

LIVE UNITED

TM



GIVE.

ADVOCATE.

VOLUNTEER.

FIND HELP.

August 2025

Mobilizing the Caring Power of our Community | www.unitedwaycemo.org

Celebrating 100 Years United



Lee Knernschild,
United Way President

Bring the balloons, the confetti, and the birthday cake, we have much to celebrate in 2025. This year marks a historic milestone for the United Way of Central Missouri: 100 years of service, volunteerism, compassion,

and community impact. From our humble beginnings in 1925 as a small committee of the Chamber of Commerce supporting just seven agencies, we have grown into a network of 26 partner agencies serving more than 100,000 individuals each year.

The heart of our growth has always been our community. Over the past century, United Way has worked tirelessly to identify needs and fund solutions that make a real difference. In 2024 alone, we raised over \$2.6 million to help address challenges ranging from education and health to

creating financial stability and meeting basic needs. Whether it is providing food and shelter to families in crisis, offering educational support to children, or ensuring that seniors receive the care they need, United Way's impact touches every corner of Central Missouri.

This century of progress would not have been possible without the dedication of countless volunteers and donors, generations of neighbors, friends, and community leaders who have given their time, talents, and resources to move our mission forward. As

we celebrate 100 Years United, I thank you for being part of our legacy and invite you to join us in marking this milestone year.

Over the next few months, you will see our campaign across the community. Roadside banners will feature the faces of our generous donors, dedicated volunteers, and those whose lives have been touched by United Way. Our campaign themed decorations add a festive touch, especially the birthday cake lawn ornaments that highlight the special significance of this year's campaign.

Here are just a few examples of what our community made possible last year through United Way partner agencies:

- 23,770 homebound meals were delivered to help seniors stay in their homes
- 427 women and children received safe shelter to begin again
- 239 individuals with disabilities gained access to employment resources or summer camps
- 278,000 pounds of food were distributed to more than 22,000 individuals
- 1,673 pairs of shoes were provided to children in need

As we look ahead to our 2025 campaign, I am reminded of how extremely generous our community has been. This year, we have set an ambitious campaign goal of \$2.8 million. While reaching this needs based goal will not be easy, it is critically important. Our agency partners and neighbors in need are counting on us, and I hope we can count on you to carry forward a legacy that began with just a few dedicated volunteers a century ago. As we step into the next 100 years, let's move forward together.

Honoring the Past, Building the Future



Bob Gilbert,
United Way Board Chair
Bartlett & West

Serving as Board Chair during United Way of Central Missouri's centennial year is a true honor. The legacy of this organization is so much bigger than any one year or initiative. It is a collection of stories, lives touched, and supporters whose impact

spans an entire century. Looking back at what has been accomplished is inspiring, but it is also a time to focus on the next 100 years. Through our Strategic Plan, we are continuing to update and adapt our work to meet the evolving needs of Central Missouri. The decisions we make now will affect generations to come.

United Way's impact shines most during challenging times. I think back to 2020, when the pandemic created unique hardships for healthcare and hospitality workers. The trust our community has in United Way allowed us to respond quickly, mobilizing resources

and donors to meet those emerging needs. That same trust is what fuels transformational projects today, like awarding our \$100,000 Century of Caring Grant to the Salvation Army to help reimagine their Center of Hope for families with children.

Looking ahead, I am inspired by our focus on the future, from supporting innovative shelter solutions to addressing youth behavioral health in partnership with schools, agencies, and experts. United Way has always been about meeting needs head-on. I am honored to help ensure that tradition continues for the next century.

Donor Spotlight: Ameren Missouri

By: Lori Hoelscher and
Gaye Suggett

Ameren Missouri has a long standing tradition of supporting United Way across the state because the missions align so closely. Just as United Way works to strengthen the safety net in our communities, Ameren's mission is to Power the Quality of Life. Each year, Ameren kicks off a statewide rally at the end of August, where employees learn how they can make a difference in the communities they serve and call home. Collectively, Ameren employees support nearly 50 United Way chapters through payroll pledges and other gifts, building and maintaining a critical safety net for neighbors and customers alike.

