

MEMO

TO: United Way Board of Directors & Auxiliary Board/Council members

FROM: Orv Kimbrough and Kathy Gardner

Key messages when you are approached about allocations:

- 1) We are excited that the volunteer driven portion of the campaign was a success and we not only have met all commitments but are able to invest more in some agencies based on performance and community need.
- 2) All of our partner agencies have been advised and brought along for the last two years on changes to the allocations process. United Way is proud to be in a position to guarantee a baseline of 85% or more of the prior years funding to most of our partner agencies. This baseline is the amount that we strongly advised agencies to budget and plan for.
- 3) As United Way seeks to remain relevant to our investors what will not change is our commitment: undesignated dollars will continue to be invested in our member system. We are proud of the partnership.

Message from Kathy Gardner, Community Investment

As you know, the 2016 United Way campaign was a resounding success. We now have the opportunity to invest more money than ever before into helping people. This is a tremendous accomplishment that reflects our success in adapting to a changing fundraising environment. With your guidance and as outlined in our strategic plan, we have clarified our relevance and solidified our leadership in the community. Our strategy calls for us to find new ways to help donors achieve their investment goals, as well as focus significant investments into programs that are proven to work and have the potential for a larger impact if scaled up. Our 169 member agencies remain our primary partners and investment vehicles for program delivery.

400 allocations volunteers have been working hard all year evaluating our member agencies to confirm demonstration of the United Way's Quality Standards. This evaluation ensures that member agencies are organizationally strong, demonstrating programs with a clear impact, financial stability, effective governance and continued capacity to provide services. While all of our member agencies provide critical services, through our allocations process, volunteers make difficult but informed decisions about which agencies will receive increases above their base allocation.

The majority of our member agencies (135) are overseen by the Community Investment Committee. The Committee's funding recommendations were reviewed and approved by the Executive Committee today, and I want to share a few highlights of this year's process:

- Member agencies physically located in Illinois will receive a one-time award of 10% of their current allocation to help mitigate the impact of the IL state budget impasse
- For 2016, all agencies will receive their base allocation of at least 85% of their 2015 allocation –agencies are told to budget on this amount
- In addition to their base allocation, agencies were eligible for
 - o Reinvestment funds – invested by panel volunteers for general organizational

- o support
- o Member Agency Priority (MAP) funds – determined by a volunteer committee and selected via a rigorous application process, which invested in high performing programs that were proven to make a significant impact in the community
- 116 agencies will receive an increase above their base allocation
 - o 3 agencies received MAP awards of \$50,000
 - o 40 agencies received MAP awards of \$25,000
 - o 42 agencies will receive a total increase between \$2,345 - \$50,000 over their 2015 allocation

2015 Mergers/Consolidations

1. Alternative Opportunities merged with Preferred Family Healthcare
2. Family Resource Center merged with Redevelopment Opportunities for Women
3. Great Circle merged with Butterfield Youth Services
4. Jewish Federation merged with Central Agency for Jewish Education
5. St. Louis Arc became the sole manager of Childgarden
6. Youth In Need merged with Stella Maris Child Center
7. YMCA of Greater St. Louis merged with YMCA of SWIL, which merged with Tri-City Area YMCA; renamed to Gateway Region YMCA
8. YWCA of Metropolitan St. Louis – plans to merge with Women’s Place (anticipated January 2016)

We are thankful for the hundreds of allocations volunteers in our region that spend countless hours representing donors. We hope you agree that these results demonstrate the United Way’s commitment to helping people and to creating the conditions for success in our region.

[Kathy](#)

Kathy Gardner | Senior Vice President

United Way of Greater St. Louis | 910 N. 11th Street | St. Louis, MO 63101
314.539.4070 (w) | 314.974.7050 (c) | 314.539.4155 (f)