



2017 Annual

Report





MICHELE'S MESSAGE

MICHELE CONNELLY

As you take time to enjoy our Annual Report, I encourage you to reflect upon the role you played in 2017, as a volunteer, giver or advocate.

The purpose of this publication is to provide answers to the following questions: What does your donation do for our community? Who are the faces of your donation? How are we strengthening our community? There must be statistical proof to support our success, but there needs to be the face you see when you close your eyes at the end of the day. The driving force of the United Way Mission- the driving force of your participation is something larger than yourself - it is the face of a child, a family member, or elderly person who truly needs the services being offered to survive. Together as we continue to make a difference in our community, our journey will evolve; however, our mission will always remain the same. I look forward to working with each of you this year in 2018- as we continue to LIVE UNITED!

A handwritten signature of Michele Connelly in blue ink.

Michele Connelly, Executive Director of United Way of West Central Mississippi





OUR YEAR
IN REVIEW



THANK YOU

Community Impact

- Distributed 3,660 books to children
- Invested in a Summer Reading Program
- Strengthened After School Programs for our Partner Agencies
- Provided free health screenings to 100 children compliments of UMMC Mobile Care Unit
- Coordinated a Community Wide Baby Shower which provided great parenting resources to over 50 new families

Community Investment

- Invested \$445,168 in the programs of our partner agencies
- Invested \$12,200 in Community Investment Grants in our community
- Invested \$23,406 in our community through the Emergency Food and Shelter Program

Strengthened Collaborations

- Collaborated with the Live Healthy Action Team to win the Robert Wood Johnson Foundation Culture of Health Prize
- Partnered with the Randy Naylor Foundation to provide Hurricane Harvey Relief. We raised over \$10,000 and filled an 18-Wheeler with donations
- Collaborated with the Kimmy Melton and the USPS Food Drive, to collect 23,000 pounds of food
- Partnered with Wal-Mart, the Salvation Army, and 12 other companies to collect school supplies that were distributed to over 120 students
- Coordinated the 20th Day of Caring with over 270 volunteers who participated in 19 projects for non-profits in our area
- Hosted Day of Action at YMCA which provided 266 children with 22 interactive activities that promoted literacy and good health.

Leadership Givers

EVERYDAY
CHAMPION-
\$500-\$999

GAME CHANGER-
\$1,000-\$1,999

INVESTED
AMBASSADOR-
\$2,00-\$4,999

CHAIRMAN CIRCLE-
\$5,000-\$9,999

See a full list of leadership givers at our website:
www.unitedwayvicksburg.org



A CAMPAIGN THANKS

**JENNIFER GREY,
2016-2017 CAMPAIGN CHAIR**



It is no secret that I love country music and normally I am a George Strait fanatic but when thinking about the past two years as the Campaign Chair for the United Way of West Central Mississippi, Tim McGraw is the one who plays in my mind, "Don't take for granted the love this life gives you, When you get where you're goin', Don't forget to turn back around, Help the next one in line, Always stay humble and kind."

First and foremost, thank you to everyone who supported the United Way of West Central Mississippi and its partnering agencies in the past two years. I consider it my privilege to have worked alongside each of you on the campaign, Day of Caring, True Color Run, and the Day of Action with Curious George. Looking back, I experienced both humility and kindness throughout these events as our community members put aside their own lives to meet others' needs in the areas of education, financial stability, and health. The United Way Staff and partnering agencies work tirelessly to provide programs and services to our community members, which operate on donated funds, countless hours and huge hearts.

Hearts that exude the Golden Rule that we all learned as kids, “Do unto others as you have them do unto you.”

The campaign journey can best be defined as a roller coaster. We experienced both highs and lows as we made gains in several areas but also were dealt a few losses from situations out of our control. As a whole, the United States hit a new high in philanthropic giving in 2017 however,



the data shows that it is no longer corporate giving leading the way but rather it is individual giving.

