

ANNUAL REPORT FISCAL YEAR 2023-24



573-221-2761

http://unitedwaymta.org

ANNUAL MEETING AGENDA

Welcome

O Denise Damron, Executive Director

Invocation

Bryan Nichols
 Assistant Secretary & Treasurer

Lunch

Catering by The Rebel Pig

Financial Report

O Jim Humphreys, Board Treasurer



O Angela Peters, VP of Campaign

Community Impact Agency Introduction

Jeriod Turner, VP of Community Impact

Special Recognition

- Everyone Can Help Someone Award
- Agency of the Year
- Business of the Year
- Lifetime Dedication Award
- Recognition Board & Officers

Election of New Board Member

O Dawn Lowrey, Immediate Past President

Recognition of Retiring Board Member

O Denise Damron, Executive Director

Closing Remarks

O Angela Peters, VP of Campaign & Andrea Campbell, Board President





A LETTER FROM OUR CAMPAIGN CHAIR

Dear Friends & Supporters of United Way -

This year, our "Everyone Can Help Someone" campaign demonstrated the incredible impact we can achieve when our community comes together. We focused on the simple yet powerful truth that each and every one of us has the ability to make a difference in the lives of our neighbors. By supporting the United Way, our community directly fueled the vital work of organizations like AVENUES, Birthday Blessings, CHART Teen Task Force, Coyote Hill, Douglass Community Services, FACT, the Hannibal Free Clinic, PAT, Harvest Outreach, HAYS, Heartland Resources, LOQW, the Monroe City Food Pantry, NECAC, the Salvation Army, the Child Advocacy Center and the YMCA, ensuring essential services are available to those who need them most.

Key Pillars of the Campaign:

- **Community Working Together:** We emphasized the interconnectedness of our community and how collective contributions, no matter the size, create a significant impact. We received many stories and testimonials showcasing the collaborative spirit and the tangible results of working together.
- **Supporting Youth Programs:** We highlighted the critical role youth programs play in shaping the future of our community. The campaign showcased how United Way funding supports initiatives that provide safe spaces, mentorship, educational support, and opportunities for young people to thrive.
- Empowering Senior Programs: Recognizing the valuable contributions and unique needs of our senior population, we emphasized how United Way support enables programs that promote independence, combat isolation, and provide essential services for seniors in our community.
- Strengthening Food Pantries: Addressing food insecurity remained a central focus. We showcased the
 vital role of local food pantries, often supported by United Way, in providing nourishment and support to
 individuals and families facing hunger
- **Increased Awareness:** Our "Everyone Can Help Someone" message resonated throughout the community, leading to increased awareness of the critical needs and the vital role the United Way and its partners play in addressing them.
- **Stronger Partnerships:** The campaign further strengthened our relationships with our partner agencies, fostering greater collaboration and a unified approach to community problem-solving.

Looking Ahead:

The success of the "Everyone Can Help Someone" campaign is a testament to the compassion and generosity of our community in Northeast Missouri. While the campaign has concluded, the needs within our community persist. I encourage everyone to continue their support, whether through volunteering, advocating, or donating, to ensure these vital programs can continue their crucial work in the year ahead. I extend my deepest gratitude to every individual, family, and business who contributed to the success of this year's campaign. Your belief in the power of community and your willingness to help someone have made a tangible difference in the lives of countless individuals in our communities. Together, we are building a stronger, more caring community for all.

Together, everyone truly can help someone.

Thank you,

Angela Peters Campaign Chair

BOARD OF DIRECTORS

The United Way Board of Directors are the backbone of the organization. They are responsible for making the organization's mission come to life within the community. The board is responsible for providing governance, strategic direction, financial oversight, resource development, program oversight, and more.

The United Way's board is the driving force behind the work of United Way. They ensure the campaign is successful, community needs are tackled, programs are executed, and more.

A big thank you to this great group of volunteers

who have stepped up to lead the United Way of the Mark Twain Area!

