



# 2021 ANNUAL REPORT

United Way  
of Knox County





GIVE. ADVOCATE. VOLUNTEER.



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# PLANNING OUR INTENTIONS IN KNOX COUNTY

**VISION:** *We envision a resilient and prospering Knox County where all residents have access to the opportunities, mentorship and knowledge needed to thrive as individuals, families, and as a community.*

**MISSION:** *United Way of Knox County is a cornerstone of community wellness and success. We strategically connect partners and resources to community needs in order to measurably impact the quality of the lives of Knox County residents.*

## CORE VALUES

- Pursues impact
- Provides accountability
- Empowers our partners and the community
- Focuses on Knox County's success
- Responsive to our partners' and the community's needs and goals
- Develops resilience
- Promotes inclusiveness



## 4 FOCUS AREAS

INCLUDING DEFINITIONS, STRENGTHS, BARRIERS, AND ACTION ITEMS :

01

Strong culture of data-driven decision-making

03

Strategic programming and agency partnerships

02

Consistent branding and messaging

04

Strong and diverse funding

# EXECUTIVE DIRECTOR'S MESSAGE

*Hello Friends,*

This year the United Way of Knox County celebrated 70 years of providing funding for local agencies in Knox County. I am impressed as I look back on all that was accomplished since our humble beginnings. In 1951, the average income was \$3,531, a stamp was 3 cents, The Lone Ranger was on the television, men wore fedoras, women wore their hair in beehives and a new house cost roughly \$15,000. In 1951 the United Way was known as the Mount Vernon Community Chest, where they held a one-day campaign raising \$50,000 for five area agencies, two of them were the Salvation Army and The Mount Vernon YMCA, which are still trusted and respected partner agencies 70 years later.

Much has changed over 70 years, but one thing remains, the trust that people have in the United Way of Knox County to invest their hard-earned dollars into quality programming that changes lives for people in Knox County with Financial Stability, Health and Education. I am proud to say that with the guidance of our Board of Directors and the community we should be around many more years to come. I am sure that it will appear different and transform into an organization that will tackle new community challenges, but that is the beauty of United Way. It is an organization that meets the needs of the community, however and whenever it is necessary. On behalf of the many former Executive Directors, Staff Members and Volunteers, I say thank you for your support and here's to another 70 years!

*Warmest Regards,*

**Kelly Brenneman**





## FROM THE BOARD CHAIR...

### Our Community, Our Mission:

After coming off a year like 2020, where all of our partners and donors gifted beyond our expectations, we are humbled by your continued support in 2021. During 2021, the United Way celebrated its 70th anniversary and with that was another successful campaign. This campaign could not have been possible without the support of our community.

#### *United Way of Knox County's Vision:*

We envision a resilient and prospering Knox County where all residents have access to the opportunities, mentorship and knowledge needed to thrive as individuals, families and as a community.

There are a lot of exciting programs and projects taking place in Knox County and we are excited to support the agencies providing these opportunities. During 2021, The United Way of Knox County invested \$969,105 in programming. This allowed our agencies to directly invest back into Knox County for many of the needs of the individuals who live and work in our area.

Thank you again for your continued support. We look forward to more successful campaigns, as we prepare to align with our agency partners for a better future for Knox County. Your continued support is vital for our success.

#### ***Todd Hawkins***

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# GIVE. ADVOCATE. VOLUNTEER.

Knox County United Way is proud to be part of a network of nearly **1,800 United Ways** in more than **40 countries and territories worldwide**. As the **largest privately funded nonprofit in the world**, we focus on our three pillars of **education, financial stability and healthy lives** – the building blocks for a good life and a strong community.