We recognized this change and discussed and strategized at length around the Campaign Cabinet table. I was truly amazed at the results as individuals in our target counties stepped up to the challenge with an overwhelming response of support. I would like to commend my dedicated, motivated, and all around incredible Campaign Cabinet. We asked them to think outside of the box, step out of their comfort zones, and push the limits in order to inch towards our goal.

The fabulous Kami May asked me to include my most memorable moment and I think the winner is still my first True Color Run as Campaign Chair. There is something about standing on the hill overlooking the mighty Mississippi and watching the color pour all over the volunteers and participants, no matter the age, race, gender, or walk of life. It definitely gave new meaning to “Jesus loves the little children, all the children of the world, red and yellow, black and white...” Although the True Color Run had to come to an end this year, those are memories our community will cherish forever.

So what does LIVING UNITED mean to me... it is pretty simple. Be humble. Be kind.

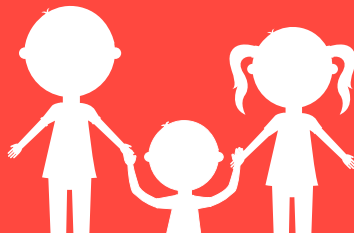
Offer a hand or maybe even two. Look out for one another. Give what you can, when you can. Let God’s love shine through your words and your actions.



UNITED WAY

of West Central Mississippi

**DAY OF
ACTION**



TUESDAY

JUNE 18

2017

21

COMPANIES WERE
PRESENT WITH
INTERACTIVE
BOOTHs.

266

CHILDREN CAME
READY TO LEARN
TO GET HEALTHY.

151

VOLUNTEERS

266

BOOKS WERE GIVEN
TO CHILDREN IN
ATTENDANCE.

227

INFORMATIONAL GUIDES
WERE GIVEN TO ADULTS ON
PARENTING AND HEALTHY
ACTIONS FOR THEIR
CHILDREN

United
Way



United Way of
West Central Mississippi



UNITED WAY OF WEST CENTRAL MISSISSIPPI

DAY OF CARING



APRIL 27TH

All dressed in matching grey Day of Caring T-shirts, more than 200 volunteers took time out of their day to get their hands dirty and support organizations throughout Warren County in need of a little help.



KICKOFF

We kicked off 20 years of Day of Caring! The morning kickoff was at Vicksburg Mall minutes before the teams set off to their locations to get to work and give back to the community.



PROJECTS

Teams from Ameristar, Ergon, Walmart and more participated in the event. Workers painted, played bingo, did yard maintenance and much more to give back to organizations in the community.

“ALONE WE CAN DO SO LITTLE; TOGETHER WE CAN DO SO MUCH.”

-HELEN KELLER

2017 UNITED WAY OF WEST CENTRAL MISSISSIPPI PARTNER AGENCIES

- Boy Scouts, Andrew Jackson Council
- Cary Christian Center
- Central Mississippi Prevention Services
- Christian Volunteer Services
- Community Council
- Good Shepherd Community Center
- Grace Christian Counseling Center
- Haven House Family Shelter
- HIV Services, INC.
- Magnolia Speech School
- MIDD-West, Industries
- Mountain of Faith Ministries
- The Salvation Army
- Vicksburg Child and Parent Center
- Vicksburg Family Development
- Warren County Children's Shelter
- Warren County Habitat for Humanity
- Warren-Yazoo Behavioral Health Service
- YMCA





“

WE HAVE A SIMPLE MISSION, HELP PEOPLE REACH THEIR GOD GIVEN POTENTIAL IN SPIRIT, MIND, AND BODY.”

-Phillip Doiron

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he YMCA has been in Vicksburg since 1923. We have a simple mission, help people reach their God given

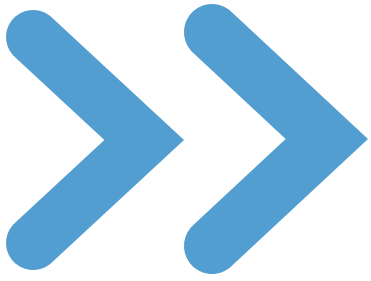
potential in spirit, mind, and body. Everything that happens in the walls of YMCA reflect that mission. I realized a long time ago that I had a passion for being with people. It did not matter the gender or age.



