

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 *

matthew.schmidt@usc.salvationarmy.org

Agency Name

The Salvation Army of Hannibal

Agency Director

Capt. Rich & Linnea Forney

Director E-mail

rich.forney@usc.salvationarmy.org, linnea.forney@usc.salvationarmy.org

Agency Address

200A Steamboat Bend Shopping Center

City, St, Zip

Hannibal, MO 63401

Agency Phone Number

573-221-7072

Website

salvationarmyhannibal.org

EIN

36-2167910

Fiscal Year Start and End Date

Oct. 1 - Sept. 30

Application Contact Name

Matt Schmidt

Application Contact E-mail Address

matthew.schmidt@usc.salvationarmy.org

Application Contact Phone Number

217-231-5694

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



Yes

Organization's Mission Statement

The Salvation Army's mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

Organization's Vision Statement

The Salvation Army believes in faith put into action and making life better for others. Our services meet physical, emotional and spiritual needs to rebuild lives and create lasting change. Help is given freely and without discrimination, while preserving the individual's dignity. We're here to change lives, one at a time.

Provide a 25-word summary of your organization.

The Salvation Army is improving lives by helping individuals and families in need of food, housing, rent, utility and other financial assistance.

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

\$20,000

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.

Emergency Social Services

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*****

Emergency Social Services - Our primary program helps people in the most urgent need of assistance. That includes financial help with paying rent or utilities to prevent a homeless situation.

Food pantry - Individuals and families in need of food can access the pantry once every 30 days.

Homeless prevention - Funds are used to provide temporary housing in local hotels/motels for about a week. That time allows our case manager to work with other agencies to find permanent housing, employment opportunities or whatever the obstacle is that creates the homeless situation.

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.

Our case manager uses a program called SIMS to track all services to clients, along with a spreadsheet to track the clients we're serving in each of our counties. In the last fiscal year, we served 4,242 individuals in some capacity that includes food boxes, financial assistance, clothing or referrals. 56 clients were directly served through our United Way funding. These individuals were able to find housing, stay in their current home, avoid a utility disconnect or put food on the table.

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?

The Salvation Army utilizes every available dollar to meet the most urgent need. One of our main priorities is to reduce, if not eliminate, the number of homeless individuals sleeping outdoors. We want to work to temporarily house individuals until we can find them permanent housing, or at least find shelter for the homeless. The Salvation Army is also building upon its Pathway of Hope program in Hannibal to include more families. POH is a program that provides one-on-one case management for at least a year to help families with children eliminate barriers that keep them in poverty. The goal is to break the cycle of poverty for families so children can grow up with unlimited possibilities to succeed.

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

Several organizations provide food pantries to help families. A few provide funding for rent or shelter assistance. However, The Salvation Army is a low-barrier provider meaning we turn no one away for any reason. We will provide service to any individual in need, whether that's financial assistance for housing, utilities or even medication. Pathway of Hope is also a program exclusive to The Salvation Army.

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.

United Way funding for The Salvation Army would be used to support critical services to help an individual or family prevent a homeless situation. When most people come to us for help, they are already in a crisis, whether that's facing an eviction, utility shut-off or lack of food. Our goal is to help struggling families get out of their financial crisis and put them in a position where they can better support themselves moving forward.

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.

The Salvation Army provides critical services to help anyone facing a homeless situation. Our financial assistance is used to help people facing an eviction or utility shut-off that could lead to being homeless.

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.

Housing and homelessness is a top priority for The Salvation Army. That includes getting anyone who accepts help into shelter so our case manager can work with them on finding a stable and safe place to live. We also work to keep individuals from facing a homeless situation by providing financial assistance to anyone facing an eviction for falling behind on rent or facing a utility shutoff.

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.).

Our clientele primarily includes individuals living below the poverty line and the working poor.

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?

These are the same counties served by The Salvation Army of Hannibal.

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

The Salvation Army receives funding through monthly mail appeals and general donations. Our biggest fundraiser is our Christmas campaign. We also have two other fundraisers throughout the year - a pretzel stand at Folklife Festival and Unmasking the Singer. We also rely on grants from various sources, including Reidel Foundation, Community Foundation and General Mills.

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.

The Salvation Army's monthly budget allotted to financial assistance is often gone within the first few days of the month because of high demand from clients and their critical needs. The additional monthly funding from the United Way ensures we are able to help a few more people each month avoid a homeless situation.

Explain any collaborations with other agencies.

Besides funding, The Salvation Army and United Way have a great relationship working together to solve community needs that come up throughout the year. We are happy to respond when needed. We've provided food and snacks to the First Christian Church's warming shelter, along with Narcan and other harm reducing resources for clients. We assist NECAC clients with water, sewer or other late fees. We partner with Tri-County Alliance and Project Community Connect on rental assistance requests, case management and referrals on housing with Region 2 Missouri Balance of State and MO CIT, which ensures clients are being connected to the appropriate services to help them be successful. The Salvation Army partnered with the Hannibal Jaycees to provide food boxes and toys for their Adopt-A-Family program at Christmas. We'll provide food to Loaves and Fishes when needed and we provide food boxes to the VFW for veterans in need. Other collaborations include Court Resource team, TCA, BoS, CHART, Chamber of Commerce and Missouri Crisis Intervention Team.

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?

The Salvation Army displays a "United Way partner" banner on the railing of our Family Store along with participating in as many United Way events and activities as possible.

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

The United Way has helped bring awareness of Salvation Army services by advertising community spotlights, interviews on podcasts and pairing us with marketing students from HLGU. Coordinated volunteers to assist with Giving Week and brought on funding partners to match donations to our organization. The United Way's leadership in Stamp Out Hunger helps provide more food for our pantry. In general, the United Way has created a path for The Salvation Army to have a larger audience to explain all that we do for the community.

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?

Monthly

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?

\$7,118 in operating reserves held at Territorial HQ, \$500 in local reserves for equipment

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

0 (The operating reserve would cover just 17% of one month's expenses)

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

Though we do not have much in reserves, we also do not have any long-term debt in Hannibal. The Family Store, which is part of our Hannibal budget, is currently running a deficit, but the goal is to generate a modest profit that could be put back into the Direct Services program.

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

 2025 Organizatio...

 Add file

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

 2025 Project Bud...

 Add file

Most Recent IRS 990

 Regarding Form ...

 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 Salvation A...

 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

 Board Member Li...

 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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