## UNITED WAY STAFF



Kelly Brenneman  
Executive Director



Kyla Brayshaw  
Program Director



Dee Hoeflich  
Office Manager



Lindsay Reasoner  
Administrative Associate

## CAMPAIGN 2021

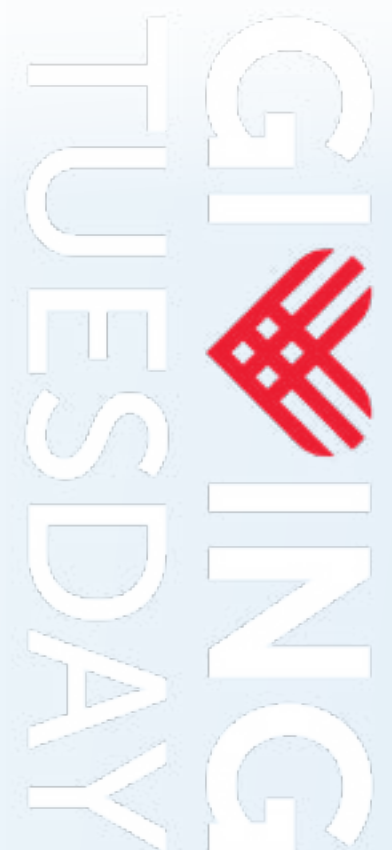
In 2021 as you read earlier, we celebrated 70 years of United Way in Knox County. We embraced this milestone as our campaign theme throughout the year. We began the Campaign season with a 70th Campaign kick-off celebration featuring the Cleveland Keys at Ariel Foundation Park on September 3, 2021. During the month of September and the following months we held our very successful “United We Brew”, made campaign presentations to workplace campaigns and area groups, conducted a record Giving Tuesday campaign and, wowed the community with our \$5Buck Friday promotions. Due to many ongoing Covid restrictions, we were able to pivot our traditional ways of raising campaign dollars and initiate new, creative approaches to help us reach our goal. We are proud to announce that we achieved our target of **\$1,100,000 to support programming for 2022!** United Way thanks all the people who donated, companies who made financial gifts and others who made this a reality. **United We All Win!**



## FINANCES

Summary of 2020 Financial Results (Annual IRS form 990)

Total Revenue (net of noncollectable pledges)	\$1,031,020
Expenses:	
Program Investments & Support	\$969,105
Management & General	\$82,042
Fundraising	\$75,670
Total Expenses:	\$1,126,817
Revenue less expenses:	-\$95,797
Total Assets:	\$1,760,713
Total Liabilities	\$680,421
Total Net Assests (Funds Balance)*	\$1,080,292



## GIVINGTUESDAY CAMPAIGN

United Way of Knox County promoted the online giving movement #givingtuesday in 2021 by asking the community to donate to our investment fund on November 30, 2021.

We are grateful for everyone who supported United Way of Knox County Ohio on #givingtuesday! Together, our community raised **\$29,235 including 36 donations and the \$15,000 Knox Community Foundation match gave us an impressive total of \$44,235!**

The icing on the cake is that United Way will be able to add a new After School Program in 2022! Thanks again to everyone who took the time out of their day to donate and invest in children's education in Knox County!



We couldn't let United Ways 70 years of service to the community go unnoticed, so we kicked off the 2021 Campaign with some help from the Cleveland Keys and 200 of our best United Way supporters in style. This program was held at the Schnormeier Event Center at Ariel Foundation Park where everyone ate, sang, and danced the night away while raising money for the campaign.



# 70

NEVER  
LOOKED  
SO GOOD!



United We Brew was another resounding success, raising over \$20,000 for the 2021 Campaign. Many thanks to our celebrity bartenders, Cindy Cunningham, Denise Conway, Mike DeCosky, and Ryan Sponsor and their legions of supporters who donated and made this a night to be remembered.



We love it when companies drop by and leave us checks, thank you Peoples Bank of Marietta!



## IMAGINATION LIBRARY



*Dolly Parton's Imagination Library is an Education Initiative of United Way of Knox County*



Knox County children received **24,285 books** in 2021



Approximately **76% of enrollments are completed online** by parents at [imaginationlibrary.com](http://imaginationlibrary.com)



**456** children turned 5 and graduated in 2021



Knox County children have received **219,851 free age-appropriate books** since June 2010



**727** New enrollments in 2021

### 2021 STATISTICS

#### 24,285 BOOKS DELIVERED

Mount Vernon – 11,189  
Fredericktown – 3,027  
Howard – 2,807  
Centerburg – 2,869  
Danville – 2,003  
Gambier – 780  
Other Villages – 1,610

