

I AM UNITED WAY AND SO ARE YOU



UNITED WAY
Mark Twain Area



ANNUAL REPORT FISCAL YEAR 2024-25



3062 Highway 61 N
Hannibal, Mo 63401

573-221-2761

<http://unitedwaymta.org>

ANNUAL MEETING AGENDA

- **Welcome**

- Denise Damron, Executive Director

- **Invocation**

- Stephanie Himmell, Board Member

- **Lunch**

- Catering by The Rebel Pig



- **Financial Report**

- Abe Gray, Board Treasurer

- **Campaign Celebration**

- Jeriod Turner, VP of Campaign

- **Community Impact Agency Introduction**

- Jennifer Chandler, VP of Community Impact

- **Special Recognition**

- I Am United Way Award
- Agency of the Year
- Business of the Year
- Lifetime Dedication Award
- Community Impact Advocate of the Year
- Recognition Board & Officers



- **Election of New Board Members**

- Andrea Campbell, Immediate Past President

- **Recognition of Retiring Board Members**

- Denise Damron, Executive Director

- **Closing Remarks**

- Angela Peters, Board President

A LETTER FROM OUR CAMPAIGN CHAIR

Dear Friends & Supporters of United Way –

As we close this year's campaign, I am filled with gratitude for the incredible generosity and spirit of our community. Because of you, "I Am United Way" became more than a campaign—it became something our community truly embraced and understood. United Way is not just an organization. It is people. It is you.

It is those who give generously to support the mission.

It is those who volunteer their time to lift others up.

It is those who dedicate their careers to serving through our partner agencies.

And it is those who have turned to those agencies in a time of need.

When you look at it that way, United Way is not a small group—it is a significant part of our community. It is our neighbors, our coworkers, our friends, and our families. It is all of us, connected through a shared commitment to care for one another.

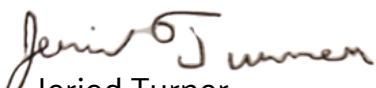
This year, we also launched our Community Impact Advocate Program, elevating the voices of individuals who have experienced the work of United Way firsthand. These advocates have seen the impact from every angle—as recipients of services, as volunteers, and as champions of this mission. Through their stories, we witnessed hope restored, stability regained, and new paths forward created. Those stories exist because of people like you.

Right here in our community, we are not only meeting needs—we are bringing people together to better understand and address them. This year, through our Community Needs Committee, United Way convened diverse partners from across sectors to identify priorities, share insight, and align efforts around our community's most pressing challenges. By working together, we are strengthening coordination, closing gaps, and ensuring that resources are directed where they are needed most.

As we reflect on this year, we also look ahead. The needs in our community continue to grow—but so does our collective ability to respond. Your continued support ensures that we can meet those needs, strengthen lives, and create lasting change.

Thank you for being part of this work. Thank you for giving, for serving, and for believing in what we can accomplish together. Because of you, this is more than a campaign.

Thank you,


Jeriod Turner
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!

Angela Peters
Board President
CENTURY 21 Broughton Team

Jeriod Turner
VP Campaign
Benson Financial

Jennifer Chandler
VP Community Impact
Force Law Office

Craig Parsons
VP Community Needs
Marion County Health Department

Denise Damron
Secretary
United Way Executive Director

Abe Gray
Treasurer
Northeast Power

Bryan Nichols
Assistant Sec/Treasurer
Congressman Sam Graves

Andrea Campbell
Immediate Past President
Hannibal Public Schools



Kevin Arthaud
Hannibal Regional

Chase Goldinger
Goldinger Farms

Stephanie Himmel
First Christian Church

Kendel Locke
Hula Bowls

James McConnell
McConnell Law Office

Rebecca Miller
Watlow



Deanna Pinkham
BASF

Adrianna Price
General Mills

Michael Purol
Hutchison Engineering

Talley Smith
Associate Judge

Carl Watson
F&M Bank and Trust, Co.