Locally, Ameren

Missouri employees lead by example. Gaye Suggett, Manager of Regulatory Affairs, and Lori Hoelscher, Senior Regional Account Executive, have advocated, volunteered, and served in support of United Way of Central Missouri for nearly 80 years combined. They have held leadership roles on the Campaign Leadership Team, Board of Directors, Fund Allocation, and Strategic Funding Committees, and have worked directly with agencies to secure additional support through Ameren's philanthropic initiatives. They agree that supporting United Way has been tremendously rewarding, creating lifelong friendships and countless memories.

One of Gaye's favorite experiences has been

serving on Fund Allocation, where she saw firsthand how agencies use donated funds to help friends and neighbors. She recalls volunteering at Little Explorers Discovery Center during Days of Caring and being greeted by children with hugs, a moment that confirmed her time, money, and love were making a difference.

For Ameren, the partnership with United Way is more than philanthropy, it is a trusted collaboration that strengthens the entire community. As Winston Churchill once said, We make a living by what we get, but we make a life by what we give.



become a fan



Do you love knowing what's happening with United Way of Central Missouri and our partner agencies? Like us on Facebook for updated information at

www.facebook.com/unitedwaycemo

TOGETHER, WE ARE
HELPING PEOPLE LIVE THEIR
BEST POSSIBLE LIVES





Restoring Safety, Dignity, and Hope: RACS

By: Kaitlin Mallow

The Rape and Abuse Crisis Service (RACS) serves individuals who have experienced intimate partner domestic violence, sexual assault, or human trafficking. Using a trauma

informed approach, RACS offers more than just immediate safety. Survivors and their families find support through emergency shelter, case management, child care, court advocacy, counseling, education, and support groups, all designed to help them heal and move toward independence.

Thanks to a Community Support Grant, RACS launched the “Good Nights” re housing program, providing new beds for survivors transitioning from shelter into permanent housing. The need was clear: many families leaving shelter could not afford beds and were forced to sleep on the

floor or share one bed until they could save enough money. By removing this financial burden, RACS helps ensure survivors can focus on rebuilding their lives without sacrificing comfort or dignity. The grant has also funded shelter kitchen upgrades, which have been a welcome improvement

for both guests and staff. Shared among all families in shelter, these kitchens are now equipped with working appliances that make it easier to prepare meals, keep spaces clean, and create a sense of pride in their environment. For RACS, support from United Way is more than funding, it is

encouragement in challenging work. The support from United Way feels like a warm ray of sun through the clouds, the team shares. It reminds us that we are not in this work alone, and that means the world to us and to the guests we serve.

MOBILE MARKET SCHEDULE

IN THE UNITED WAY OF CENTRAL MISSOURI SERVICE AREA

September 2025


The Food Bank for Central & Northeast Missouri will be providing food at no charge to those in need at the following locations. Please confirm any location, date and/or time changes for this month on The Food Bank website at sharefoodbringhope.org. For questions, call The Food Bank at 573-474-1020.

Mobile Market Tips:

- Remain in your vehicle for distribution; it is a drive-thru process.
- Clear space in your trunk or back seat to receive food.







United Way
of Central Missouri

(FRI)

5

SOUTH CENTRAL SHRINE CLUB
15792 COUNTY RD 5200, ROLLA
10:00 AM - 12:00 PM

(TUES)

9

TRINITY LUTHERAN CHURCH
13007 ROUTE C, RUSSELLVILLE
1:30 - 3:30 PM

(THUR)

11

KNIGHTS OF COLUMBUS
1822 TANNER BRIDGE RD, JEFFERSON CITY
3:30 - 5:30 PM

(FRI)

12

THE CHURCH AT OSAGE HILLS
5237 OSAGE BEACH PKWY, OSAGE BEACH
1:00 - 3:00 PM

(WED)

17

BOYS & GIRLS CLUB
1105 LAFAYETTE ST, JEFFERSON CITY
4:00 - 6:00 PM

(SAT)

20

CAPITAL WEST CHRISTIAN CHURCH
1315 FAIRGROUNDS RD, JEFFERSON CITY
8:30 - 11:30 AM

(TUES)

23

FIRST BAPTIST CHURCH OF BELLE
203 2ND ST, BELLE
10:00 AM - 12:00 PM

(WED)

24

ST. MARTINS CATHOLIC CHURCH
7148 ST. MARTINS AVE, ST. MARTINS
4:00 - 6:00 PM

(THUR)

25

ANNUNCIATION CATHOLIC CHURCH
310 MILLS ST, CALIFORNIA
4:30 - 6:00 PM

Updated: 4/2/2025

YES! I want to support our community! My total annual gift is \$ _____.

