sale of Assets: 253

Total Expenses: $4,876,135

Changes in Net Assets:
Contributions Received in Prior Periods and New Released from Restrictions: 814,253
Net Assets, Beginning of Year: 991,788
Net Assets, End of Year: $1,426,951
Net Assets Released from Restrictions: 979,617
Net Assets, End of Year: $2,416,768

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

I want to thank the many volunteers and the campaign leadership who donated their time, energy and dollars to help make the 2011 United Way campaign a success. I want to thank the many businesses that held company campaigns and those that gave corporate gifts. I also want to thank the individual donors who gave so generously to help others in their community. Once again you have shown that the generosity and compassion of Mid-Missourians is unmatched!

I grew up in Columbia and many of the wonderful things I love about my community are still the same. We are a progressive city with a well educated population. Columbia has a relatively stable economy with large employers in the industries of higher education, healthcare and insurance. But some things are different. Our population has more than doubled since I was in college, and although we can proudly point to our high quality of life, we now have a much higher percentage of our citizens living in poverty. Regardless of where we each live in Mid-Missouri, I’m sure we all know of someone who has been hit hard by the current economy and could use the help United Way offers.

So in addition to raising money, the campaign this year helped to heighten awareness of the dramatically increased needs of people right here in our community. At each of our campaign leadership meetings we talked about the transition to the Community Impact Model and how the Heart of Missouri United Way can be a positive force and make a real and lasting difference. As demonstrated by the success of this year’s campaign, I believe Central Missourians have a huge heart and capacity to give and help our community when they truly understand the needs.

I want to sincerely thank each and every one of you for all you did in 2011 to support your Heart of Missouri United Way!

Sincerely,

Teresa

Teresa Maledy
The following individuals filled key positions on our Leadership Circle Campaign Team, and are responsible for raising more than $1,014,065.86 to help our community during the 2011 Campaign.

LEADERSHIP CIRCLE CHAIRS

Brent Beshore - Co-Chair
Hank Waters - Co-Chair

LEADERSHIP CIRCLE KEYPEOPLE

Ann Baker
Gentry Middle School

Lynda Baumgartner
Stephens College

Karen Brown
Boone-Central Title Company

Ene Chippendale
University of Missouri

Ellen Dent
The Callaway Bank

Judy Donnell
Columbia Insurance Group

Brad Effert
Boone County Lumber

Eugene Gerke
Gerke & Associates, Inc.

Todd Hohen
Hawthorn Bank

Pat Hostetler
Community Volunteer

Phebe LaMar
Smith Lewis, LLP

Eric Lorenz
ABC Laboratories, Inc.

Jim Marberry
Marberry & Eagle, CPAs, PC.

Wesley Parks
Providence Bank

Doris Ross
Community Volunteer

Martin Siddell
University of Missouri

Steven Smith
First State Community Bank

Kim Stanley
RE/MAX Boone Realty

LEADERSHIP CIRCLE ADVOCATES

Roger Birdsong - CO-CHAIR - Columbia Insurance Group
Jack Smith - CO-CHAIR - Commerce Bank

“TOP 25” BUSINESS LEADERSHIP CIRCLE ADVOCATES

John Bailey
Boone County National Bank

Carol Hall
JES Holdings, LLC

Gregory Silnikard
City of Columbia

Chris Belcher
Columbia Public Schools

Crystal Payne
First State Community Bank

David Spencer
Cornerstone National Insurance Company

Mary Daly
Ameren Missouri

Jerome Rader
First State Community Bank

Scott Ward
Community Volunteer

Tracy Eichhorn
Miller’s Professional Imaging/Mpix.com

Daniel Rothery
Boone Hospital Center

Andy Waters
Columbia Daily Tribune

Barron Fuller
Isle of Capri Casino, Boonville

Jim Schatz
Commerce Bank

Carolyn Paris
The Callaway Bank

Gary Smith
University of Missouri

The Callaway Bank

Phil Steinhaus
Columbia Housing Authority

Wesley Parks
Providence Bank

Jacki Swank
First State Community Bank

Curtis Morgret
US Bank

Kimberly Ponder
Commerce Bank

Marissa Swartz
State Farm Insurance Companies

Robert Quinn
Boone County National Bank

Steve Taylor
Community Volunteer

Aaron Rigdon
The Callaway Bank

Jill Thompson
Landmark Bank

Pam Root
The Callaway Bank

Kim Trabue
Peckham & Wright Architects, Inc.

