Our community, our campaign

Founded in 1942 as the United Way of Central Missouri, the Heart of Missouri United Way has a long history of working in our community. We have helped so many organizations and programs grow and thrive over the years – but there’s always more to do. With your help, we can make a greater impact than ever before. We can help to increase awareness and reduce barriers to people in need. We can also help to ensure that every dollar we spend has the biggest impact possible.

That’s where you come in. We need the power and passion of people who are committed to making a difference in their communities. And we welcome anyone who wants to be involved in helping others.

Our Campaigns

This year, our campaign focuses on three main areas: Education, Basic Needs, and Financial Stability. These areas were chosen because they have a significant impact on people’s lives and are critical to our community’s overall improvement.

Education

Education is one of the most important investments we can make in our community. By supporting education, we are helping to ensure that our children have the tools they need to succeed in life. We support programs that help students improve their reading skills, increase their math scores, and make progress towards graduation.

Basic Needs

Basic needs, such as food and shelter, are essential for everyone. Our Basic Needs programs help people access these resources, ensuring that they have the support they need to weather life’s challenges.

Financial Stability

Financial stability is one of the biggest challenges facing families today. Our Financial Stability programs focus on helping families save money, manage debt, and increase their financial independence. We help people create a budget, find ways to lower expenses, and access financial resources to improve their situation.

How You Can Help

There are many ways to get involved in our campaign. Whether you choose to donate funds, volunteer your time, or participate in events, your support is critical to our success. Together, we can make a difference in our community.

United Way

United Way is a powerful force for good. We bring people together to address the greatest challenges facing our community. By working together, we can create a brighter future for all.

Thank you for your support.

Heart of Missouri United Way

HeartofMissouriUnitedWay.com
I welcome this opportunity to express what my involvement with the Heart of Missouri United Way 2018 Community Campaign has meant to Lisa and me personally. I’d also like to take this opportunity to address the great task we face – disrupting the cycle of generational poverty in our community and the process we use to raise funds and allocate them for this effort. And finally, I’ll discuss our fundraising goal for this year’s campaign, and what steps we have already taken to reach this goal.

For me, the Heart of Missouri United Way epitomizes one of the key characteristics that makes our country and our community special. Foreign visitors have long noted the way that American come together to form voluntary associations to help our neighbors and to solve problems in our local communities. This voluntary, cooperative spirit takes many forms: volunteer fire departments, service clubs, charitable organizations, etc. Another facet I want to make sure of is that of a reserve military officer in that context is to have

visited many places in the world where the cooperative spirit in society is not nearly as strong as what we have here. Those international experiences lead me to an even deeper appreciation of the role of the Heart of Missouri United Way and our partner organizations. They are custodians of our finest traditions of voluntary action in service to our neighbors.

This is truly a fine organization made up of dedicated and dedicated individuals focused on the overarching goal of assisting our fellow citizens to escape from generational poverty. The work of the Heart of Missouri United Way and its partner agencies do great work, but there is much more to do. Did you know that Boone County ranks among the trend of all counties in the state and country in terms of an individual’s likelihood of escaping poverty? To address this challenge, our local United Way invests nearly $2 million dollars annually to create generational change and stop the cycle of poverty through Impact Fund ing in the areas of Basic Needs, Education, Financial Stability, and Health. This is our Community Impact Model and it is truly creating a positive difference for your friends and neighbors who are struggling to move from welfare to work.

To achieve the results that we all need, we need the entire community to engage with us, and that is happening. I am pleased to announce that this year we expect 225 organizations to run internal campaigns, and 40 companies to make corporate gifts. In addition, we have many generous, unaffiliated individual donors. Our goal for the community campaign this year is to raise $3,062,000 and with your continued support, I am confident that we will surpass this amount. In fact, I am more and more confident that we have already raised approximately $1,209,066 to date.

Participating in this effort this year and for the past couple of years has been very rewarding for Lisa and me. We have both been fortunate enough to participate in the careful, thoughtful and direct planning that is done here at Heart of Missouri United Way board goes through when making decisions to support partner organizations and their programs. I can tell you that this organization and its staff are outstanding stewards of the resources that you entrust to them, and that the Community Impact Model is making a real difference.

To our donors – you and your organizations are truly

making a difference. But the completely understood that the only way all of us working together to avoid our neighbors as they struggle to escape generational poverty. We have an extremely effective process for allocating your generous donations where they can do the most good. Our efforts are worthy of your continued support. Working together, I am confident that we can surpass our goal of rais

ng $3,062,000 for these very effective programs and generate a great sense of generational poverty in our community. We already have a significant head start, but there is much more to be done. Let’s go out and make Boone County and Central Missouri into an oasis where people have a much greater chance of escaping generational poverty. With all of us working together, we can do it!

A valuable experience: Reflections of a Loaned Executive

Loaned Executive Christy Ford welcoming attendees to the Heart of Missouri United Way Community Campaign Kickoff.

Notes from the 2018 Campaign Chair

A few years ago, I was approached about being a Loaned Executive for the United Way. I can’t believe there was ever a time that I was unsure about the work United Way does, or the impact that have on the community. However, a few months ago I had never heard the term “Loaned Executive” and had only heard peripherally about United Way. I knew is one of the key characteris

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I had my own charities and a lot of people supported, but United Way was a charity a corporate gift. I knew the Executive,” and had only ever heard the term “Loaned Executive” because I thought it was something I remember hearing during the training for Loaned Executive – it is difficult to put into words what an incredible and hum

ifying experience this has been. Sometimes it is easy to see the need and want to help, but hard to know the best way to get involved. Sometimes it is hard to know what help is available for people. I have no hes

tant answer to the question “What help is available?” thanks to my experience as a Loaned Executive with the United Way.