Gifts to United Way of Central Missouri are tax-deductible. For information about the tax advantages for including United Way in your will and estate planning, please call 573-636-4100. United Way provides no goods or services in consideration for this contribution.

Name _____ Phone _____

Address _____ City _____ State _____

Zip Code _____ E-mail Address _____

☐ I would like to remain anonymous in any publications regarding my donations to United Way of Central Missouri.

Payment Option 1: Cash or Check


Include your cash/check donation with this cutout and mail to the United Way of Central Missouri at 205 Alameda Drive, Jefferson City, MO 65109.

☐ Please use my donation to benefit all of the United Way of Central Missouri partner agencies, allowing me to make a greater impact in our community.

☐ **DESIGNATIONS:** Please designate my donation to the following partner agency(s). Minimum designation amount is \$25.00. Designations to agencies not a part of the United Way of Central Missouri network will be directed to our general campaign fund.

Payment Option 2: Online

Make your donation online by going to our website at www.unitedwaycemo.org or scanning the QR code below:




To support our community cut out the form, complete the information, and mail it to the United Way of Central Missouri at 205 Alameda Drive, Jefferson City, MO 65109.

Partner Agencies

4-H Youth Program
ABLE
American Red Cross
Big Brothers Big Sisters
Boys & Girls Club
Capital City CASA
Capitol Projects
Catholic Charities
Central Missouri Foster Care & Adoption Association
Common Ground Community Building
Community Health Center
Compass Health Network
Council for Drug Free Youth

Dreams to Reality
Girls Scouts
Homemaker Health Care
Jefferson City Area YMCA Child Development Center
Little Explorers Discovery Center
Rape & Abuse Crisis Service
Salvation Army
Scouting America
Senior Nutrition Council
Special Learning Center
The Sneaker Project
Tri-County YMCA
UCP Heartland - Gibbs Center for Independence



United Way of Central Missouri 1925-2025

Upcoming Events: Join Us in Celebrating and Serving Our Community

By: Alysa Jackson

As we celebrate 100 Years United, we invite you to mark your calendars for two incredible events that bring our mission to life, one through celebration and one through service.

United Way Block Party
Join us for the 100 Year Celebration Block Party on Thursday, September 18 from 4:00 to 9:00 p.m. in downtown Jefferson City. We are shutting down the street for an evening of live music, delicious food from local vendors, family activities, and plenty of community

spirit. The Cherry Pistols will take the stage, and guests can enjoy food trucks, kids’ games, partner agency booths, and more. Admission is just \$5, with proceeds supporting United Way’s work to improve lives across Central Missouri. Bring your family, invite your friends, and help

us celebrate a century of caring.

Day of Caring

On Friday, September 19, join hundreds of volunteers for our annual Day of Caring, a day dedicated to hands on projects that make a direct impact in our community. Volunteers will roll up their sleeves at partner

agency sites, schools, and public spaces to tackle projects ranging from painting and landscaping to assembling care kits and organizing donations. This day is about more than just the work accomplished, it is about building connections, strengthening relationships, and showing what it means to LIVE

UNITED. Whether you are dancing in the street at the Block Party or making a difference at Day of Caring, you will be part of the legacy that makes Central Missouri such a special place to live, work, and give back.



United Way of Central Missouri

DAY OF CARING

SPONSORED BY:



Committee Spotlight: Block Party Committee

By: Alysa Jackson

Behind every great celebration is a dedicated team making sure every detail comes together. For our 100 Year Celebration Block Party, that

team is the Block Party Committee, a group of passionate volunteers and staff members who have poured their time, creativity, and energy into making this milestone event unforgettable. From selecting live entertainment to

coordinating food vendors, designing activities for all ages, and ensuring the logistics run smoothly, this committee has been hard at work for months. They have partnered with local businesses, collaborated with our partner agencies,

and tapped into community resources to make the event a true reflection of Central Missouri’s spirit of giving and togetherness. Members of the Block Party Committee share a common goal: to create an event that not only celebrates 100 years of

United Way’s impact, but also brings people together in a way that strengthens the bonds of our community. Their dedication is evident in every detail, from the stage lights to the family games, and their teamwork ensures the celebration will be a

night to remember. To the Block Party Committee, thank you for turning vision into reality and for helping us kick off our next century of service with joy, connection, and pride.