> Andrea Campbell **Board President**

Hannibal Public Schools

Angela Peters VP Campaign

CENTURY 21 Broughton Team

Craig Parsons VP Community Needs Marion County Health Department

> **Jeriod Turner VP Community Impact** Benson Financial

> > **Denise Damron** Secretary

United Way Executive Director

Jim Humphreys Treasurer

Luck, Humphreys, & Associates

Bryan Nichols Assistant Sec/Treasurer

Congressman Sam Graves

Dawn Lowrey Immediate Past President

US Bank

Kevin Arthaud Member

Hannibal Regional



Force Law Office

Kyra Davis Member

Abilities, Inc.

Meg Duncan Member

Benson Financial

Abe Gray Member

Northeast Power

Valerie Howell Member

General Mills

Laura Meyer Member

University of Missouri

Rebecca Miller Member Watlow

Deanna Pinkham Member **BASF**

Talley Smith Member Associate Judge

Carl Watson Member F&M Bank and Trust. Co.

Dr. Cindy Whiston Member

Culver Stockton College

2023-24 FISCAL YEAR FINANCIAL REPORT

Pledges Received:

November 2023 - October 2024	\$372,004	
		\$372,004
Disbursements:		
Agency Payments	\$205,562	
Salaries	78,223	
Retirement	1,297	
Payroll Taxes	6,025	
Telephone	1,470	
Printing & Supplies	921	
Campaign Expense	25,502	
Rent	10,400	
Dues	3,365	
Conferences	1,639	
Repairs	4,043	
Insurance	2,420	
Professional Fees	7,356	
Automobile expense	341	
Depreciation		
		348,564
Excess Receipts over Disbursements before Interest		\$23,440
Add: Interest		2,706
Excess Receipts over Disbursements	\$26,146	

Respectfully submitted,

Jim Humphreys, Treasurer

UNITED WAY COMMUNITY IMPACT AGENCIES

For an organization to be affiliated with United Way and have the distinction as a United Way Community Impact Agency, the organization must be providing high quality, impactful programing to benefit community members. Local nonprofit organizations must apply annually to become a United Way Community Impact Agency. Each year the application process opens on January 1st and closes in mid-February. United Way's Community Impact Committee reads through all applications that are received, reviews the financial status of the organizations, and visits each organization in person. Then, it is determined which organizations will become United Way Community Impact Agencies for the year and how many funds those organizations will receive.

Dollars that benefit these organizations are raised through our annual fundraising efforts. Our annual revenue less our office expenses results in the number of dollars that can be invested in local nonprofits. This year, United Way had \$230,000 to invest in our Community Impact Agencies.

The following organizations were selected as United Way Community Impact Agencies for May of 2025 through April of 2026. Not only do these organizations get monthly funding from United Way, they get to be connected to other resources through United Way and get to use the brand credibility of being affiliated with United Way to help make their missions come to life. We encourage you to connect with and learn about these great organizations helping within our community!



AVFNUFS

Receiving \$10,000 to help the organization with their new shelter

Domestic & sexual violence shelter and advocacy services that provides crisis intervention, case management, hotline services, support groups, and court/medical advocacy.



Birthday Blessings

Receiving \$3,000

Provides foster children with a variety of resources that meet physical and emotional needs through Missouri Circuit Children's Divisions and CASAs.



CHADS Coalition

Receiving \$1,500

Provides suicide prevention education, mentoring to promote positive behavior and overall well-being, and therapeutic counseling for youth struggling with mental health issues.



CHART Teen Task Force

Receiving \$8,000

Works to decrease unintended births to teens and sexually transmitted diseases in teens.



Covote Hill

Receiving \$22,000

Provides safe homes for children in foster care, resources to license foster parents, and advocates to walk through life with foster families.



Douglass Community Services

Receiving \$40,000

Works to create strong kids, strong families and a strong community. Funding to Douglass assists the CASA Program, Kids in Motion, and the Food Pantry.



Hannibal Free Clinic

Receiving \$12,000

Provides free, non-emergent healthcare to community members who have no health insurance and a lower income level.