Mary Ropp
The Bank of Missouri

Jennifer Truesdell
Commerce Bank

Edward Scavone
Boone County National Bank

Hank Waters
Columbia Daily Tribune

Carol Schaper
City of Columbia

Kelly Webb
Commerce Bank

Jim Schatz
Commerce Bank

Aimee Wehmeier
Services for Independent Living

Thomas Schneider
Community Volunteer

David Whelan
Commerce Bank

Tom Schwarz
Landmark Bank

Keith Whitney
Landmark Bank

Dan Scotten
Community Volunteer

Matt Williams
Hawthorn Bank

Valerie Shaw
Commerce Bank

Jenny Williamson
The Callaway Bank

Shelley Simon
Greater Missouri Leadership Foundation

Jeff Witten
MetLife

Drew Smith
Commerce Bank

“TOP 25” BUSINESS LEADERSHIP CIRCLE ADVOCATES (cont’d)

Doris Ross
Community Volunteer

Robert Quinn
Boone County National Bank

Tracy Eichhorn
Miller’s Professional Imaging/Mpix.com

Jill Thompson
Landmark Bank

Mary Daly
Ameren Missouri

Ene Chippendale
University of Missouri

Edward Scavone
Boone County National Bank

Kim Trabue
Community Volunteer

Wesley Parks
Providence Bank
UM-MU CAMPAIGN LEADERSHIP VOLUNTEERS

TRI-CHAIRS

Frank Schmidt  Professor of Biochemistry
Joseph Scogin  Assistant Director of Athletics, Academic Services - Intercollegiate Athletics
Daniel Clay  Dean and Professor - College of Education

HONORARY CHAIRS

Steve Owens  Interim President, University of Missouri Systems
Brady Deaton  Chancellor, University of Missouri
Anne Deaton  Adjunct Professor Human Development & Family Studies

IMMEDIATE PAST CHAIR

Richard Oliver  Dean - School of Health Professions

REGIONAL CHAIRS

Allen Bluedorn  Professor of Management & Associate Dean of Graduate Studies
Beth Chancellor  Chief Information Security Officer - UM System
Marilyn Coleman-Ganong  Professor of Human Development & Family Studies - Curators Professor
Teresa Davis  Executive Director - Provost Office
Nan Erickson  President, MU Retirees Association
Jill Ford  Director of International Student Programs - Engineering
Kristi Gafford  Director, Ellis Fischel Cancer Center
Laura Gajda  Executive Director - Executive Admin UMHC
Larry Ganong  Professor, Human Development & Family Studies
Todd Houts  Assistant Dean to the Dean - Agriculture
James Hundle  Assistant Director, Environmental Health & Safety
Jack Miles  Past President, MU Retirees Association
Patricia Okker  Professor of English & Faculty Fellow - English
Cindy Pollard  Associate Vice President Strategic Communications - UM System
Betsy Rodriguez  Vice President Human Resources - UM System

LOANED EXECUTIVES

Jennifer Bloss  Academic Advisor - Department of Arts & Science
Ashley Caldwell  Investment Specialist - Endowment & Retirement - UM System
Susan Cameron  Senior Information Specialist - Concerts
Brad Ekwerekwu  Graduate Student - Educational Counseling & Psych - PhD
Terese Long  Manager, Human Resources Support Services
Jill Moreland  Coor Program/Project Support - Agricultural Ext/Social Sciences
Marjorie Matzes-Thies  Planning & Project Specialist - Business Development - UMHC

MU/MU CAMPAIGN LEADERSHIP CIRCLE VOLUNTEERS

TRI-CHAIRS

James Cogswell  Director of Libraries - MU Libraries
Elizabeth Garrett  Professor of Clinical Family Community Medicine
Philip Peters  Ruth L. Hulston Professor of Law

