



**UNITED
FOR WHAT'S
NEXT** 2022
Impacts Report

**United
Way**



**United Way
of McLean County**

“2020 and 2021 were so difficult for everyone because of the pandemic and its lingering effects. But 2022 was a turning point, with renewed hope... for youth and for families to achieve their full potential, and in 2023, together, we can put more people on this pathway to prosperity.”

David Taylor, President & CEO



CONTENTS

Motivation & Mission	2
Approach & Impact	6
2022 Highlights	8
Financial Overview	10
Future Impact	12



MEET KELLI

“They promised they would be there every step of the way... and they were!”

How many young adults can say their career path matches their favorite childhood Halloween costume?! That’s true for Kelli. She’s wanted to be a nurse as long as she can remember. “About half my family is in nursing! Really, I never wanted to be anything else,” Kelli explains.

But as Kelli’s graduation from Normal Community neared, she made the hard choice to delay college to work and save for tuition. Then she heard about the support available through Workforce180, thanks to United Way donors. It meant Kelli didn’t have to put her education on hold.

Kelli says monthly encouragement from Workforce180 mentors provided real stress relief: “Knowing there are other people who care about your education, care about you succeeding, that encouraged me a lot.” She also raves about the financial coaching, available through an innovative

partnership between United Way and Mid-Central Community Action: “Michael [from MCCA] taught me so much about finances and credit. He helped me build my credit and understand how to use it.”

This December, Kelli will graduate from Heartland and continue to nursing school, possibly at St. Francis. We love to hear it! When students like Kelli find support to pursue their chosen field, it opens countless pathways to prosperity. Kelli’s nursing goal is coming true because friends like you invest in her future.



MEET SAL & JENNY

Lifelong friends and Workforce180 participants Jenny and Sal have always supported each other. Sal shares, "We've been friends since kindergarten!" Over the years, they've encouraged each other whenever school, work, or life got difficult. "When one of us is down," Jenny explains, "the other says you've got this, don't give up. We look out for each other."

Sal especially needed Jenny's support in 2021 after hospital expenses wiped out his tuition savings. The financial strain meant Sal would need to put school on hold. But Jenny had just started the Workforce180 program and encouraged Sal to apply so he could continue coursework. "It sounded too good to be true," Sal admits. He

was accepted and found support from "genuine people who care, who want to help students get a degree."

Thanks to your gifts making Workforce180 possible, Jenny says she has peace and hope for the future: "Now I know it's doable because I have this support." Sal says it's "made me confident that I'm going to push through and graduate."

Their decades-strong friendship takes them to ISU this fall. We cannot wait to see their bright futures unfold!

The power of caring support is exactly why Jenny and Sal chose nursing. "I've been driven to help people since I was a kid. I want them to know they're not alone, that there's hope," Sal says. Jenny agrees: "I always want to help people feel better. When people feel helpless, a caring nurse makes a difference."

UNITED FOR OUR COMMUNITY

Week after week, I talk to people who say McLean County is an amazing place to live and work, go to school, and raise a family. I couldn't agree more. McLean County definitely has a good thing going.

I believe much of that goodness comes from the people. This past year, your support through United Way of McLean County has made life better for us all:

You've **opened doors of opportunity** for young people to find a stable career and build a financially stable future.

You've **provided an emotional safety net** for young people to receive mental health services.

You've **improved access to support services** so everyone has the health care and jobs assistance they need to thrive.

There are countless ways you've made this possible in the past year. This report shows your impact through both stories and statistics. You have made a true difference. Thank you for caring and investing in a better future for all of us who call McLean County home.



David Taylor, President & CEO

A MISSION THAT MATTERS

Our county sits in the middle of America’s heartland, but we can’t solve problems in silos. We have a multitude of resources in our community, and yet, there are still too many households and residents falling through the cracks.

Many households in our county are forced every month to make impossible choices between food and rent, childcare and utilities, transportation and medications.

Young people are especially affected by these pressures too. They are struggling with school, social connections, and finding a good job for a stable future. More and more households,

families, and young people are struggling to make ends meet and find their way forward. Our neighbors — just around the corner and the next town over — are struggling.

