

2026 Community Impact Application

Each year United Way provides the opportunity for non-profit organizations providing human services in Lewis, Marion, Monroe, Ralls, or Shelby Counties to apply to become a Community Impact Agency.

Community Impact Agencies benefit financially from the United Way's Annual Campaign, but are also granted a membership into the United Way providing additional publicity opportunities, notoriety, training, and more. This application is to apply for the distinction as a Community Impact Agency from May of 2026 to April of 2027.

In order to be eligible to apply, the work of organizations must align with United Way's areas of focus and priority areas as well as be in line with priorities outlined in the Community Health Improvement Plan. In depth information on those can be found on the United Way website at

<http://unitedwaymta.org/community-impact> and <https://unitedwaymta.org/community-needs>

Applications and all required documents are due to United Way by Saturday, February 15th at 11:59pm.

Email *

wholliday@hannibal60.com

Agency Name

Hannibal Parents as Teachers

Agency Director

Ritchie Kracht, Superintendent

Director E-mail

rkracht@hannibal60.com

Agency Address

544 N. Veterans Road

City, St, Zip

63401

Agency Phone Number

Website

(573) 221-3054

EIN

46-6001555

Fiscal Year Start and End Date

July 1 to June 30

Application Contact Name

Whitney Holliday

Application Contact E-mail Address

wholliday@hannibal60.com

Application Contact Phone Number

(573) 221-3054

I certify I have the authority to submit this application on behalf of the organization.

☒ Yes

Organization's Mission Statement

Parents as Teachers promotes the optimal early development, learning and health of children by supporting and engaging their parents and caregivers.

Organization's Vision Statement

All children will learn, develop, and grow to realize their full potential

Provide a 25-word summary of your organization.

We partner with HPS families from prenatal to five providing home visits, group connections, screenings, and resource connections. In partner with families during the early years we believe all children will learn, grow, and develop to their full potential.

How many dollars are you applying for from the United Way of the Mark Twain Area?

2, 500

Are you currently receiving dollars from the United Way of the Mark Twain Area?

☒ Yes

☐ No

Have you ever received dollars from the United Way of the Mark Twain Area?

☒ Yes

☐ No

What is your organization applying for funding from United Way for?

☒ Specific Project/Program - dollars will be designated to only be utilized for a specific purpose.

☐ General Support - dollars will be considered general revenue to the organization.

If applying for dollars for a specific project/program, name of the project/program.

Parenting Class at Children's Division

Give a **brief** overview of the program(s) your organization implements. Provide headings above each program.

*****If applying for specific project/program dollars give the overview of that project/program FIRST*****

Each week we provide a parenting class at Children's Division on Thursday evenings. Our parent educator who facilitates this class focuses on a different topic each week to strengthen parenting behaviors. Topics include: attachment, discipline, health, nutrition, safety, sleep, transitions/routines, stress, and healthy relationships. Each session is offered to any family who would like to attend. In some cases, families who have involvement with the Division of Family Services are advised to come as a stipulation on the journey towards reunification with their child(ren). Hannibal Parents as Teachers has been providing this class for many years, however it is not subject to reimbursement through the Department of Elementary and Secondary Education.

The purpose of Hannibal Parents as Teachers is to provide parents with opportunities to learn about appropriate child development, parenting information, prenatal growth, and family support resources.

Services provided include: personal visits, group connections, screenings, and resource networking.

Currently, 72% of families enrolled in PAT meet one of DESE's high needs characteristics. These families receive additional personal visits.

PAT is available to anyone who is expecting a baby, maintains custody of, or has a child through pre-kindergarten age. It is designed for all families living within the boundaries of Hannibal Public Schools. The intention of Hannibal PAT is to provide universal service to all families from prenatal to age five.

What data shows the work you would do with United Way dollars is needed in our community? Share the correlation between the programs you hope to implement with United Way funds and this data. Share the source of the data.

The Department of Elementary and Secondary Education contracted with the University of Missouri's Institute of Public Policy to examine the effects of Missouri PAT. Based on the study it was found that students who received three or more PAT annual visits had statistically higher rates of: school attendance through third grade, proficiency in third grade MAP English and Math. The positive effects of children who receive free and reduced lunch, as well as children with disabilities and took part in an average of three or more visits were significantly less likely to be retained in grades kindergarten through third grade than their peers who did not take part in PAT.

Families that attend the weekly parenting classes are likely also receiving personal visits with a parent educator. Parents are able to put in practice lessons learned from weekly class.

How will your organization measure the success of the programs it implements in the community?
What kind of change/improvement does your organization anticipate seeing in the community by doing your work?

Each year we send a satisfaction survey to all families enrolled in our program. We use this survey to guide us as we make goals for each year. Participation in Parents as Teachers promotes strengths based parenting.

We provide home visits, group connections, resource referrals and an annual screening for each child and family enrolled in our program. As we partner with parents and support each family in their parenting journey we focus on a parenting behavior identified by Parents as Teachers: nurturing, designing/guiding, responding, communicating, and supporting learning. Through these program components we will see the following in those families enrolled:

Increased healthy pregnancies and improved birth outcomes.