KEYPEOPLE COMMITTEE

Michael Chippendale  Professor Emeritus of Entomology
Vicki Conn  Professor - School of Nursing
Ralph Dessem  Dean & Professor of Law
Susan Even  Dean Student Health Center
Janet Farmer  Director of Academic Programs of Health Psychology & Child Health
Ted Groshong  Senior Associate Dean for Alumni Affairs
Scott Maledy  Manager Production Operation - KOMU-TV8
Michael Miroldt  Professor Molecular Microbiology & Immunology - Dean of Faculty Affairs
Patricia Okker  Professor of English and Faculty Fellow - English
Donna Otto  Clinical Instructor - School of Nursing
Rosemary Porter  Associate Professor Emerita and Dean Emerita of Nursing
Marjorie Sable  Professor & Director of Social Work
Sharon Schattgen  Research Associate - Office of Sociology
Cathy Scroggs  Vice Chancellor for Student Affairs
James Spain  Interim Vice Provost of E-Learning - VP Undergraduate Studies
Rodney Uphoff  Elwood Thomas Professor of Law
Peter Vallentyne  Florence G. Kline Chair and Professor - Philosophy

LOANED EXECUTIVES

Jennifer Bloss  Academic Advisor - Department of Arts & Science
Ashley Caldwell  Investment Specialist - Endowment & Retirement - UM System
Susan Cameron  Senior Information Specialist - Concerts
Brad Ekwerekwu  Graduate Student - Educational Counseling & Psych - PhD
Terese Long  Manager, Human Resources Support Services
Jill Moreland  Coor Program/Project Support - Agricultural Ext/Social Sciences
Marjorie Matzes-Thies  Planning & Project Specialist - Business Development - UMHC

MU/MU ADMIN SERVICES CHAIRPERSON

Lisa Wimmenauer  Assistant Director Business Services

MU/MU CAMPAIGN ASSISTANT TO CHAIR

Colleen Lamond  Director of Game Operations - Intercollegiate Athletics

The dedicated UM-MU Campaign Leadership Volunteers raised an incredible $697,407.06 during their 2011 Campaign.

MIZZOU LIVES UNITED!
**LOANED EXECUTIVES**

Shannon Alvis  
State Farm Insurance Companies  

Danielle Bauer  
Commerce Bank  

Heather Clark  
Landmark Bank  

Lindsey Dunn  
Commerce Bank  

Mable Harris  
Schneider Electric  

James Heavin  
Shelter Insurance Companies  

Barry Kelly  
Missouri Employers Mutual  

Sarah Moreau  
Boone County National Bank  

Katie Rose  
Columbia Insurance Group  

**CAMPAIGN PACESETTERS**

Big Brothers Big Sisters  
Boone County Council on Aging  
Boone County National Bank  
Boone Hospital Center  
Boonslick Heartland YMCA  
Boys & Girls Town of Missouri  
Boy Scouts - Great Rivers Council  
Columbia Daily Tribune  
Columbia Insurance Group  
Commerce Bank  
Cornerstone National Insurance Company  
Family Counseling Center  
Family Health Center  
First State Community Bank  
Gerding, Korte & Chitwood  
Harrisburg Early Learning Center  
Hawthorn Bank  
Heart of Missouri United Way  
jcpenny  
Job Point  
Joe Machens Automotive Group  
Joe Machens BMW  
Joe Machens Ford Lincoln  
Joe Machens Hyundai  
Joe Machens Nissan  
Joe Machens Toyota Scion  

Landmark Bank  
Lenoir Woods  
Lutheran Family & Children’s Services  
Mary Lee Johnston Community Learning Center  
Meals on Wheels  
Miller’s Professional Imaging/MPIX.com  
OATS, Inc.  
OTSCon  
Phoenix Programs  
Providence Bank  
Rainbow House  
Schneider Electric  
Services for Independent Living  
Simon Oswald Architecture  
The Bank of Missouri  
The Callaway Bank  
The Food Bank for Central & Northeast Missouri  
True North  
University Y  
Unlimited Opportunities, Inc.  
UPS  
US Bank  
Voluntary Action Center  
Watlow  
Williams-Keepers, LLC  
Woodruff Sweitzer  