Hannibal Parents As Teachers

Receiving \$2,000

PAT partners with families from prenatal to five providing home visits, group connections, screenings, and resource connections. These dollars are utilized to pay for costs associated with a parenting class held at Children's Division each Wednesday night.



Harvest Outreach Ministries

Receiving \$15,000

Seeks to feed the hungry and provide safe, supportive sober living facilities for both men and women recovering from addiction.



Hannibal Alliance for Youth Success

Receiving \$5,000

Provides support for Hannibal community youth in the areas of mental health, mentoring, basic needs and safety.



Heartland Resources

Receiving \$12,000

Provides a nutrition program that serves meals to elderly and disabled individuals in Lewis County.



LOOW

Receiving \$5,000

Provides support and skills training for individuals with disabilities to live, work, play, worship, and participate in the community.



Monroe City Food Pantry

Receiving \$3,500

Provides food and necessities to individuals and families within the Monroe City School District.



NECAC

Receiving \$18,000

Assists disadvantaged within our service area to rise above poverty by providing needed services to enable each individual to reach self-sufficiency and economic stability.



Salvation Army of Hannibal

Receiving \$16,000

Works to change lives each day by helping individuals and families in need with food, housing, rent and utility assistance.



Shelby County Cares

Receiving \$4,000

Provides suicide prevention, mental health support, and crisis-intervention through education, outreach, and direct services, ensuring access to rural mental health care & family support.



The Child Advocacy Center of Northeast Missouri

Receiving \$30,000

Serves child victims of abuse and works to provide prevention education to all community members. The CAC exists to protect children, heal families, and prevent abuse.



YMCA of Hannibal

Receiving \$16,000

Works to build a healthy spirit, mind and body for all community members. Dollars will be used to provide families from low-income homes with scholarships so they can participate in YMCA programs.

SPECIAL FUNDED PROJECT

DIAPER BANK - \$7,000 Since August of 2024, United Way has partnered with area Parents as Teachers groups to provide diapers to families in need by launching a diaper program in conjunction with each of these organizations. United Way has provide nearly 10,000 diapers to area families in need. Families have received the wrap around support of Parents as Teachers to ensure families access other resources that they or their child might need. We are excited to continue this beneficial partnership into the future.

COMMUNITY IMPACT COMMITTEE

Board Members

Craig Parsons

Laura Meyer

Angela Peters

Andrea Campbell

Cindy Whiston

Valerie Howell

Jennifer Chandler

Meg Duncan

Community Members

Molly Faudere

Jared Mitchell

Amanda Wosman

Lori Watson



EVERYONE CAN HELP SOMEONE AWARD: MARK LUECKENHOFF

Without Mark Lueckenhoff stepping in, it is uncertain where Heartland Resources, an organization that provides Meals on Wheels and other senior services in Lewis County, might be.

Heartland Resources has been a long time partner of United Way. But, several years ago there were some concerning situations and the organization lost their status as a United Way Community Impact Agency.

Eventually, Mark stepped in as the Executive Director of the organization where he VOLUNTEERS fulltime in the role to ensure that seniors within his community have access to a quality meals on wheels service as well as an in home care option.

When Mark stepped into the role, the organization was in a situation that could only be described as distressed. The organization lost the trust of the public and was on the edge of having to liquidate assets and close permanently. However, through hours upon hours of dedication, working alongside a determined board, and seeking out endless opportunities, Mark has turned the organization completely around.

The number of clients of the organization is growing (though state funding coming into the organization has seen cuts), the organization's reputation within the community has been revived, and this is due to the dedication of Mark.

Mark is a retired school teacher by trade, but he knew his community needed him. Thus, he was selected to receive this year's EVERYONE CAN HELP SOMEONE award.



AGENCY OF THE YEAR: HANNIBAL FREE CLINIC

Our community is healthier because of the Hannibal Free Clinic.

The organization opened in 2007 to provide free, non-emergency scheduled primary healthcare to uninsured community members. Since that time, with the help of many volunteers (including doctors) and Sharon Webster, the organization's director, the Hannibal Free Clinic has provided necessary primary healthcare services to thousands of area community members. The organization has helped their patients access millions of dollars of needed prescriptions to help manage chronic health conditions like diabetes, high blood pressure, high cholesterol, and more. They have treated all patients turning to them for help with love, dignity, and respect.