2024-25 FISCAL YEAR FINANCIAL REPORT

Campaign Collections & Non-Designated Revenue:

Campaign Collections

Nov 2024-Oct 2025	\$	383,357.59
Interest	\$	3,181.41
TOTAL:	\$	386,539.00

Operating Expenses from 2024-25:

Auto Expense	\$	54.50
Bank	\$	35.57
Campaign Expense	\$	35,644.05
Conferences & Meetings	\$	170.00
Dues & Membership	\$	3,032.70
Insurance	\$	2,891.00
Retirement	\$	2,837.00
Office Supplies	\$	72.00
Outside Services	\$	15,562.86
Printing & Supplies	\$	46.95
Rent	\$	9,600.00
Repairs & Maintenance	\$	110.71
Phone/Internet	\$	1,252.82
Salaries & Benefits	\$	82,064.72
Payroll Taxes	\$	6,343.45
TOTAL:	\$	159,718.33

Community Impact Agency Budget based upon Fiscal Year Collections

less operating expenses: **\$ 226,820.67**

Forthman Account Balance 3/9/26	\$	92,273.14
Account Minimum	\$	80,000.00
First-Year Project Potential Funding	\$	12,273.14

TOTAL FUNDS TO INVEST \$ 239,093.81

UNITED WAY COMMUNITY IMPACT AGENCIES

Each year, the Community Impact Agency application process opens on January 1 and closes in mid-February. United Way's Community Impact Committee carefully reviews each submission, evaluates financials, and conducts in-person site visits. Through this process, agencies are selected for funding and partnership for the coming year.

The dollars invested in these organizations are raised through United Way's annual campaign. After covering operating expenses, remaining funds are directed back into the community.

The following organizations were selected to serve as United Way Community Impact Agencies from May 2025 through April 2026. In addition to receiving monthly funding, these partners gain access to additional resources, collaboration opportunities, and the credibility of being aligned with United Way. We encourage you to learn more about and connect with these organizations that are making a meaningful difference in our community.



AVENUES

Receiving \$2,000

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



CHADS Coalition

Receiving \$2,000

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.



Coyote 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.



Hannibal Alliance for Youth Success

Receiving \$7,500

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



Hannibal Free Clinic

Receiving \$5,000

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 \$17,500

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



Heartland Resources

Receiving \$12,000

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



Kairos Hope

Receiving \$12,000

Provides specialized long-term residential restoration and trauma-informed care for women survivors of sexual exploitation and trafficking.



Lewis County Health Department

Receiving \$5,000

Provide residents with public and home health services, focusing on preventative healthcare and education. These dollars are designated to cover the costs of lab draws for county residents.



Mission 180

Receiving \$20,000

Serves as the key to open doors, connecting those in need with resources to gain personal growth and stability.



Monroe City Food Pantry

Receiving \$3,500

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



NECAC

Receiving \$17,000

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.



Project Community Connect

Receiving \$15,000

Project Community Connect is an annual event uniting community partners to provide free resources, services, and support, while working year-round to close housing barriers.



DOING THE MOST GOOD

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.



Paris Senior Center

Receiving \$5,750

Provides nutritious meals and promotes the physical, intellectual, emotional, social, and economic well-being of older adults and those with disabilities in the Paris community.



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.

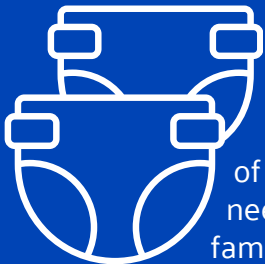


YMCA of Hannibal

Receiving \$16,000

Works to build a healthy spirit, mind and body for all community members. Dollars will be used to assist with the new after school program for middle school aged students.

SPECIAL FUNDED PROJECT



DIAPER BANK - \$3,844

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 provided nearly 20,000 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

A big thank you to volunteers who were part of United Way's Community Impact Committee. They spent hours reading and reviewing applications and other documents, visiting local nonprofits, and helped determine which organizations were selected as United Way Community Impact Agencies and how many dollars those organizations would receive. Thank you to these great volunteers!

Board Members

Jennifer Chandler, VP of Community Impact
Force Law Office

Craig Parsons
Marion Co Health Dept

Adrianna Price
General Mills

Chase Goldinger
Goldinger Farms

Angela Peters
CENTURY 21

Stephanie Himmel
First Christian Church

Jeriod Turner
Benson Financial

Community Members

Molly Faudere
Northeast Power

Alicia Rollins
Edward Jones

Amanda Wosman
Preferred Family Healthcare

Maureen Haller
BASF

LaQuicia Ward
Cornerstone Caregiving

Lori Watson
F&M Bank

2026 AWARDS



I AM UNITED WAY: COMMUNITY COORDINATED RESPONSE TEAM

When the AVENUES Board of Directors made the necessary—but difficult—decision to close their shelter due to health and safety concerns, United Way leadership quickly brought together a team of dedicated community partners to walk alongside the women impacted and help them find safe, stable housing.