United Way of Central Missouri

BLOCK PARTY & COMMUNITY CAMPAIGN KICK-OFF

PROUDLY SPONSORED BY









Leading with Heart: Meet Our 2025 Campaign Co-Chairs

By: Renee Duenckel, Central Bank, and Jeremy Morris, Williams-Keepers

Renee Duenckel and Jeremy Morris may come from different backgrounds, but they share the same passion for lifting up the community through the work of United Way of Central Missouri. Together, they lead this year's campaign with enthusiasm, gratitude, and a deep belief in the

power of collective action. Renee, a St. Louis native who once thought Jefferson City was just a "small town" she would pass through, has now called it home for three decades. Her career in marketing at Central Bank is matched by her dedication to community service, from the Chamber of Commerce to the Westside Business Association. Married to Curt for 30 years, she is proud of their children, Cole and Claire, and daughter-in-law Reagan. Renee says United Way hooked her for life when

she realized it was the way to make the widest impact, serving the greatest needs with the most efficiency and collaboration. Jeremy grew up in Mary's Home, Missouri, as one of six children, a close second to his identical twin. A graduate of the University of Missouri and Penn State University, he returned to mid-Missouri with his wife, Beth, and their three children, Macy, Tyler, and Ellie. As a Tax Partner at Williams-Keepers, Jeremy is deeply involved in community service, serving on boards

for Catholic Charities, Big Brothers Big Sisters, and the YMCA. He says saying "yes" to being co-chair was one of the easiest decisions he has ever made, inspired by the tireless work of United Way's partner agencies and proud to work for a company that values its role as a community partner. For both Renee and Jeremy, the most memorable moments as co-chairs come from the campaign rallies, the energy, the generosity, and the stories that remind them why this work matters. Renee recalls

the commitment she saw at Hitachi Energy, where employees eagerly pledged their support before leaving the rallies. Jeremy points to Missouri Farm Bureau, where the scale of the rally and the company's history of support made the campaign's mission feel more real than ever. They also share a commitment to living by values that echo United Way's mission. Renee believes in treating others as you want to be treated, showing up, and using your time and talents to create positive change. Jeremy

adds the wisdom of being curious, not judgmental, and remembering that "it is the nature of that which is good to give itself away." As they lead this year's campaign, Renee and Jeremy are united in their hope for the future, a stronger, more connected community where everyone has the opportunity to thrive.



Board Member Spotlight: Kyle Shimmens, Osage Ambulances



By: Kyle Shimmens

I was born and raised in Jefferson City, and after more than 10 years away, my wife, Kelly, and I were glad to return to our home area in 2016. We have three children, Jack, 12, Janie, 10, and Libby, 6, who all attend St. Peter Catholic School. Life is full with their endless activities, and we enjoy being on the run with them.

Over the years, I have been involved with United

Way in a variety of roles, including Fund Allocation, Power of the Purse Co Emcee, Campaign Co Chair, and Governing Body member. Beyond United Way, I have served on the Parish Council at St. Peter, the Board of Directors for the Catholic Cemeteries of Jefferson City, as a youth sports coach, on the Advisory Council at State Technical College of Missouri, and volunteered at events throughout Central Missouri.

When I was asked to join

the United Way Board of Directors, saying yes was easy. After years of working with United Way, I had seen the care and diligence put into every decision. Being part of the process to allocate each donated dollar to worthy organizations gave me confidence that my time on the Board would directly benefit individuals in our community who rely on United Way funding.

My favorite thing about our community is the way

people take care of each other. Even outside of United Way and its partner agencies, there is always a charity golf tournament, capital campaign, GoFundMe, or other fundraising effort underway, and people and companies here step up to meet the need. That creates a unique place to live.

At the top of my bucket list is showing our kids as many new experiences as possible before they head off to college and start their own lives.

And for a fun fact, my family would tell you I am oddly good at ping pong, to the point where they avoid being around me when I am playing because of my spin shots and playful trash talking.