Increased early identification and referral to services for possible developmental delays and vision, hearing and health issues in children.

Increased parent knowledge of age-appropriate child development, including language, cognitive, social emotional and motor domains.

Improved parenting capacity, parenting practices and parent-child relationships through the demonstration of positive parenting skills and quality parent-child interactions.

Improved family health and functioning as demonstrated by a quality home environment, social connections and empowerment. Improved child health and development.

Reduced rates of child abuse and neglect. Increased school readiness.

Increased parent involvement in children's care and education.

Strong communities, thriving families and healthy, safe children who are ready to learn

Are there other organizations in our community addressing the same need and implementing similar programs who serve the same geographic area as your organization?

Options for Women offers online parenting classes and Head Start offers home visits. Home visits through Head Start are offered to families enrolled in their program.

If your organization would receive United Way funds, which focus area(s) would your work with these dollars align to?

- ☒ Healthy Community
- ☐ Youth Opportunity
- ☐ Financial Security
- ☒ Community Resiliency

Explain how your work would align with the selected focus area(s). Please ensure you have reviewed how United Way defines these focus areas.

The support of the United Way would allow Hannibal Parents as Teachers to continue the weekly parenting class at Children's Division. These classes focus on the "strengthening families" approach by providing additional services in child development, connecting families with needed resources, and empowering parents to make the best choices for their families.

If your organization would receive United Way funds, which priority area(s) would your work with these dollars align to?

- ☒ Supporting Critical Services
- ☒ Providing Opportunities for Upward Mobility

Explain how your work would align with the selected priority area(s). Please ensure you have reviewed how United Way defines these priority areas.

Parents as Teachers supports critical services as a component of our program is connecting families to resources. Resource connection can look differently for each family. We are knowledgeable about resources in our community and in connecting families to these resources we support critical services and provide opportunities for upward mobility.

Our parenting class also support both UW priority areas as we facilitate our class using strengths based approach focusing on parenting behaviors to equip families with the knowledge to parent in positive and healthy way. We also connect those who attend to resources in our community which will provide upward mobility.

If your organization would receive United Way funds, which priority health need(s) outlined in the Community Health Improvement Plan would your work with these dollars align to if applicable?

- ☒ Mental Health & Substance Use Disorders
- ☐ Access to & Affordability of Care
- ☐ Housing & Homelessness
- ☐ Transportation
- ☐ Chronic Disease Prevention & Management
- ☐ Workforce Development (Health & Social Sectors)

Explain how your work would align with the selected priority health need(s). Correlate your work to what is shared in the Community Health Improvement Plan.

During weekly parenting class we discuss family well being, which can cover a variety of topics. A parent must be well in order to parent well. Our facilitator will often provide lists of resources offered in our community to equip families with the tools needed to thrive individually and as parents.

Describe the demographic makeup of the clients you would serve with funding from United Way. United Way prioritizes the needs of individuals who are marginalized (individuals living in poverty, minorities, children without parental support, etc.).

Currently Hannibal Parents as Teachers provides home visits to 214 families, of which 154 families have one or more high needs characteristics as determined by the Office of Childhood which houses the early learning section of the Department of Elementary and Secondary Education. Those characteristics are: child abuse/neglect, child with a disability or chronic health condition, death in the immediate family, foster care or other temporary caregiver, high school diploma or equivalency not attained, housing instability, intimate partner violence, low income, military deployment, parent incarcerated during the child's lifetime, parent with disabilities or chronic illness, parent with mental health issues, recent immigrant or refugee, single parent household, substance use disorder, very low birthweight/preterm birth, and young (teen)parents.

Dollars from the United Way of the Mark Twain Area can ONLY be used to support programs in Marion, Monroe, Ralls, Lewis, and Shelby Counties in Missouri. If you serve additional counties, how can you prove dollars are only used to support the work of these counties?

We only serve families living in HPS boundaries which include Marion and Ralls.

What other revenue streams are utilized to support the program you are applying to the United Way to receive funding for?

Missouri Department of Elementary and Secondary Education, Hannibal Public Schools, United Way

Explain the impact funding from United Way will have on the work of your organization if selected to receive funding from May 2026-April 2027.

Hannibal Parents as Teachers would utilize the funding from the United Way to support the cost to facilitate the weekly parenting class. This class allows members of our community the opportunity to attend class each week and strengthen parenting practices.

Explain any collaborations with other agencies.

Hannibal Parents as Teachers has built many partnerships with community agencies. We partner with Hannibal Parks and Recreation to cohost group connections at the Admiral Coontz Recreation Center, The Early Childhood Center, and Central Park. We also partner with Hannibal Regional Hospital and provide new families with information about Parents as Teachers. Hannibal Head Start have partnered with us for annual screenings of children enrolled in Head Start. The Hannibal Free Public library has also been a great friend to PAT, as we team up to create rich parent-child interactions for families.