This group became known as the United Way Community Coordinated Response Team and included Stephanie Dunker of Marion County NECAC, Starla Dunn of the Marion County Health Department, and Shammy Johnson of Preferred Family Healthcare.

Together, these three women committed countless hours over the course of nine months to ensure that every woman who had been staying at the shelter was supported in finding a new place to call home. Their dedication went far beyond coordination—they provided compassion, stability, and hope during a time of great uncertainty.

Thanks to generous contributions to the AVENUES New Beginnings Fund, community members made it possible to meet each woman's unique needs. These funds helped cover rental deposits, furniture and appliances, utility setup, car repairs, and more—ensuring that no one was left without options.

On April 25, the final placement was secured, marking the completion of this extraordinary effort. Through their unwavering commitment, this team helped transform a moment of crisis into a pathway toward stability and a brighter future.

In every step of this journey, they showed up as the very best of what it means to be United Way—proving that when we come together as a community, we can meet any challenge.

2026 AWARDS



AGENCY OF THE YEAR: BIRTHDAY BLESSINGS

United Way is proud to recognize Birthday Blessings as this year's Agency of the Year, an honor awarded in recognition of the organization's meaningful impact and dedicated service to children in our community. Since 2019, United Way has been honored to support Birthday Blessings in their mission and to welcome them as a partner within our building. Through this partnership, volunteers have come together each month to wrap gifts, helping ensure that children in foster care feel seen, celebrated, and valued on their birthdays.

Birthday Blessings provides thoughtfully selected birthday gifts that meet the social, emotional, and physical needs of children in foster care. Beyond birthdays, the organization extends its care through additional support during holidays such as Valentine's Day and Easter, as well as special milestones like graduations—bringing moments of joy and recognition to children who need it most.

As Birthday Blessings prepares to downsize its footprint and conclude services in Northeast Missouri, we reflect with deep gratitude on the years of compassion, advocacy, and impact they have brought to our region. Their work has not only met a critical need but has also raised awareness and inspired others to support children in foster care.

We extend our sincere thanks to Birthday Blessings for stepping in to fill this gap in our community and for their unwavering commitment to making every child feel celebrated. We wish them continued success as they carry their mission forward in other parts of the state of Missouri.

A special thank you and recognition to founder Shannon VonAllmen for her vision, leadership, and dedication to improving the lives of children in foster care.

2026 AWARDS



1996 30TH ANNIVERSARY 2026



BUSINESS OF THE YEAR: BENSON FINANCIAL

Benson Financial has long been a cornerstone in support for United Way, embodying what it means to be a true community partner. Their commitment runs deep, with a consistent presence on the United Way Board of Directors through employee leadership and engagement over the years.

That leadership has extended to campaign efforts as well. Founder Pat Benson served as United Way Campaign Chair in 2006, setting a strong example of service and philanthropy. In 2019, Justin Gibson of Benson Financial chaired the “Give Hope” Campaign, and most recently, Jerrod Turner led the “I Am United Way” Campaign—continuing a legacy of encouraging giving locally.

The generosity of Benson Financial has been instrumental in bringing the work of United Way to life. Time and again, their team shows up—offering their time, talents, and financial support to strengthen our community. Whether serving on committees, participating in events, or helping guide strategic efforts, their involvement in United Way has made a lasting impact.

As Benson Financial celebrates 30 years, we recognize not only their business success, but the strong foundation of community investment they have built along the way. United Way is stronger because of Benson Financial. We know many of our partner agencies are, too. We are thankful for the great support of the Benson Financial team in helping make the mission of our organization come to life within the community.

2026 AWARDS



LIFETIME DEDICATION AWARD: FORREST GOSSETT

Forrest Gossett's commitment to United Way is the very definition of lifelong dedication. His story began long before his involvement with the United Way of the Mark Twain Area—taking part in a campaign kickoff at another United Way, where he even appeared in a memorable Fred Flintstone skit. From the very beginning, Forrest brought both heart and enthusiasm to the mission.

Throughout most of his professional career, Forrest has been a steadfast leadership donor, supporting not only the United Way of the Mark Twain Area but multiple United Way organizations. In 2017, he joined the United Way of the Mark Twain Area Board of Directors, where his leadership and perspective made a lasting impact.

