



HEART OF
MISSOURI
UNITED WAY

2024 ANNUAL REPORT

\$1.81 Million

Community Investment
Grants Made in 2024

\$100+ Million

Raised by Heart of Missouri
United Way for Our Local
Community Since 1946

4,241

Number of Individual
Donors in 2024

37

Programs Funded in 2024 at
25 Separate Local Non-
Profit Organizations

17,800

Individuals Directly Served
by 2024 Community Impact
Investment Grants

120

Number of Employer-
Sponsored Campaigns
Operated in 2024

\$640,000

Education Impact
Investment Grants
Approved in 2024

THE COMMUNITY IMPACT MODEL

Mid-Missourians entrust United Way to invest their dollars in an effective, accountable manner, ensuring their gifts are used to increase the local non-profit sector's ability to respond to those most in need in our community. Through our rotating three-year funding cycles, we prioritize these gifts to support impact investments in the areas of health and basic needs, education, and financial stability. Annually, local nonprofits are invited to submit applications for funding to Heart of Missouri United Way for our investment consideration through our community impact model. Those applications are then reviewed and scored by a group of local experts and community members, who then make recommendations to the Heart of Missouri United Way Board of Directors on the best way to allocate the dollars that have been gifted.



TALIA JACKSON
PRESIDENT AND CEO
HEART OF MISSOURI
UNITED WAY

Thank you for supporting Heart of Missouri United Way as we work to improve outcomes in our community so that all may thrive. In my five months leading this organization, I have been invigorated and blessed by the support of our local community as we seek to amplify the impact our non-profit sector has in mid-Missouri. "Grow With Us" is a rallying cry for our stakeholders to grow their support through collaboration, volunteering, and investments while internally we grow our innovation, effectiveness, and impact. By growing together, we can improve outcomes in health and basic needs, education, and financial stability for our community.

- Talia Jackson
tjackson@uwheartmo.org

Learn more about Heart of Missouri United Way at:
www.uwheartmo.org



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Commerce

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PARTNER ORGANIZATIONS WITH 2024 FUNDED PROGRAMS

Big Brothers Big Sisters of
Central Missouri

Boys and Girls Club of the
Columbia Area

Central Missouri Community
Action

City of Refuge

Columbia Center for Urban
Agriculture

Columbia Housing Authority -
Low Income Services

Compass Health Network

First Chance for Children

Fun City Youth Academy

Grade A Plus, Incorporated

Harrisburg Early Learning
Center

Heart of Missouri CASA

Jabberwocky Studios

KVC Behavioral Health

Love Columbia

Lutheran Family and
Children's Services

Mary Lee Johnston Community
Learning Center

Mid-Missouri Legal Services

Rock the Community

Services for Independent Living

True North of Columbia

Turning Point of Wilkes
Boulevard UMC

UCP Heartland

United Community Builders

Voluntary Action Center

PRESENTED BY HEART OF MISSOURI UNITED WAY

READ
ACROSS COLUMBIA

ASPIRES

GIVE 5

In 2024, Read Across Columbia provided 650 first and second grade students across five of Columbia's public elementary schools with a backpack full of hard cover books to keep as their own. This initiative aims to improve third-grade reading proficiency rates and help young students discover the joy of reading even when not in the classroom.

Launched in 2024, HMUW's ASPIRES program partners with the City of Columbia to support nonprofits through free training and development. It offers community-wide improvement sessions as well as a separate, dedicated track for organizations using an assessment tool to improve their effectiveness and outcomes to deliver strong programs, grow opportunities, build connections, and innovate.

In 2024, two cohorts graduated from the Give 5 civic matchmaking program which helps those 55 and older learn about local needs and our non-profit sector. After completing 5 sessions, participating in hands-on experiences, and visiting more than 15 local nonprofits, graduates select an agency at which to "Give 5" volunteer hours monthly.

HEART OF MISSOURI UNITED WAY TURNS DONATIONS INTO TRUE COMMUNITY INVESTMENTS



For partner organizations, affiliation with United Way often helps them attract additional funding. As part of our investment process, organizations undergo a certification led by community volunteers and United Way staff, ensuring their financial and governance structures are sound. Other funders see United Way support as a mark of readiness and credibility.

For the broader community, our role extends beyond funding. We collaborate with businesses, nonprofits, government, funders, and residents to align resources and improve lives. Together, we identify shared goals, develop targeted investment strategies, and engage the community to drive meaningful change.

We're shifting from funding individual needs to investing in strategies that create lasting impact for people and the community.

WHAT OUR PARTNER ORGANIZATIONS ARE SAYING

"United Way has been instrumental in growing (our) impact. Their confidence and support have signaled to other potential donors that we are a reliable and promising investment. Their support has helped us **multiply and diversify** our funding support while sharpening our effectiveness in serving our community."

-Billy Polansky, Executive Director
Columbia Center for Urban Agriculture

"When United Way invested **\$150,000** in 2013, it launched us on a growth trajectory that took us from a small shop to a large support organization. United Way **drives impact** by helping to build strong, stable non-profits that collaborate to create an effective ecosystem that serves the growing needs of our community."

- Jane Williams, Executive Director
Love Columbia



105 East Ash Street
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Is someone you know
in need of community
resource services?

Call 211 or

1-800-427-4626 or visit:

www.211helps.org

AT HEART OF MISSOURI UNITED WAY,
WE'RE ASKING YOU TO **GROW WITH US**
SO THAT ALL MAY THRIVE.