**3,578** books – 5 year old children  
**5,653** books – 4 year old children  
**5,569** books – 3 year old children  
**4,886** books – 2 year old children  
**4,599** books – Birth to 1 year old





## EDUCATION PARTNERS

In 2021 United Way invested **\$109,500** in

### 7 Education Programs with 6 Partner Agencies

Partner Agency	Program Investment	Impact Description
Muskingum Valley Council BSA	Cub Scouts - <b>\$8,500</b>	Over <b>34 new members</b> joined Cub Scouts. <b>24 Cub Scout Troops</b> included <b>318 kids</b> . Scouts contributed <b>583 service hours</b> and achieved <b>188 rank advancements</b> .
Muskingum Valley Council BSA	Boy Scouts - <b>\$8,500</b>	The program recruited over <b>21 new participants</b> to reach <b>241 Boy Scouts</b> in <b>21 Troops</b> in Knox County. Scouts achieved <b>63 rank advancements</b> .
Girl Scouts of Ohio Heartland Council, Inc.	Girl Scout Leadership Experience Troops - <b>\$2,500</b>	<b>140 Knox County girls</b> , ages 5-17 participating in <b>23 local troops</b> . <b>47 Adult Volunteers</b> served the GSLE program to support Girl Scouts.
Knox County Head Start	Head Start and Early Head Start Programs - <b>\$55,000</b>	<b>252 children</b> were enrolled in preschool or Early Head Start. <b>237 families engaged</b> in partnership and goal setting, and <b>27 current or former Head Start parents</b> were employed or supported in credentialing.
New Directions Domestic Abuse Shelter of Knox County, Inc	AIM (Act. Impact. Motivate.) - <b>\$5,000</b>	Connected <b>26 total relationships</b> that promoted open dialogue among participants. <b>26 participants</b> improved behavior and social interaction during school to promote positive learning environments.
Science and Play-Space Initiative (SPI) Inc	Community Science Play Interactive - <b>\$15,000</b>	Hosted <b>3,037 SPI Visits</b> in 2021. Hosted <b>8 events</b> which brought in <b>719 participants</b> across those events.
The Salvation Army	Youth Programs - <b>\$15,000</b>	<b>97 students</b> received tutoring or homework assistance. <b>127 students</b> received character building and social and emotional development support.



## FINANCIAL STABILITY PARTNERS

In 2021 United Way invested **\$195,300** in

### 7 Financial Stability Programs with 7 Partner Agencies

Partner Agency	Program Investment	Impact Description
American Red Cross East-Central Ohio Chapter	Disaster Services - <b>\$5,000</b>	<b>Served 56 clients</b> with assistance with housing, food, clothing, and disaster relief at <b>18 Disaster responses</b> . <b>181 free preventative smoke alarms</b> were installed.
Interchurch Social Services of Knox County	Financial Aid - <b>\$25,000</b>	<b>688 individuals received assistance</b> . Assistance was provided to <b>613 for short-term assistance with housing or utilities</b> , <b>12 for prescription</b> , and <b>68 for gasoline vouchers</b> for out-of-county medical appointments.
New Directions Domestic Abuse Shelter of Knox County Ohio, Inc	Advocacy and Support for Survivors of Intimate Partner Violence and Sexual Violence - <b>\$74,000</b>	<b>1,345 nights of shelter</b> were provided. <b>85 sexual assault survivors</b> received hospital accompaniment, hotline information or advocacy. <b>306 domestic violence victims</b> filed law enforcement reports and received individual advocacy, court accompaniment, education or referrals.
Ohio State Legal Services Association Southeastern Ohio	Homeless Prevention Legal Partnership - <b>\$20,000</b>	<b>Served 58 clients</b> by providing information or referral services. Provided <b>61 clients legal representation</b> . Lead <b>3 community presentations</b> on renter's rights and responsibilities.
Pathways of Central Ohio	Knox County's 2-1-1 Crisis Hotline - <b>\$15,000</b>	<b>Assisted 2,850 Knox County Callers</b> by providing information referrals. <b>Deescalated 551 crisis calls</b> .
The Winter Sanctuary	Homeless Shelter and Advocacy - <b>\$55,000</b>	<b>234 individuals</b> accessed an advocate to help gain employment, access to mental health, or substance misuse services as needed. Referrals to community services were made for <b>103 guests – and 89 of those referral appointments</b> were kept by the guest. The advocate was able to help <b>64 clients in need</b> set and achieve goals related to mental health services. The shelter implemented new procedures to comply with safety procedures and opened separate Women's and Men's shelter locations.
Hospice of North Central Ohio Inc	Hospice and Palliative Care – Special Needs Requests - <b>\$1,300</b>	<b>9 Palliative and Hospice patients obtained assistance</b> for needed special request supplies and equipment.