In 2020, Forrest served as Chair of the United Way “Be a Hero” Campaign. He selected the theme before anyone could have anticipated just how much our community—and our world—would come to rely on everyday heroes during the COVID-19 pandemic. His leadership during that time helped inspire generosity, unity, and resilience when it was needed most.

Even after retiring from the Board, Forrest's dedication never wavered. He remains a trusted advisor, frequently offering his time and insight to support the Executive Director through brainstorming and problem-solving. His expertise has been instrumental in strengthening United Way's marketing efforts and enhancing local brand awareness.

Today, Forrest continues to lead by example as a Community Impact Advocate. He believes deeply in the power of United Way and understands that when people come together, the potential for impact is endless.

For his years of unwavering commitment, leadership, and belief in this work, we are proud to honor Forrest Gossett with the Lifetime Dedication Award.



Ask me my story

COMMUNITY IMPACT ADVOCATE OF THE YEAR: SHANNON ARNOLD

Shannon Arnold's journey is one of courage and resilience—showing what's possible when the right support comes at the right time. After years of domestic violence, addiction, and instability, she reached a turning point and was connected to safety, support, and a new path forward. Through AVENUES and other United Way partner agencies, she found compassion, advocacy, and the resources needed to rebuild her life.

With that support, Shannon left old habits behind and built a life she is proud of. Now, she gives back endlessly. She uses her experiences to advocate for others, helping our community better understand the challenges many face. Shannon shares her story openly and honestly—breaking stigma and offering hope. Her story helped inspire the creation of the United Way Community Impact Advocate Program.

Shannon is a leader. She was the Board Chair of AVENUES during a very challenging time. She helped guide the organization through difficult decisions, always keeping the well-being of survivors at the front of every decision.

Committed to continued growth, Shannon completed the RISE program (Reaching Independence through Support and Education) through United Way last summer, strengthening her skills and looking at what she can do to continue her positive trajectory forward. This past year, she became a homeowner through Habitat for Humanity—a powerful symbol of the stability and future she has worked so hard to build.

At United Way, we strive to connect individuals to the support they need so stories like Shannon's can become possible. We are proud to have Shannon in our community and to have her represent us at United Way as a Community Impact Advocate. Be certain if given the opportunity to ask her about her story.

UNITED WAY NEW BOARD MEMBERS

The United Way Board of Directors serves as the backbone of the organization, implementing and overseeing the strategic plan and ensuring all activities align with the organization's bylaws. Board members provide financial oversight, evaluate the performance of the Executive Director, and assess the organization's effectiveness in achieving its mission.

All committees operate in support of the board, reporting back to the full Board of Directors, where all decisions are ultimately made. In addition, the board establishes policies that support strong and responsible management.

Board members represent the organization within the community and are held to a high standard of leadership and service. Directors are elected to serve three-year terms and may be re-elected for an additional term.



Hunter Baggett

Hunter is an Associate Vice President and Loan Officer at HOMEBANK. He holds a Bachelor's Degree in Business Administration from Culver Stockton College and grew up in Palmyra. He is involved in multiple organizations in the community and looks forward for the opportunity to give back and make a positive impact in the community through United Way.



Randy Epley

Randy works as the Group Director for System Operations at Hannibal Regional Healthcare System. He holds a Master's Degree in Business Administration from Eastern University and has a Bachelor's Degree in Nursing. He looks forward to the opportunity to contribute his knowledge to help make strategic decisions and participate in the Community Needs Committee work.

UNITED WAY NEW BOARD MEMBERS



Alicia Rollins

Alicia is a Financial Advisor with Edward Jones and holds a Bachelor's Degree in Organizational Management from Hannibal LaGrange. Before beginning her career in financial planning, she worked for many years in the non-profit and volunteer management sector having worked alongside United Way as an agency director. She looks forward to bringing her knowledge to the table to benefit the community through United Way.



LaQuicia Ward

LaQuicia is the owner and Operating Director of Cornerstone Caregiving in Hannibal. She is an Army Veteran where she was a Human Resource Specialist and holds an Associates of Arts in Business and Healthcare Administration from the University of Phoenix. She is very involved in the community and looks forward to being part of an organization that puts direct action behind its mission and vision.