But their struggle isn’t just *their* problem. It’s ours. Because it is impossible to separate those whose lives are secure and stable from those who are not. We rise and fall together.

FINANCIAL INSTABILITY

24K

households struggle financially¹

72%

increase in household poverty since 2010¹



YOUTH MENTAL HEALTH

1K+

teens overwhelmed by depression & sadness²

400+

youth received mental health services²



Sources

¹ Alice Study, United Way of McLean County

² Illinois Youth Survey, 2022 County Report, Illinois Department of Health Services



A SOLUTION THAT MAKES A DIFFERENCE



We need a solution that multiplies the impact of our local resources and efforts, producing meaningful, lasting change.

That solution is 180United: a 180 degree turn in how we approach problems. An innovative, holistic approach produces 180 degree change in the lives of our residents who are struggling.

We believe that comprehensive change for McLean County hinges on our **180United Solution** — rooted in convening and coordinating the many resources already available to make them more accessible and effective for those they serve.



180United is both a philosophy and a solution.

IT'S HOW WE DO THINGS...

Let us illustrate how we put the 180United philosophy into action, creating Pathways to Prosperity and building Community Partnerships.

AN INNOVATIVE, HOLISTIC APPROACH THAT WORKS

180UNITED

Educating the community about the complex crisis and sharing our innovative approach for coordinating and convening resources.



UWMC HOUSING ASSISTANCE COALITION

180United in action! Community partners convened in May 2020 in response to area housing insecurities exacerbated by the COVID-19 pandemic. The work of the Coalition continues today, focusing on long-term, funded resources to bridge gaps in services for housing.

UWMC's role: Led and coordinated \$5.1 million in Federal funds since 2021

- In partnership with:
- 25+ housing services stakeholders

PATHWAYS 2 PROSPERITY

Connecting residents to local resources and support efforts through workforce development opportunities, mental and emotional health support, and more.

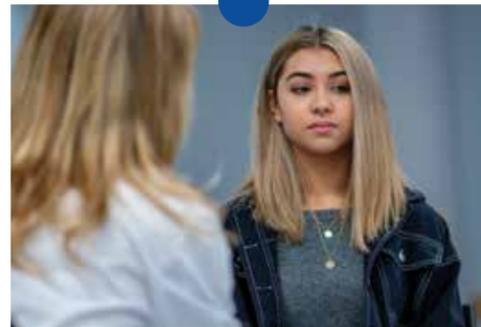


WORKFORCE180

Launched in August 2019, WF180 is a direct response to the generational poverty and barriers that can block at-risk youth from careers and self-sufficiency. This partnership coordinates services and opportunities for our students via the resources of our Women United affinity group and multiple local entities.

UWMC's role: \$500,000+ in local economic impact

- Partnerships include:
- Heartland Community College
 - Bloomington Area Career Center
 - Westminster Village



THRIVEMIND

UWMC "buys" appointments from Carle BroMenn therapists and matches up at-risk students to mental health counseling they may not otherwise be able to afford or have access to. This program has quickly grown to over 100 appointments (with a 98% attendance rate!) with four therapists partnering with us!

UWMC's role: Ongoing purchasing of open appointments.

- In partnership with:
- Carle BroMenn
 - Lexington, Olympia, & Ridgeview School Districts

COMMUNITY PARTNERSHIPS

Building bridges between service providers to collaboratively close gaps for a holistic, service-based approach for residents.



BRIDGE ACADEMY

This innovative, classroom style program supports local students struggling with their mental health, ensuring they won't fall behind in school while they heal, and helps families with the resources they need. Opened for the 2022 school year, already serving 26 students.

UWMC's role: \$500,000 investment

- In partnership with:
- Regional Office of Education



MOBILE MEDICAL UNIT

A Mobile Medical Unit for McLean County, similar to Carle's RV-style clinic in Champaign, is under construction. With a planned launch in 2023, this mobile clinic will remove significant barriers to healthcare access in McLean County.