For organizations that have been a United Way Community Impact Agency previously: How has your organization shown that your organization receives funding from United Way and partnered with the United Way organization?

We proudly share we are a United Way agency in our school and on our social media account. We also take part in UW activities to promote awareness for PAT and UW.

If your organization previously has been a United Way Community Impact Agency, outside of receiving monthly financial support, how else has your organization benefited?

We have been United Way Impact Agency for a number of years. Our program also benefits from the diaper program through the UW

Organization Best Practices Questionnaire

Complete the following form answering questions relating to organization best practices. This information will not necessarily make an organization ineligible for status as a Community Impact Agency with United Way, but might result in the need for additional information for United Way.

PROGRAMS & MISSION:

Is your organization's mission statement able to be found prominently at your organization, on your organization's website, and on printed materials about your organization?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization ensure all programs of your organization align with the mission of the organization?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a strategic plan?

- ☒ Yes
- ☐ No
- ☐ Need more information

BOARD:

Does your organization have a board of directors that meets at least once a year to oversee the affairs of the organization?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a board of directors made up of a diverse group of people (age, gender, education, background, ethnicity, etc.)?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a process to recruit new board members?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization provide training to new board members?

- ☒ Yes
- ☐ No
- ☐ Need more information

Has your organization reviewed its bylaws in the last 12 months?

- ☐ Yes
- ☐ No
- ☐ Need more information

Does your board approve the annual budget?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your board review financial statements on at least a quarterly basis?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your board annually disclose conflicts of interest?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization maintain meeting minutes for all board meetings?

- ☒ Yes
- ☐ No
- ☐ Need more information

How frequently does your board meet?

Hannibal Board of Education: Monthly Parents as Teachers advisory board that meets 2x per year

Does your organization's bylaws include term limits for board members?

- ☐ Yes
- ☒ No
- ☐ Need more information

Do all of your organization's board members give financially to the organization, or if they are unable to give financially, do they volunteer their time to the organization?

- ☐ Yes
- ☒ No
- ☐ Need more information

EMPLOYER QUESTIONS:

If your organization has employees, do you have an employee handbook?

- ☒ Yes
- ☐ No
- ☐ Need more information
- ☐ N/A

If your organization has employees, are there up to date job descriptions for those employees?

- ☒ Yes
- ☐ No
- ☐ Need more information
- ☐ N/A

If your organization has an Executive Director, is that director evaluated on an annual basis by the board of directors?

- ☐ Yes
- ☐ No
- ☐ Need more information
- ☒ N/A

FINANCE & LEGALITY:

In the last year has there been any government agency led investigations of your organization?

- ☒ Yes
- ☐ No
- ☐ Need more information

Is your organization registered with the Secretary of State's Office and is that registration up to date?

- ☒ Yes
- ☐ No
- ☐ Need more information

Did your organization file the IRS Form 990, 990-EZ, or 990-N in a timely manner (within ten and a half months of your last fiscal year end)?

- ☒ Yes
- ☐ No
- ☐ Need more information

Was a copy of the IRS Form 990 provided to the organization's board of directors before it was filed?

- ☒ Yes
- ☐ No
- ☐ Need more information

Has your organization reviewed its policies and procedures in the last 12 months?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a financial policy in place to oversee the paying of invoices?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a policy in place to reimburse employees or volunteers for expenses?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a policy in place for receiving cash and making deposits?

- ☒ Yes
- ☐ No
- ☐ Need more information

How much does your organization have in operating reserves per your most recent financial statement?

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How many months does that operating reserves equate to in regards to average monthly expenses?

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Any details you want to share about your organization's operating reserves?

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File Uploads

Following are the required documents - United Way must receive ALL required documents by Saturday, February 15th in order to be eligible to become a Community Impact Agency.

NUMBER SERVED: Please submit your numbers served using THIS link:

[2026 Number of People Served at the Agency – Fill out form](#)

Number of Individuals Served - USE THIS LINK: [2026 Number of People Served at the Agency – Fill out form](#)

☒ Form Submitted

Organization Budget - Form found on Website or can use own format - Upload as Spreadsheet

 Add file

Program/Project Budget (if applying for program/project dollars) - Form found on Website - Upload as Spreadsheet

 Project Budget U...

 Add file

Most Recent IRS 990

 Add file

Federal IRS Determination Letter - Not required for returning applicants

 Add file

For budgets over \$300,000 please upload your most recently completed audit.

 2024-2025-Audit-...

 Add file

For budgets of \$20,000-\$300,000 please upload a Compilation Report prepared by a CPA (or bring a copy to the United Way Office if no full audit).

 Add file

For budgets under \$20,000, please upload most recent approved financial statement.

 Add file

Board Member Listing - Form Found on Website - Upload as Spreadsheet

 United Way Boar...

 Add file

Key Employee Listing - Form Found on Website - Upload as Spreadsheet

 Key Employee Li...

 Add file

Organization's most recent Annual Report (if applicable)

 Add file

Upload Agency's Bylaws - Required for new applicants, required for returning applicants if any changes have been made in past year.

 Add file

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