The 2011 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 a remarkable $752,121 to help local people in need.
2011 CORPORATE PARTNERS

CORPORATE ANGEL
$50,000+
- University of Missouri*

CORPORATE MVP
$250,000+
- Veterans United Home Loans*

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

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

CORPORATE LEADER
$30,000+
- ABC Laboratories, Inc.*
- Columbia Daily Tribune*
- Columbia Insurance Group*
- Commerce Bank*
- Fetcho/Lay/Quaker Oats*
- Harry S. Truman Memorial Veterans’ Hospital*
- Isle of Capri Casino, Boonville*
- Joe Machens Ford Lincoln*

MBS Textbook Exchange, Inc.*
- MFA Oil Company*
- Miller’s Professional Imaging/Mpix.com*
- Missouri Employers Mutual*
- United Parcel Service

CORPORATE STAR
$15,000+
- 3M Company*
- Boone County Government*
- CenturyLink*
- Columbia College*
- jpenney*
- Kraft - Columbia Foods
- KO MU-TV8*
- MFA Incorporated*
- Walvalue Columbia
- Williams-Keepers LLC*

CORPORATE SHAREHOLDER
$5,000+
- Alliance Water Resources, Inc.*
- Amega Mobile Home Sales, Inc.*
- American Air Filter International*
- Bob McCosh Chevrolet Inc.*
- Boyce & Bynum Pathology Labs*
- Boys & Girls Town of Missouri - A Great Circle Agency*
- Caterpillar, Inc.*
- Columbia Public Schools - Administration Building*
- Cornerstone National Insurance Company*
- David H. Hickman High School
- DeSpain Cayce Dermatology Center and Medical Spa*
- Dunafon Enterprises, Inc.*
- Enterprise Rent-A-Car*
- Family Counseling Center*
- Family Health Center*
- FedEx*
- First State Community Bank*
- Gates Corporation*
- Gerbes Supermarket #124*
- Gerding, Korte & Chipwood, P.C.*
- Heart of Missouri United Way, Inc.*
- Hubbell Power Systems, Inc.
- Job Point*

Joe Machens Automotive Group*
- Joe Machens Toyota Scion*
- LENOIR Woods*
- MARY’s
- Phoenix Programs, Incorporated*
- Primaris Healthcare Business Solutions*
- Professional Contractors & Engineers*
- Providence Bank*
- Regions Bank*
- Rock Bridge High School
- Schnucks Supermarket*
- SEMCO LLC*
- 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

CORPORATE INVESTOR
$1,000+
- Aetna*
- Alpha Hart Lewis Elementary School
- Alternative Community Training*
- ASI Flexible Benefits
- AT&T*
- Auto Owners Insurance
- Bank of America
- Benton Elementary School
- Big Brothers Big Sisters*
- Boone Clinic*
- Boone County Family Resources*
- Boone-Central Title Company*
- Boonslick Heartland YMCA
- Boonville Daily News
- Boy Scouts of America - Great Rivers Council
- Cedar Ridge Elementary School
- Central Missouri Aviation, Inc.*
- Central MO Subcontracting Enterprises
- 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 America*
- Delta Systems*
- Derby Ridge Elementary School
- Engineering Surveys & Services*
- Environmental Dynamics, Inc.*
- Fairview Elementary School
- Gentry Middle School
- Gerbes Supermarket #111*
- Gerbes Supermarket #125*
- Gerke & Associates, Inc.*
- Grossman Promotional Products*
- Harlan, Harlan & Still*
- Hawthorn Bank*
- Indeeco
- Inside Columbia Magazine
- Jefferson Junior High School
- Joe Machens BMW
- Joe Machens Hyundai*
- Joe Machens Nissan*
- Landers, Weiss & Company*
- Lange Middle School
- Lee Elementary School
- Loveall RV’s*
- Marbury & Eagle, CPAs, P.C.*
- Mary Lee Johnston Community Learning Center*
- Mill Creek Elementary School
- Miller Dental Associates, Inc.*
- Miller, Bales & Cunningham, P.C.*
- Missouri Cardiovascular Specialists
- Missouri Press Service, Inc.
- MGG, Inc.*
- Moresource, Inc.*
- New Haven Elementary School
- Oakland Junior High School
- OATS, Inc.
- OTSICON, INC.*
- Panhandle Eastern Pipe Line Co.
- Parkade Elementary School
- Paternity Testing Corporation Laboratories*
- Paxton Keeley Elementary School
- Peckham & Wright Architects, Inc.*
- Riback Supply Company Inc.*
- Ridgeway Elementary School
- Robinson Orthodontics
- Rock Bridge Elementary School
- Russell Boulevard Elementary School
- Sam’s Wholesale Club
- Septagon Construction*
- Shepard Boulevard Elementary School
- Smithton Middle School
- Target
- Trabue, Hansen and Hinshaw, Inc.*
- Tropical Liqueurs*
- True North*
- UMB Bank of Boonville
- Van Matre, Harrison, Hollis, Pitzer & Taylor, P.C.*
- Voluntary Action Center*
- Wal-Mart Store #159*
- Wal-Mart Store #451*
- Wal-Mart Store #860*
- Wal-Mart Store #820
- Walther, Antel, Stamper & Fischer, P.C.*
- Woodruff Sweitzer*