# HEALTH PARTNERS

In 2021 United Way invested **\$359,184** in **13 Health Programs** with **9 Partner Agencies**



Partner Agency	Program Investment	Impact Description
American Red Cross East-Central Ohio Chapter	Blood Services - <b>\$8,000</b>	<b>132 blood drives</b> , producing <b>3,724 units of blood</b> . The program celebrated <b>425 first-time donors</b> .
Behavioral Healthcare Partners of Central Ohio, Inc	School Intervention - <b>\$75,000</b>	<b>176 students</b> in need at Centerburg, East Knox, and the Learning Center received services and <b>86 received ongoing services</b> . <b>1,277 emotional regulation interventions</b> and <b>256 school staff consultations</b> were provided.
Centerburg Senior Services	Health and Wellness Program - <b>\$5,000</b>	<b>304 clients</b> (60+ living in Centerburg, Hilliar, Liberty, and Milford Townships) participated in the program. <b>245 participated in classes</b> and <b>89 received at home services</b> .
Hospice of North Central Ohio, Inc	Grief Groups - <b>\$10,000</b>	<b>132 adults participated</b> in <b>93 different Support Groups</b> , and <b>179 children participated in 73 different school-based groups</b> . Services helped clients improve coping abilities.
Kno-Ho-Co-Ashland Community Action Commission	Women's Reproductive Health Screenings - <b>\$22,384</b>	<b>275 Uninsured or underinsured women received Comprehensive Reproductive Healthcare Screenings</b> reducing gaps in health care.
Knox County Head Start	Child and Family Wellness - <b>\$35,800</b>	<b>91 newly enrolled Head Start children</b> received health and development screenings. The School nurse completed <b>296 hearing, vision, lead, hemoglobin, and blood pressures screenings</b> .
Knox County Head Start	Parent Support Initiative - <b>\$40,000</b>	<b>24 Community Providers</b> delivered Triple P interventions and <b>270 parents or guardians received</b> a form of <b>parenting training</b> . The program developed a robust online parent support community.
Public Health Partnership of Knox County	Knox Out Tobacco Program - <b>\$20,000</b>	<b>73 adults enrolled</b> in the tobacco cessation program. The program boasts a <b>25% success rate for individuals</b> who report they are tobacco-free six-months after completing the program.
Public Health Partnership of Knox County	Oral Hygiene Preschool Education Program - <b>\$9,000</b>	The Shining Smiles education program visited <b>5 classrooms</b> and <b>121 pre-school and kindergarten students</b> participated in the program.
The Alcohol & Drug Freedom Center of Knox County	Empowering Recovery with Wellness - <b>\$10,000</b>	<b>84 individuals</b> engaged in healthy drug-free activities. <b>18 wellness activities</b> were offered to clients.
The Alcohol & Drug Freedom Center of Knox County	Program Care Management - <b>\$50,000</b>	<b>260 adult</b> and <b>13 adolescent outpatient clients</b> received care coordination. <b>Over 73%</b> of clients receiving care management services persist in treatment or successfully completed treatment.
The Alcohol & Drug Freedom Center of Knox County	Strengthening Families - <b>\$29,000</b>	<b>38 adults</b> and <b>31 children</b> with a loved one in treatment participated in individual or group sessions. The program increases the understanding of how substance abuse impacts a family and teaches to set healthy boundaries.
YMCA of Mount Vernon	Community Wellness - <b>\$45,000</b>	Increased opportunities for physical activity, play and stress management for community members by awarding <b>211 fitness membership scholarships</b> and <b>engaging 338 members</b> in setting fitness goals.