It's all about being a part of someones life, and because you are a part of their life you make it a little better in the process. Our relationship with United Way is one that has been a part of the YMCA for a long time. United Way has been a valuable partner in helping us reach out to more people and bringing them into these walls. We also recently started collaborating on our after school programs. We have a mentoring program with United Way, YMCA, and Families First for Mississippi which is sponsored by Vicksburg Catholic School. In this program, we have teenagers come in and guide our kids and give them something to look forward to in the afternoon. This project and many more are the reasons we partner with United Way of West Central Mississippi.

*THE YMCA WAS NAMED OUR AGENCY OF THE YEAR. PLEASE ENJOY PICTURES OF THEIR ORGANIZATION FEATURED ON THE COVER.





OUR

Financial Highlights

STATEMENT of FINANCIAL POSITION

DECEMBER 31, 2017

ASSETS

CURRENT ASSETS:

Cash and cash equivalents	\$70,911
Pledges Receivable	737,327
Short Term Investments	357,219
Prepaid Expenses	6,949

TOTAL CURRENT ASSETS \$1,172,406

LONG TERM INVESTMENTS 440,927

PROPERTY AND EQUIPMENT:

Property and Equipment, net of accumulated depreciation of \$77,223 2,880

NOTES RECEIVABLES 313,022

TOTAL ASSETS \$1,929,235

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:

Accounts Payable	\$19,171
Agency Allocations	343,807
Agency Designations	23,678
Deferred Revenue	61,605

TOTAL CURRENT LIABILITIES 448,261

NET ASSETS 1,480,974

TOTAL LIABILITIES AND NET ASSETS

1,929,235



A MESSAGE FROM OUR OUTGOING BOARD CHAIR

**LORI BURKE,
2017 BOARD CHAIR**

Let me begin by saying how privileged I feel to have had the opportunity to serve as United Way Board Chair. Throughout my 17 years in Vicksburg, I have been involved with United Way in some capacity and I am forever grateful. 2017 was a year of Evolution for United Way.



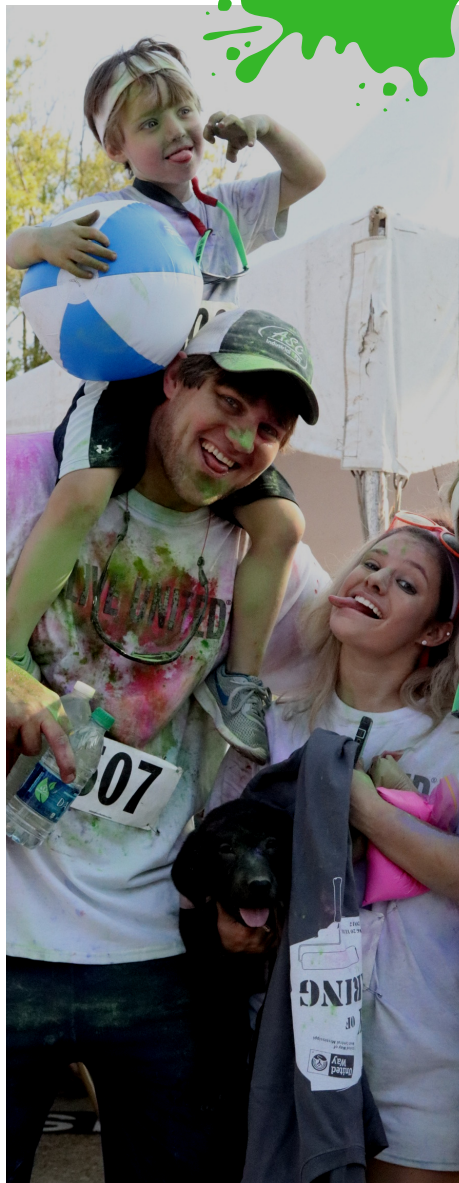
We have evolved into a stronger and healthier United Way. When I reflect on 2017, I am proud of the collaboration we've had with Robert Wood Johnson Foundation for the Culture of Health Award, Central Mississippi Prevention Services Summer Reading Program, Back to School Health Fair, Professional Development Opportunities for our agencies and much more. We have jumped outside our box and created new avenues for donations through raffles, social media engagement, large donor campaigns and target marketing. We have become better stewards of your money through streamlined accounting practices and investing. Our marketing campaign is reaching more people than ever. Throughout this experience, I have had the pleasure of serving alongside some amazing people; the United Way staff, the board of directors and the volunteers who make it all possible.