* Indicates Columbia Chamber of Commerce Member

Heart of Missouri United Way is a proud member of the Columbia Chamber of Commerce.
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 de FRATERNITÉ**

$75,000-$99,999

- Brent & Erica Beshore

**ORDRE dé LIBERTÉ**

$25,000-$49,999

- Jeffrey E. & Nancy Jill Smith

**MEMBRES de la SOCIÉTÉ**

$10,000+

- 2 Anonymous Donors
- Tom & Linda Atkins
- Greg & Kelly DeLine
- John & Karla DeSpain
- Bo & Terry Fraser
- David & Marcia Machens
- Greg & Ginny Mattli
- Richard G. Miller
- Gary & Vicki Pinkel
- Beatrice B. Smith
- Tom & Anne Smith
- Charles & Jan Swaney
- Al & Barbara Wagner
- Hank Waters & Vicki Russell
- Hal & Mary Williamson

**LEADERSHIP CIRCLE**

During our 1988 campaign, Jack Cox and Doug Greesbeck 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 2011 there were 555 households giving at the Leadership Circle level or $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 $1,014,065.86 in 2011, and represents 28.98% of our campaign total.

The following individuals, couples and companies are Leadership Circle members, and are recognized for their strong commitment to helping make a lasting difference in central Missouri.

**PLATINUM**

$5,000-$9,999

- David & Sherry Hockman
- Marilyn & Perk Hoecker
- Scott & Mary Hofferber
- George Justice & Devoney Looser
- Les & Karen Kanuckel
- Drs. Stephen & Mari Ann Keithahn
- Linda & Michael Kravchick
- Nikki & Aaron Krawitz
- Scott & MaryBeth Lilofsky
- Teresa & Scott Maleady
- Will & Amy Markel
- Eric & Sabrina McDonnell
- Michael & Alice Misfeldt
- David Moore
- Kimberly A. Olden & Richard J. Ahrens, II
- Philip G. Peters, Jr. & Vickie Park
- Ken & Betsy Rall
- Robert & Sharon Schattgen
- Jim & Marilyn Schatz
- Drs. David Schlossman & Pamela Honeycutt
- Rob Duncan & Annie Sobel
- Herb & Louise Stanley
- Angel Stewart
- Monica Swoboda
- Gary & Julie Thompson
- Van Matre, Harrison, Hollis, Taylor & Bacon, P.C.
- Patrick Weshoff & Elena Vega
- Dan & Linda Vinson
- Scott & Kathy Ward
- Lana Zerrer, M.D.