# TIMELY GRANT OPPORTUNITIES

## Career Navigator

Initiated by WorkDev, the Career Navigator is sponsored by United Way of Knox County, The Knox County Foundation, the Education Service Center, Area Development Foundation, and local schools. The Career Navigator offers career development services to high school students and connects them to business and industry partners in Manufacturing and Healthcare. The program engages Knox County's future workforce in a variety of community-based experiences to expand their awareness of local career and education options. United Way invested **\$10,000** in the 2020-2021 school year.



## Family and Children First Council (FCFC) Community Team Intentional Funding

The mission of the FCFC Community Team is to develop and facilitate comprehensive, family centered, and creative solutions through multi-agency collaboration for families in need. In 2021, United Way invested **\$8,000** into this program in order to help provide these solutions for youth and families who do not meet criteria for FCFC Community Team, but still need services and supports. Requests have included help with camps, transportation, memberships, and safety equipment and has helped the FCFC reach multi-need families in Knox County.

## Medical Necessity Snow Removal Program

United Way invested **\$1,000** in Mobility Management's snow removal program in 2021. This program allows older adults and individuals with disabilities to be able to better access Knox Area Transit in order to get to medically necessary appointments. The removal of snow at these residences allows for ease of access for both the KAT busses and individuals leaving their homes. Increased access to transportation allows for better access to healthcare and reduced stress for the those served by this program.

# VOLUNTEER KNOX



United Way has introduced a new online platform to amplify volunteer engagement and impact. **Volunteer Knox** is a web-based system through which nonprofits and other agencies may post their volunteer opportunities, special events, and engagement activities in hopes of increasing the variety of ways for individuals to get involved.

With increased visibility and easy ways to sign-up, United Way of Knox County's new platform will make volunteer opportunities more accessible to the community. United Way of Knox County's new platform will do more than just create matches among service organizations and community members; it will also help to build lasting relationships. Strong relationships between committed volunteers and organizations will ensure that Knox County's service sector will be active for years to come. Volunteers can visit VolunteerKnox.com to view and sign up for volunteer opportunities in Knox County.

United Way's introduction of Volunteer Knox aligns with State-wide efforts. ServeOhio the Ohio Commission on Service and Volunteerism is the administrator of Ohio's "Get Connected" volunteer engagement resource.



Women United is an affinity group of United Way. It is composed of women who are passionate about offering their time, talent, and treasure to improve the lives of others throughout Knox County. Several “hands-on” projects were completed throughout the year to meet the needs of our community.



Covid continued to prevent the in-person events our Women United Members know and love, but it didn't stop the ways in which they made an impact in Knox County helping women and children. Ruling Our Experiences (ROX) continued to be a focus for 2021. Last year, one hundred and thirty girls participated in this life changing, self-esteem program and 3 new facilitators were trained. Women United dollars also supported the Kids Zone at the Mount Vernon Music and Arts Festival offering arts and crafts, educational and fitness activities. Hope Now received a small grant from Women United to support their ongoing need for beds, sheets, and furniture for families. Knox County Period Care was a new program this year. Lead by Julia Greenwich Suggs, she handed out 190 kits to the Mount Vernon High and Middle School for those times when unexpected periods happen in school. Kits are there for not only the physical incident, but they can provide a platform for the school nurse to provide some education as well.



## WOMEN UNITED GRANTS

HOPE NOW FURNITURE SUPPORTER **\$250**

THE PERIOD CARE KIT PROJECT **\$2,200**

MOUNT VERNON MUSIC AND ARTS FESTIVAL KIDS ZONE SPONSOR **\$500**

RULING OUR EXPERIENCES (ROX) **\$12,367**

**TOTAL \$15,317**

**ROX**  
RULING OUR EXPERIENCES



Ruling Our eXperiences program supported by Women United - Local school girls learn confidence and healthy relationship skills with the support of ROX trained facilitators within each school. United Way of Knox County Ohio, Inc paid for training for **3 new facilitators from Fredericktown Elementary School, Danville High School, and Mount Vernon High School, 23 girls at Centerburg Elementary School, 11 girls at Centerburg Middle School, 37 girls at the Knox County Career Center from various Labs, 8 girls at Mount Vernon High School, 35 girls at Pleasant Street Elementary School, and 16 girls at Fredericktown Elementary School. Danville Local Schools has several trained facilitators but paused their program in 2021.** They will resume their elementary, middle, and high school groups in early 2022.