One of the first things I remember hearing during the training for Loaned Executive was the statement “when peo

ple are experiencing need, they usually don’t just need one thing. They typically don’t just need food, they may also need a place to stay, they may need child

care, or maybe help finding a job. The United Way agencies work together to help people find what they need to move for

ward.” While that statement seems obvious to me now, I think it’s often the thought of services in a vacuum and didn’t really make how the organizations in our com

munity work together to help meet the needs of those experiencing poverty in our community. There isn’t only a single agency out there that can meet all the needs of everyone experiencing poverty, but together the agencies can provide assis

tance depending on what a person needs. Job Point can help with job skills for someone who may need work, Love INC can help a personal with financial skills, and literacy. True North can assist a personal with skills to escape an abusive rela

tionship, and Family Health Center can help everyone who may be uninsured or underinsured and does not have other health care provider. And there are many other great agencies out there that do all the work to

gether to serve the common goal of helping those in poverty in our community. There isn’t one agency out there that can meet all the needs of everyone experiencing poverty, but together the agencies can provide assis

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For 20 years, Boone Hospital Center has hosted the Pacesetters Breakfast with the Heart of Missouri United Way to recognize and thank the organizations leading the way in our community. Thank you, to the 2018 Pacesetter organizations.

American Outdoor Brands  
BMW of Columbia  
Bob McCosh Chevrolet Buick GMC  
Boone County Family Resources  
Boone Hospital Center  
Caterpillar  
Central Bank of Boone County  
City of Columbia  
Columbia Honda  
Columbia Housing Authority  
Columbia Insurance Group  
Commerce Bank  
Family Health Center  
First Chance for Children  
First State Community Bank  
Grade A Plus Inc.  
Harrisburg Early Learning Center  
Hawthorn Bank  
Heart of Missouri CASA  
Heart of Missouri United Way  
Job Point  
Landmark Bank  
Lutheran Family & Children’s Services  
Mary Lee Johnston Community Learning Center  
Mercedes-Benz of Columbia  
Mid-Missouri Legal Services  
Miller’s Professional Imaging  

Missouri Employers Mutual  
Providence Bank  
RUSK Rehabilitation Center  
Schnucks  
Services for Independent Living  
Simon Oswald Architecture  
The Bank of Missouri  
The Callaway Bank  
The Food Bank for Central & Northeast Missouri  
The Salvation Army  
UPS  
US Bank  
Veterans United Foundation  
Voluntary Action Center  
Watlow Columbia  
Williams-Keepers LLC  
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Zimmer Radio & Marketing Group

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Boone Hospital Center

Heart of Missouri United Way
2018 HEART OF MISSOURI UNITED WAY LOANED EXECUTIVES

STARTER GROUP

J. R. Smith
Shelter Insurance - Columbia

Christy Ford
Shelter Insurance - Kansas City

Wendy Sheefer
Veterans United Home Loans

Ryan Copeland
Central Bank of Boone County

CLOSER GROUP

Denise Welch
Shelter Insurance Group

Brian Myers
Providence Bank

Laura Estes
Landmark Bank

Maraissa Bacon
Veterans United Home Loans

2018 Funded Agencies

Community Impact: Education - Health - Financial Stability - Basic Needs

BIG BROTHERS BIG SISTERS OF CENTRAL MISSOURI

BOONSLICK HEARTLAND YMCA — COOPER COUNTY

BOYS & GIRLS CLUBS OF THE COLUMBIA AREA

CENTRAL MISSOURI FOSTER CARE AND ADOPTION ASSOCIATION

CITY OF REFUGE

COLUMBIA CENTER FOR URBAN AGRICULTURE

COLUMBIA HOUSING AUTHORITY LOW-INCOME SERVICES

FAMILY COUNSELING CENTER OF MISSOURI INC.

FAMILY HEALTH CENTER

FIRST CHANCE FOR CHILDREN

FUN CITY YOUTH ACADEMY

GRADE A PLUS, INC.

GREAT CIRCLE

HARRISBURG EARLY LEARNING CENTER

HARVEST HOUSE — COOPER COUNTY

HEART OF MISSOURI CASA

JABBERWOCKY STUDIOS

JOB POINT

LOVE INC

LUTHERAN FAMILY & CHILDREN'S SERVICES

MARY LEE JOHNSTON COMMUNITY LEARNING CENTER

MID-MISSOURI LEGAL SERVICES CORP.

NORA STEWART EARLY LEARNING CENTER

PHOENIX HEALTH PROGRAMS

RAINBOW HOUSE

SERVICES FOR INDEPENDENT LIVING (SIL)

THE FOOD BANK FOR CENTRAL & NORTHEAST MISSOURI

THE SALVATION ARMY

TRUE NORTH

TURNING POINT

UNITED COMMUNITY BUILDERS

UNLIMITED OPPORTUNITIES INC. — COOPER COUNTY

VOLUNTARY ACTION CENTER

Text “LiveUnited” to 91999 to give a donation.