The most profound impact of the Hannibal Free Clinic is often unseen: the medical emergencies that didn't happen. Their work has meant that numerous families in the area have avoided the immense suffering of witnessing a loved one endure a life-debilitating stroke, heart attack, or other critical health event. This story of prevention is a vital, though often untold, part of their success.

Alongside the untold story are the stories of patients that have gotten their health under control and been able to re-enter the workforce, obtain a healthier life, and more.

The team of volunteers and supporters who make the mission of the Hannibal Free Clinic come to life within the community put hours upon hours into the organization. Thank you to these community members for making a positive impact through the Hannibal Free Clinic.





BUSINESS OF THE YEAR: HANNIBAL REGIONAL

United Way and some of the most innovative work we are doing is directly paired with a strong partnership with Hannibal Regional Healthcare System.

For many years, leadership with Hannibal Regional have been heavily involved in the United Way by having representation on the United Way Board of Directors, being involved on various committees, making annual contributions to the United Way Campaign, and more.

Over the past year, United Way joined forces with Hannibal Regional Healthcare System and other collaborators to launch a large, combined Community Health Needs Assessment that is still underway. The results of this assessment will provide guidance for the healthcare system, area nonprofits, other healthcare entities, economic development, and more, enabling them to effectively address the community's most pressing issues. By working together, the collective impact will be greater.

During COVID, leadership with Hannibal Regional empowered United Way to launch the Community Help Line and online Community Resource Guide which connects hundreds of community members annually with the help they need. Continually, Hannibal Regional has sponsored many of United Way's annual events and been at the table to help to help transform the perception of United Way from a fundraising entity to a recognized driver of community change. Thank you Hannibal Regional for believing in the power of United Way!



LIFETIME DEDICATION AWARD: LARRY HINDS

Though Larry Hinds has not been involved in United Way for his entire lifetime, it has taken his lifetime of experiences to create the great programing at Harvest Outreach Ministries which are critical to our mission at United Way.

Larry is very open at sharing that he is a former drug addict who made less than desirable choices. However, that story changed to one where a strong faith was found which helped result in Harvest Outreach Ministries.

Harvest Outreach Ministries was co-founded by Larry and has changed the future for hundreds of community members. The organization provides sober living houses within the community for men and women going through substance abuse recovery as well as provides a free hot meal each week night through their Loaves & Fishes program.

However, without Larry's life experience, none of the countless stories of people who have come to one of the three sober living homes, or found a meal at Loaves & Fishes would have come to fruition.

At United Way, we are very proud to partner with Harvest Outreach and thankful for Larry dedicating his life to serve others in this capacity.

UNITED WAY NEW BOARD MEMBER

The United Way Board of Directors is the backbone of the organization. The directors determine how the organization will carry out its mission through investment in local organizations and the creation of special projects and programs. Board members provide financial oversight and evaluate the performance of the Executive Director. The board evaluates the organization's effectiveness in achieving its mission and establishes policies for the effective management of the organization. Members of the Board of Directors are held to a high standard acting as the face of the organization within the community. Board members are elected for a three year term that can be renewed at the end of the first term.

Stephanie Himmel is being brought before the membership of United Way by the Nominating Committee for appointment to the Board of Directors.



Stephanie Himmel

Stephanie is the Associate Minister at First Christian Church in Hannibal. She has a heart for the community and providing opportunities for those in the community who come from less fortunate situations. She was instrumental in the establishment of the Emergency Overnight Warming Center coordinated through First Christian Church. She volunteers through CASA and previously was the Community Outreach Initiatives Director at Douglass Community Services. Stephanie has faced personal challenges and overcame those challenges by accessing the support she needed. We are excited to present Stephanie as a candidate to join the United Way Board.