Lori Watson

Lori is a Vice President and Loan Officer at F&M Bank based out of their Monroe City branch. She has been heavily involved in the Monroe City community and various women ministries. She looks forward to providing her talents to help the United Way organization as it is in line with her life's personal mission of helping others and knows United Way is an agent for change for the better in many people's lives.

Retiring Board Members

Kevin Arthaud

Past President - 2023-24
Board President - 2022-23
VP Campaign - 2021-22
VP Allocations - 2020-21

Community Impact Committee - 2018-23

Andrea Campbell

Past President - 2025-26
Board President - 2024-25
VP Campaign - 2023-24
Community Impact Committee - 2020-25
Mom Prom Co-Founder

Meg Duncan

Board Member - 2023-26
Marketing Consultant - 2025

Jim Humphreys

Treasurer - 1983-2025

Talley Smith

Board Member - 2020-26

Carl Watson

Finance Committee - 2025-26

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.



Missouri Rural
Electric Cooperative



BUSINESS PARTNERS

These local businesses made contributions during the 2024-25 fiscal year of more than \$100.

BASF	Curl, Hark, Holliday LLC	Java Jive	Rebel Pig
B Creative Nutrition	F&M Bank	LaRue Insurance	Spartan Light Metal Products
Becky's Old Fashioned Ice Cream	Fiddlestiks Food & Spirits	Management Unlimited, LLC	Watlow
Big River Oil	First Banker's Trust	Mark Twain Casino	Early Bird Kiwanis
BNSF	General Mills	MO Rural Electric Cooperative	Hannibal Lions Club
Caterpillar Foundation	Ground in Grace	NE Power	
Century 21 Broughton Team	Hebrews 11 Coffee LLC	NEMO Machine & Pattern	
Commerce Bank	Hannibal National Bank	Perry Machine & Die	
Crescent Jewelry	Independent's Service Company	Primos	
Crossroads Bar & Grill			

LEADERSHIP DONORS - FISCAL YEAR 2024-25

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, 2024 and October 31, 2025. While we specifically celebrate leadership donations, all gifts are celebrated!

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

Dr. Michael & Shaorn Bukstein

Robert Clayton, III

Cindy Cowden

Frank & Katherine DiTillo

Christine Donegan

Tom & Sue Dorsey

Brian Fuqua

Quentin Gehring

Harry & Geri Graves

Crystal Hawk

Susan Hibbard

Josh Hirner

David Jones

Patrick Jones

Missy Kiser

Mavis Lehenbauer

Joe Lemen

Merritt Lomax

Susan Long

Merrilyn Parham

Robert O. Parker

Deanna Pinkham

Jennifer Puterbaugh

Zack Riney

Greg Schutte

Phil Scifres

Adam Smoot

Jared Stewart

Kevin Sydenstricker

Jeriod & Leah Turner

Skylar Wiegmann

Landon Zaborowski

John Zimmer

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

Allie Bennett

Josh Chinn

Jerry Daniels, III

Andrew Davis

Troy Detwiler

Alicia Doran

Denise Dorsey

Tanner Elam

Richard Epperson, Jr.

Steve Gottman

Tiffany Grieman

Misty Hancock

Jeremy Hudson

Mike Jeffries

Cyle Jones

Casey Lanford

Lane Lay

Alexis Locke

Kori Locke

Jake Lovelace

Drew Moyer

Tom Pearn

Cole Pennewell

Jimmy Porter

Jason Powell

Justin Roberts

Dalton Rockhold

Corey Schmohe

Kevin Scholl

Damon Scott

Nick Semkin

Matt Simmons

Steve Smith

Jesse Snow

Rick Steidinger

Jamie Taylor

Carl Watson

Kristie Weatherford

Paul Wood

LEADERSHIP GIVING SOCIETY - \$500-\$749

Allan Atkins

Joan Atkins

Hal Benedict, II

Charles Brazeale

Alice Coleman

Dakota & Denise Damron

Molly Faudere

Darin Gordon

Abe Gray

Chris Hathaway

Travis Herman

Jean Hughes

Tess Large

Dustin Leach

John Linderman

Dr. Adrienne Lynn

Elizabeth Muich

Mathew Munzlinger

Toni Schaefer

Arthur Suchland

Brian Taylor

Shelby Terrell

Dr. Richard & Jennifer Valuck

Dr. Lynn & Kathy Walley

Michael White

Vickie Witthaus



UNITED WAY

Mark Twain Area

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.

I AM UNITED WAY