TRUE COLOR RUN

An explosion of color engulfed nearly 400 runners at the start of the third annual True Color Run in downtown Vicksburg, which marked the official start of the United Way of West Central Mississippi's annual campaign. Runners of all ages congregated in the parking lot of BancorpSouth for the two and a half mile run featuring five color stations and a block party to celebrate the event.



ROBERT WOOD JOHNSON FOUNDATION

PRIZE WINNER

Your health status is determined by more than a trip to the doctor. Other factors, including where you live and work, your access to healthy food and education, play a role in your ability to lead a healthy life. Each year, through their Culture of Health Prize, the Robert Wood Johnson Foundation recognizes communities that are making the health of their residents a priority. United Way of West Central Mississippi contributed to our community winning the national prize this year.

United Way of West Central Mississippi worked with Shape Up Vicksburg, the Vicksburg Chamber of Commerce, The City of Vicksburg, the school district and other partners to decrease the obesity rate, and prepare children to be ready for college and the workforce. After a long process, Vicksburg was just one of eight cities to be chosen among 200 communities as a Robert Wood Johnson Culture of Health winner. The award includes a \$25,000 cash prize!



A MESSAGE FROM OUR NEW BOARD CHAIR

**TIM REEVES,
2018 BOARD CHAIR**

Many of our goals for 2018 are centered on our three areas of focus — education, health and financial stability. Everything from working with partner agencies on enhancing programs helping those who are homeless and transient, to those programs focused on financial literacy at every level of our service area — from elementary school to adulthood, will be discussed.

But, there is a fundamental goal this year of focusing on the very foundation and sustainability of the United Way for the next 20 years and beyond. This goal — this area of work — spans everything from the post-it notes purchased to the size, scope and tenor of our fundraising campaign.

It is also important this year that we not only focus on the dollars and cents raised to support these programs, but the faces of those lives that have been changed.

It is crucial those who donate to the United Way know their hard-earned money is having an impact. Our partner agencies know better than anyone the needs in our community do not take a day off and neither shall we. There's a lot of work to be done, so let's get to it! LIVE UNITED!



United Way of West Central Mississippi



2017 BOARD OF DIRECTORS

*Paul Avery Brian Boykins *Lori Burke *Mark Buys
*Susie Calbert Carrie Callender David Cox *Katie Ferrell
*Linda Fondren *Jennifer Grey Gerad Hardy James Johnson
Troy Kimble *Sheila McKinnis Rhonda Minor Shonna Morton
Kimberly Nailor Jill Pierce *Tim Reeves Toni Scuderio
Fermika Smith

*Executive Committee



2017 COMMUNITY INVESTMENT PANEL

David Cox Jackie Libbett Brenda Buck Debora Kinnebrew
Chris Chatham JR Armstrong Tasha Butler Greg Honeycutt
Nathan Cummins Kevin Vaughan Kimberly Opiela
Sean McLeod Wanda Mallory Rev. Beth Palmer Renee Turner
Jackie Neal, Tim Reeves, Paul Avery



2017 CAMPAIGN CABINET

Jennifer Grey Barbara Hickman Regina Prentiss
Holly Porter Angela Carpenter Katie Ferrell Ali Hopson
Christi Kilroy Pam Durman Josie Mayfield Hudson
Lynn Foley



STAFF

Michele Connelly- Executive Director
Heidi Burrell- Director of Resource Development
Charlotta Ferguson- Director of Finance
Ruby Green- Director of First Impressions
Kami May- Director of Marketing