RETIRING BOARD MEMBER FOR 2025:

Dawn Lowrey

Dawn first became involved in United Way as a member of the Allocation's Committee. She served in that role from 2013-2016. In 2015, Dawn joined the United Way Board of Directors. In 2022-23 she chaired the Inspire the Future Campaign. In 2023-24 she served as our board president before serving as the past president and nominating committee chair in 2024-25.

United Way is a better, stronger organization because of Dawn's commitment to the organization over the past 10 years. Thank you Dawn!



UNITED WAY LAUNCHES RISE



In a significant step towards empowering individuals and fostering community resilience, the United Way of the Mark Twain Area proudly launched the RISE (Reaching Independence through Support and Education) program in Hannibal.

This 17-week initiative, in partnership with the Drew Lewis Foundation, offers weekly classes and personalized coaching to address the root causes of financial instability, guiding participants from survival to thriving. The program focuses on key areas such as financial empowerment, personal and professional development, and access to community resources.

Data from the nine-year history of the RISE program in Springfield, MO, indicates substantial positive outcomes for graduates, including increased household income, improved food security, higher credit scores, and enhanced mental and physical well-being.

A pilot cohort has commenced in Hannibal, spearheaded by a dedicated local team, with recruitment underway for future participants. This partnership underscores the United Way's commitment to its mission of increasing the capacity of people to care for one another by equipping individuals with the tools and skills needed to achieve their full potential.

The \$2,500 initial fee was paid for with dollars from United Way's Venture Grant fund which funds new community programs and initiatives. Program participants are encouraged to be referred by all local nonprofit organizations.

Hannibal RISE Team

Eric Brown

BASF

Starla Dunn

Marion Co. Health Department

Sean Freeman

HREDC

Natalie James

Chaddock

Tim Lovitt

Spartan & Harvest Outreach

Ben Strother

Benson Financial

UNITED WAY SHOWCASES COMMUNITY AGENCIES

Within United Way's Strategic Plan, there is a goal to build more United Way experiences. When community members are able to see and experience United Way first hand, they want to get involved.

For this reason, in 2024, United Way began hosting a series of United Way agency tours geared towards local business leaders, church leaders, and government leaders. There were four different days where groups gathered loading shuttles to go visit United Way Community Impact Agencies.

While at these agencies, those on the tour were able to interact with staff, see the work of these organizations first hand, learn about the organizations work, mission, and programs, as well as hear the stories of clients these agencies have helped support.

These opportunities have helped some relationships begin for local nonprofits that have resulted in additional volunteers, funding, and more.

If you would be interested in attending one of these Nonprofit Tours in 2025, reach out to us at director@unitedwaymta.org.

A big thank you to the 50+ community leaders who attended these tours during 2024!









BUSINESS PARTNERS

WORKPLACE CAMPAIGN PARTNERS

Through a United Way Workplace Campaign, employers provide their employees the opportunity to give charitably through Payroll Deduction. Employees can elect for their employer to withhold dollars from their paycheck to benefit the United Way Campaign. Historically, over 50% of dollars benefiting the United Way Campaign come from employees giving through their employer's Workplace Campaign. We greatly appreciate the following companies that provide their employees with the opportunity to invest in non-profit organizations through the United Way Campaign.

















































These local businesses made contributions during the 2023-24 fiscal year of more than \$100. | ava | jye

Accurate Land Title Company **BASF**

B Creative Nutrition **BNSF**

Cassano's Caterpilar Foundation Commerce Bank

Computer Services, Inc. Crescent Jewelry

Crossroads Bar & Grill F&M Bank Fiddlestiks Food & Spirits First Banker's Trust General Mills

Ground in Grace Century 21 Broughton Team Hannibal Monument Company Hebrews 11 Coffee LLC Hannibal National Bank

LaRue Insurance Management Unlimited, LLC Mark Twain Casino Mark Twain Dinette MO Rural Electric Cooperative **NE Power NEMO Machine & Pattern** Perry Machine & Die Primos Independent's Service Company Ragon Trucking