**IN TOTAL, IN 2021,  
130 GIRLS PARTICIPATED IN ROX  
RESOURCES AND TRAINING!**



\* THESE PROGRAMS WERE SUPPORTED BY WOMEN UNITED DUES IN 2021.



## PROGRAMS SUPPORTED BY UNITED WAY STAFF AND VOLUNTEERS

Program	Description	Community Impact
Dolly Parton's Imagination Library	Free age-appropriate books are provided each month to children from birth to age 5.	<b>24,285 books</b> were delivered in 2021. An average of <b>1,942 children</b> received books each month.
After School Tutoring and Enrichment	United Way's after school programs offer tutoring, enrichment, and an after school snack to Elementary children who need an extra boost. Programs are Eagle's Nest at East Elementary and Jacket Junction at Dan Emmett Elementary.	<b>25 students</b> participated at Jacket Junction Club and <b>24 students</b> participated at Eagle's Nest.
Crunch Out Knox County	A youth wellness program, in which Physical Education teachers teach fourth graders the importance of exercise and good nutrition.	<b>585 students</b> across 11 Knox County Elementary schools.
FamilyWise RX Program	A free prescription discount program for those without prescription coverage. There is no enrollment and everyone is eligible.	<b>100 individuals served</b> totaling <b>\$8,534 in savings</b>
Free Tax Preparation Assistance	Tax Preparation volunteers assist in preparing state and federal taxes using free online software. New partnership with the IRS VITA program established in 2020. A curbside appointment format promoted social distancing while serving the community.	With the help of staff and <b>4 volunteers</b> we were able to complete <b>557 tax returns</b> for the 2020 Tax Year.
Poverty Simulation	A powerful and enlightening opportunity to discover the challenges and struggles families in poverty deal with every day in Knox County.	Leadership hosted a Poverty Simulation for <b>25 student participants</b> and <b>38 community members</b> in October. In December, Knox Public Health hosted a Poverty Simulation for <b>65 staff members</b> .