UWMC's role: \$150,000 investment

- In partnership with:
- Carle BroMenn
 - City of Bloomington
 - Laborers International Union of America
 - McLean County
 - Tinervin Family Foundation
 - Town of Normal

2022 BY THE NUMBERS



\$500k in economic impact through Workforce180



5x ROI student earning power vs. your Workforce180 investment



3:1 student-to-mentor ratio for volunteers supporting student growth and success in Workforce180



108+ students supported by your gifts in 2022, including 12 students who have already reached financial self-sufficiency



12,600 hours of mental health & support to local youth through our ThriveMind and Bridge Academy programs



\$550k invested in youth mental health through Bridge Academy and ThriveMind

WU MADE IT PERSONAL, LOCAL, AND ACCESSIBLE

What's WU? Women United!

One of the ways our community comes together in support of our 180United philosophy is Women United, or WU for short! This group of community leaders are dedicated to contributing their passion, expertise, and resources to address our community's most pressing needs. More than 60 members strong, Women United is growing our reach through various community efforts.

Our Women United members truly embody our 180United spirit, through volunteer and fundraising efforts, and also through education and networking opportunities to better understand the needs of our community.

Their work reflects the three key priorities of United Way's work:

**Keep it personal. Keep it local.
And keep it accessible.**

That means working closely with the issues and the people experiencing service gaps, leveraging local resources collaboratively to open pathways to prosperity for our most vulnerable residents, and doing our work with a focus of making our vast community resources more accessible by deploying services where needed and in ways that ease burdens and remove barriers. Flexible, innovative, and targeted solutions are key for achieving our mission.

Want to join? Visit UWmclean.org/women-united. Our members also have their own Facebook group at facebook.com/groups/womenunitedmclean.



YOUR INVESTMENTS IN ACTION

Fiscal transparency and financial strength multiplies our impact for youth and families.

We continue to evolve our financial reporting to reflect exactly how your contributions made an impact: changing everything for a single mother returning to school as part of Workforce180, or helping a teenage student gain access to counseling services through ThriveMind.

Here's one example of how your financial contributions made a 180 degree difference in the lives of local teens struggling with mental health.



"Our students and their parents are seeing how this is helping and they are making these appointments a priority in their weekly schedules. They see success happening in their homes as well."

*— Paul Deters, Superintendent,
Lexington School District*

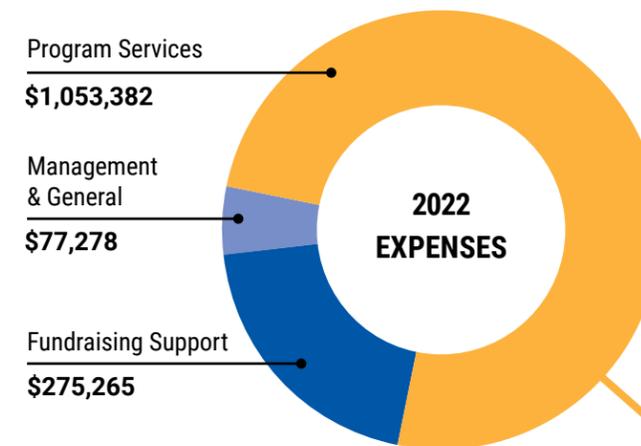
**THANK YOU FOR PARTNERING WITH
UNITED WAY OF MCLEAN COUNTY IN 2022!**

For fiscal year 2022, outside independent auditors from MCK CPAs & Advisors affirmed a clean, unmodified audit opinion for United Way of McLean County. We've received this high rating for the past seven years!

You can find our 990s and Audited Financial Statements on our website: www.UWmclean.org.