Rebel Pig Regional MO Bank Spartan Light Metal Products Watlow Ed Wenneker - State Farm Early Bird Kiwanis Hannibal Lions Club Monroe City Chamber of Commerce Paris Area Chamber of Commerce Women's Club of Hannibal

LEADERSHIP DONORS - FISCAL YEAR 2023-24

Director's Note: Please know this is not a comprehensive list of all individuals who give to United Way, rather this list includes those that United Way received the names of from workplaces and/or gave directly to United Way. Previously this list has been based upon pledges to United Way. However, due to changing our collections and distributions process, this list is compiled of individuals who gave to United Way at the following amounts between November 1, 2023 and October 31, 2024. Thank you to all who donate at the Leadership Giving level!

MARK TWAIN GIVING SOCIETY - \$5,000+

Drs. Sandra Ahlum & Lent Johnson

Mr. & Mrs. Doug Aeilts

COMMUNITY ADVOCATE GIVING SOCIETY - \$2,500-\$4,999

Dr. Curtis & Mrs. Debra Burton

Mark Eickelschulte

Justin & Brooke Gibson

ROY HARK GIVING SOCIETY - \$1,000-\$2,499

C. Todd & Lydia Ahrens Kevin Arthaud Pat & Connie Benson Rachel Bemis Melinda Brown Dr. Michael & Shaorn Bukstein Robert Clayton, III Cindy Cowden Frank & Katherine DiTillo Christine Donegan Denise Dorsey

Tom & Sue Dorsey

Molly Faudere
Brian Fuqua
Quentin Gehring
Forrest Gossett
Susan Hibbard
David Jones
Missy Kiser
John Komor
Mavis Lehenbauer
Joe Lemen
John Linderman
Kori Locke

Merritt Lomax
Susan Long
Merrilyn Parham
Robert O. Parker
Jason Powell
Jennifer Puterbaugh
Zack Riney
Dan & Linda Schmitz
Kevin Scholl
Greg Schutte
Phil Scifres
Boyd Smith

Kent Smith
Kenneth Smithey
Adam Smoot
Jared Stewart
Amber Summer
Kevin Sydenstricker
Richard Tumbleson, Jr.
Jeriod & Leah Turner
Arthur White
Travis Wilson
Landon Zaborowski
John Zimmer

LIVE UNITED GIVING SOCIETY – \$750-\$999

Allie Bennett
Josh Chinn
Logan Cumby
Jerry Daniels, III
Troy Detwiler
Alicia Doran
Tanner Elam
Richard Epperson, Jr.
Jeffrey Foubester
Steve Gottman

Josh Hirner
Anthony Huber
Jeremy Hudson
Mike Jeffries
Cyle Jones
Patrick Jones
Casey Lanford
Lane Lay
Charles Legg
Lisa Legg

Jake Lovelace
Drew Moyer
Tom Pearn
Cole Pennewell
Jimmy Porter
Justin Roberts
Dalton Rockhold
Corey Schmohe
Damon Scott
Nick Semkin

Matt Simmons
Steve Smith
Jesse Snow
Rick Steidinger
Jamie Taylor
Kristie Weatherford
Paul Wood

LEADERSHIP GIVING SOCIETY - \$500-\$749

Allan Atkins
Joan Atkins
Charles Brazeale
Alice Coleman
Dakota & Denise Damron
Larry Ely
Darin Gordon
Abe Gray

Tiffany Grieman Chris Hathaway Jean Hughes Dustin Leach Alexis Locke Dr. Adrienne Lynn Kevin Moon Elizabeth Muich Mathew Munzlinger Ann Nagy Deanna Pinkham Toni Schaefer David & Jackie Serbin Ferris & Yvonne Stenemeyer Arthur Suchland Brian Taylor Shelby Terrell
Dr. Richard & Jennifer Valuck
Dr. Lynn & Kathy Walley
Carl Watson
Michael White
Skyler Wiegmann
Gary Woodsen



OUR MISSION

Increase the Capacity of People to Care for One Another

OUR VISION

The United Way of the Mark Twain Area empowers all individuals to achieve their potential.

LIVE UNITED