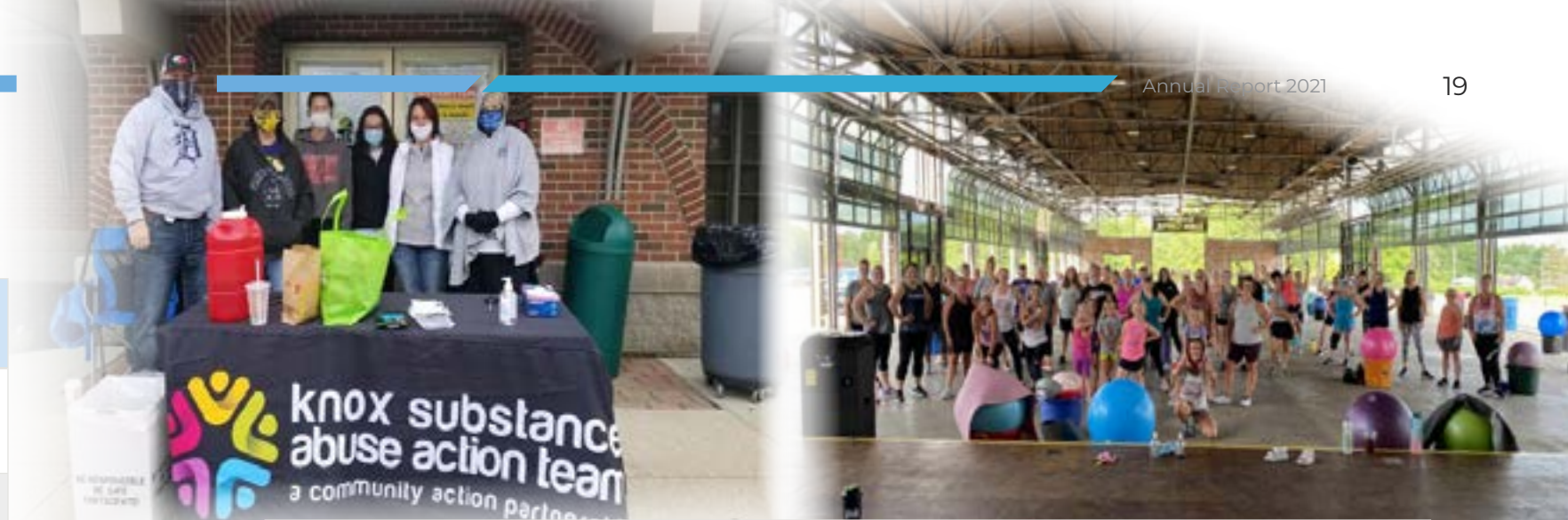


### Dolly Parton's Imagination Library

is an Education Initiative with generous support from AMVETS Ladies Auxiliary Post 95, Ariel Corporation, Ariel Foundation, Central Ohio Technical College, First-Knox National Bank, Kenyon College, Joe and Krys Mortellaro, Kiwanis of Mount Vernon, Knox Community Foundation, Knox County Board of DD, Mount Vernon Nazarene University, Mount Vernon Rotary Foundation, Mr. and Mrs. Brian Huprich, Psi Iota Xi Sorority, Sara Mankins – Edward Jones Financial Advisor, The Energy Cooperative, and Knox County parents and grandparents.

### Crunch Out

is supported by Get Healthy Knox County, YMCA of Mount Vernon, Knox County Health Department, Knox Community Hospital, and The Knox County Foundation.



Community Coalition	Description
Get Healthy Knox County	A community Partnership working to build a community that encourages healthy habits and physical activity, under leadership of the Knox County Health Department Creating Healthy Communities Grant coordinator.
Knox Substance Abuse Action Team	KSAAT coalitions aim to help those at risk or involved in substance abuse by increasing awareness and education with local leadership including the Knox County Health Department's Drug Free Communities Grant coordinator.
Knox Health Planning Partnership	Knox County's community health strategic planning group. KHPP consists of about 30 agencies that represent a variety of sectors, including: public health, health care, education, social services, non-profits, and business. KHPP works to analyze the overall health of the county and establish strategic initiatives to improve the health of our community and its residents.
Knox County Task Force for Older Adults	Community members identify needs of older adults in Knox County and assist in meeting those needs through collaborative efforts of public and private organizations or individuals.
Family and Children First Council	Local efforts coordinate existing publicly funded services to help families seeking assistance for their children.
Workdev	Knox County Workforce Development Alliance under leadership of the Knox County Area Development Foundation focus include training opportunities, a discussion network for Human Resources professionals & exposure to local careers for students.
Emergency Food and Shelter Program	The local Knox County Board helps direct national funds to local community agencies to provide food, shelter, and other supportive services to the hungry, working poor, and homeless.
Summer Fitness Program	Throughout the summer, 8 fitness classes were offered each week at the Schnormeier Event Center at Ariel-Foundation Park by local fitness instructors. Over 300 people attended these classes which included exercises like yoga, CrossFit, Zumba, Tai Chi, HIIT, and cardio drumming.

United Way offers educational opportunities to students in the community. In 2021, United Way welcomed a Mount Vernon Nazarene University student. He completed hours toward his internship experience by helping with the development of Volunteer Knox. United Way also hosted a student from the Kenyon Community Internship Program. Our Kenyon student intern assisted in the Tax Preparation Assistance Program helping prepare tax returns for our clients.







## CAN WE COUNT YOU IN?

*There are so many ways you can get involved in Knox County and make a positive difference, whether by donating money, time, or talent. YOU have the ability to make change. Need help finding a place to plug in? Give us a call at 740.397.5721!*

## GIVE. ADVOCATE. VOLUNTEER.

*Pledge at work or make  
an individual donation!*

*Give online at  
[www.uwayknox.org](http://www.uwayknox.org)*

*Get informed about  
local issues. Making  
Knox County a better  
place begins with YOU!*

*Make a difference by sharing  
your special talents.*

*Connect online at  
[www.VolunteerKnox.com](http://www.VolunteerKnox.com)*

**United Way  
of Knox County**



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LIVE  
UNITED