FINANCIAL SNAPSHOT

INVESTING IN MCLEAN COUNTY



TOTAL 2022 EXPENSES: \$1,405,925

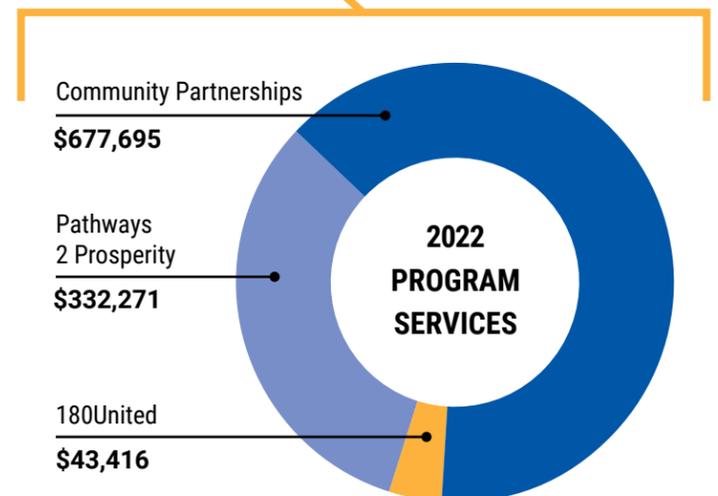
We are proud to report that 99% of your donations stay right here in McLean County to help our community.

Your 2022 donations enabled us to invest in McLean County residents in the deepest way possible. In 2023, we plan to increase our revenue and asset base, and make an even deeper investment and grow our impact on key issues affecting youth and families.

WILL YOU GROW WITH US IN 2023?

Generous partners gave onetime gifts and multi-year commitments to ensure McLean County residents could access pathways to prosperity through UWMC.

Your gifts this year made it possible to invest **\$550,000 in youth mental health support in McLean County!** The ThriveMind Initiative and Bridge Academy provide students with essential therapeutic services and vital mental health support needed to ensure they won't fall behind in school while they heal.



TOTAL 2022 INVESTMENT: \$1,053,382

LEADING THE WAY

With support from caring and innovative leaders like our president and CEO, David Taylor, United Way of McLean County helps residents step into a more prosperous future. Our staff and board members listen to community needs and pioneer solutions to make our county an even better place to call home.

BOARD MEMBERS

Dale Avery
Community Investments Chair

Phani Aytam
Past Chair

Marty Behrens

Mary Bynum
Fundraising Chair

Keith Cornille

Sean Fagan

Deanna Frautschi

Tim Gleason

Cory Heim
Treasurer, Finance & Administration Chair

Austin Maxwell
Secretary

Laura O'Connor
Chair, Women United

Sonja Reece
United Way of Illinois Board

Tim Ryan

Gail Saunders

David Taylor
President & CEO, ex-officio

Gary Tipsord

Cat Woods
Board Chair

STAFF MEMBERS

David Taylor
President & CEO

Kathleen Lorenz
Community Investment Director

Gloria Spinks
Administration & Data Manager

Marian Doherty
Finance Manager

Pat Grosso
Women United Coordinator



Ripples of what's next...

Growing up, I liked to toss pebbles in the pond down the road from our house. I would watch the ripples spread to see how far they might reach. On these pages, you've seen ripples of our work together this past year. Every effort you've invested has impacted McLean County in widening circles that ripple in endless and expanding ways.

That's why I'm already looking forward to what's ahead in 2023. I can't wait to see:

- More young people find Pathways 2 Prosperity, with initiatives like Workforce180, ThriveMind, and the Bridge Academy.
- More families find greater health and well-being through our Community Partnerships that create innovative solutions like the Mobile Medical Unit.
- More children under 5 receive books and literacy support thanks to innovative 180United solutions, as Women United launched a local chapter of Dolly Parton's Imagination Library.

There are so many good things in the works.

But it's only possible when you join us in 2023. Your gift is essential – whether it's your first ever, or above and beyond what you've given before. Our commitment to transparency and a focus on results-driven solutions assure that every investment dollar is at work to make our community an even better place to live.

Won't you join us? I can't wait to work with you to create the future we all hope for.



A handwritten signature in black ink that reads "Cat Woods". The signature is fluid and cursive.

Cat Woods
Board Chair



JOIN US!

Get involved in our good work (it's a lot of fun!)

Watch our Facebook page for details about the upcoming **2023 Power of the Purse** on June 14, and **Power of the Pub** in July!

Your support changes everything.

Give again today to continue this life-changing work through United Way of McLean County.



←
GO DIRECTLY TO OUR
DONATION PAGE!



United Way
of McLean County

P.O. Box 1348, Bloomington, IL 61702
309-828-7383
www.UWmclean.org
dtaylor@uwaymc.org