**GOLD**

$2,500-$4,999

- 4 Anonymous Donors
- Mike & Rockie Alden
- Roger & Susan Ballard
- Andrew & Cynthia Beverley
- Allen & Betty Bluedorn
- Stephen August Brietzke
- Dr. & Mrs. Robert Churchill
- Jane E. Closterman
- Jim & Elizabeth Cogswell
- Mary K. Daily
- Brady & Anne Deaton
- John & Dana Ehler
- Glen & Tina Ehrhardt
- James Todd Elliott
- Steve & Laura Erdel
- Brian & Lerke Foster
- Jeff & Denise Hackman
- John & Lindsay Hall
- Thomas & Rebecca Highland

**SILVER**

$1,000-$2,499

- 101 Anonymous Donors
- Guy Adams & Martha Jolly
- Mark & Carole Adams
- Nancy Adrian
- Dr. Lex & Sally Akers
- Jordan & Julie Alexander
- Rick & Sharon Allio
- Nancy Allison Agency, LLC – Shelter Insurance Companies
- Mark & Betsy Ames
- Daniel & Amanda Andrade
- Aaron Angel, Ian Pliland & Sophie Angel
- Bill & Judy Arnet
- Linda G. Arnold
- Mr. & Mrs. José Aviles
- Bob & Sharon Bailey
- John & Kim Bailey
- Jean & Bill Baird
- Stephanie Banker
- Dr. Courtney Barnes, M.D.
- & Mr. Shawn Barnes
- Rita Barry
- James & Nancy Baumann
- Tom & Lynanne Baumgardner
- Lynda & Steve Baumgartner
- Raymond A. & Delilah A. Beck
- Chris & Jackie Belcher
- Jim & Margaret Belcher
- Jeff & Sandy Belden
- Roger & Beverly Birdsong
- Darryl & Jennifer Boddie
- Randy & Vee Boehm
- Gina Boone
The evening of May 22, 2011 forever changed the lives of the people of Joplin, Missouri. Perhaps the worst tornadic storm ever recorded in U.S. history, the devastating tornado ravaged the town - but not the spirit - of our neighbors in Joplin.

Within hours of the disaster, Heart of Missouri United Way Board member, Brent Beshore of Pure Marketing, established the “Joplin, MO Tornado Recovery” Facebook page and the recovery plan was set in motion. There was no question. When asked if Heart of Missouri United Way would help, the immediate answer was, “YES; it’s the right thing to do.” In so doing, we made a commitment that no administrative fees would be incurred - 100% of all proceeds would go directly to Joplin.

In partnership with Beshore, KOMU-TV8 organized a telethon at the Museo building and the KOMU studios in the span of four days. The overwhelming support from not only the state of Missouri, but from across the U.S. and around the world, was awe-inspiring. To date, more than $1.7 million has been donated to our United for Joplin recovery fund.

Working with the United Way in Joplin, we assembled an Investment Review Team comprised of local Joplin citizens to get the funds flowing for those most in need. RebuildJoplin.org has continued the recovery effort by connecting people and community organizations.

Heart of Missouri United Way is committed to exploring new ways of doing non-profit relief work in support of our mid-Missouri communities. It will take all of us working together - non-profit and for-profit organizations - to make a lasting change.
## 2011 PROGRAM ALLOCATIONS

**Partners**

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Total Allocation</th>
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<tr>
<td>Adult Day Connection</td>
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<td>Adult Day Healthcare</td>
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<td>Youth Activities</td>
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<td>Every Girl Everywhere</td>
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<td>Phoenix Programs</td>
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<td>Emergency Shelter/Shelter Services</td>
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<td>The Food Bank of Central &amp; Northeast Missouri</td>
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<td>True North</td>
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<td>Habitat for Humanity</td>
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<td>Nick Contact</td>
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<td>Tutors</td>
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<td>Unlimited Opportunities</td>
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<td>Family Support Services</td>
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<td>Respite Care for Families</td>
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<td>Voluntary Action Center</td>
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<td>Family Assistance &amp; Emergency Services</td>
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<td>Volunteer Coordination</td>
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<td>Total Member Agency Allocations</td>
<td>$2,234,922</td>
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<td>Total Member Agency Allocations</td>
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</table>

**2011 Program Allocations**

| Total Program Allocations                          | $2,471,350.50    |
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.

The following are some of the training and retooling opportunities provided by Heart of Missouri United Way to its partner agencies during the transition to Community Impact. (All trainings provided in 2010-2011 were at no cost to the agencies.)

- Diversity training sponsored and hosted by Missouri Employers Mutual (MEM) for all agency partners
- Adult and infant CPR training and certification provided by the American Red Cross
- Provided and paid for one-on-one technical assistance and training for struggling agency programs
- Provided board training from a National Board Training Expert
- Paid for four (4) Executive Directors to attend an ongoing professional development roundtable geared toward professional development
- Provided training on new benefits packages and retirement rules for nonprofits
- Provided a one-day workshop with all of the top local marketing firms presenting to agencies
- Brought in a National Thought Leader to educate and train on poverty
- With a corporate partner, provided a National Thought Leader to speak about the Five Trends in Nonprofit Services
- Provided training and technical assistance to agencies and boards of directors on Operations/Administration/Grant Writing/Strategic Planning
- Worked with statewide nonprofit to ensure agencies had training monies (underwritten) to attend training on program evaluation
COMMUNITY PROGRAMS

Dolly Parton’s Imagination Library was founded in 1996 by Dolly Parton in Sevier County, 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, which provided books to more than 3,900 children in 2011. 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.

LIVE UNITED ACTION TEAMS

There are myriad ways for businesses to partner with Heart of Missouri United Way. By doing so, companies build community goodwill and reinforce their reputations as good corporate citizens with their customers, employees and our mid-Missouri community.

One of the ways a company can engage with our community through United Way is by forming a LIVE UNITED Action Team. Volunteers from across the community contribute thousands of volunteer hours each year in activities benefiting United Way Partner Agencies and local non-profit organizations. LIVE UNITED Action Team members see first-hand the impact and importance of community-focused work that helps people in need. Heart of Missouri United Way coordinates projects from large to small.

Thank you to those that gave of their time and talent to make a difference for so many in 2011!

The following individuals led their company teams in volunteer projects benefitting the noted agencies:

- Shannon Alvis
  Boyce and Bynum Pathology Labs
  Volunteered for The Food Bank of Central & Northeast Missouri

- Dean Runyan
  Columbia Insurance Group
  Volunteered for Coyote Hill

- Roxy VanPool
  IBM
  Volunteered for Rainbow House

- Daniel Rumans
  Isle of Capri Casino
  Volunteered for multiple organizations

- Amy Voltmer
  JES Holdings
  Volunteered for Coyote Hill

- Kate Parshall
  Marberry and Company
  Volunteered for The Food Bank of Central & Northeast Missouri

- Tiffany Paige
  MBS Textbook Exchange, Inc.
  Volunteered for The Food Bank of Central & Northeast Missouri

- Shirley Johnson
  Missouri Employers Mutual
  Volunteered for Boone County Council on Aging & Habitat for Humanity

- Mitzi Clayton
  University of Missouri Athletics
  Volunteered for The Food Bank of Central & Northeast Missouri & Meals on Wheels

- Jenn Tade
  Shelter Insurance Companies
  Volunteered for Coyote Hill

- Tonya Reynolds
  State Farm Insurance Companies
  Volunteered for The Food Bank of Central & Northeast Missouri & Boone County Council on Aging

- Marsha Moore
  University of Missouri System
  Volunteered for The Food Bank of Central & Northeast Missouri

- Jessica Trimble
  Williams-Keeper's LLC
  Volunteered for Coyote Hill & Family Counseling Center

Total Volunteers: 439
Total Volunteer Hours: 1,738
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 2011, the FamilyWize discount card has saved mid-Missourians over $17,809!

Missouri 2-1-1 will be entering its fifth year of operation in 2012. Heart of Missouri United Way’s three county coverage area alone had 2,398 calls in the past year with 3,324 identified needs.

The Top 3 identified needs were:
1. Utility Assistance (310)
2. Rent/Mortgage Payment Assistance (319)
3. Shelter/Temporary Housing (310)