The words I live by come from Harry S. Truman: It is amazing what you can accomplish if you do not care who gets the credit.

100

1925

2025

100 YEARS UNITED

\$100 OF IMPACT

United Way of Central Missouri

IN CELEBRATION OF OUR 100-YEAR ANNIVERSARY, WE ASKED OUR PARTNER AGENCIES: WHAT CAN \$100 DO?

HERE'S HOW YOUR GIFT CHANGES LIVES ACROSS OUR COMMUNITY.

Inspire growth: Fund a month of mentorship for a child or a full day of life-changing guidance at the Boys & Girls Club.

Fuel learning: Provide 5 hours of tutoring or Social Emotional Learning for local youth.

Feed hope: Cover 20 nutritious meals for children and families or 24 home-delivered meals for seniors.

Support basic needs: Buy groceries for a week, formula for a baby for three weeks, or 10 pairs of tennis shoes.

Empower job seekers: Provide a week of medical scrubs, 4 pairs of non-skid shoes, or adaptive tools to help people work independently.

Boost mobility & independence: Supply walkers, a shower transfer bench, or medical-grade cleaning supplies for equipment used by those in need.

Remove barriers: Pay for driver's licenses, gas cards, or hygiene supplies to help people get back on their feet.

Step into confidence: Provide 2.5 pairs of quality, personally fitted sneakers for those who need them most.

SUPPORT YOUR COMMUNITY

100

1925

2025

United Way of Central Missouri

CELEBRATING 100 YEARS UNITED

THANK YOU TO OUR PACESETTERS

Bartlett & West

Capital Region Medical Center

Central Bank

Central Bank (CTS)

City of Jefferson

Cole County Government

Cole County Dept. of Public Works

Fechtel Beverage & Sales

Freeman Mortuary

Genesis

GFI Digital

Hawthorn Bank

Huber & Associates

IWDG

JCMG

Jefferson Bank

Joe Machen's

Mid America Bank

Midwest Independent BankersBank

Missouri Automobile Dealers Assoc.

Missouri Farm Bureau

Missouri Hospital Assoc.

Modern Litho

Modine Manufacturing

Osage Ambulances

Rusty Drawing Automotive

Schnucks

Septagon Construction

SSM Health

Three Rivers Electric

Williams Keepers LLC

The Salvation Army: A Century of Hope and a Vision for Tomorrow

By: Melinda Jennings

For more than 120 years, The Salvation Army has been part of the fabric of Central Missouri, opening doors, extending hands, and walking alongside those facing hunger, homelessness, and hardship. Through food assistance, shelter, emergency financial aid, housing, transportation,

church, and youth services, the mission is rooted in compassion, dignity, and the unwavering belief that everyone deserves a chance to rebuild their lives. At the heart of that mission is the Salvation Army Jefferson City Center of Hope. This 31 bed residential facility is more than just a shelter; it is a place where new beginnings take shape. Here, unhoused individuals and families find safety, stability, and the resources to move

toward self sufficiency. The Center is now undergoing a remarkable transformation that will double its capacity to 62 residential beds and add 15 emergency cots, opening the doors to even more neighbors in need. What sets The Salvation Army apart is its commitment to lasting change. Residents may stay up to a year, working closely with dedicated social workers to set goals, connect with job training, addiction recovery, and

life skills programs, and prepare for independence. One mother and her three children came to the Center after an eviction left them without a home. Six months later, she had secured housing and stability for her family. Stories like this happen every day within these walls. United Way's support has been transformative, most recently through the Century of Caring Grant. This investment is helping reimagine the Center of

Hope with family rooms for parents and children, a welcoming client choice pantry, expanded case management areas, and dedicated spaces for play, therapy, and study. Last year alone, the Center provided more than 10,000 nights of shelter. Demand has risen by 35 percent over the past five years, with many families seeking help for the first time. The vision for the future is clear: address critical needs today while building a sustainable

foundation for tomorrow. With expanded facilities, increased capacity for single men and women, and a deeper commitment to supporting the whole family, The Salvation Army is not just offering shelter, it is creating a community where hope lives, dreams are nurtured, and futures are rebuilt.



Women United: Harnessing the Power of Women to Create Change

By: Kerrie DeLaney

Women United is more than a group, it is a movement of women joining forces to make a real and lasting difference in Central Missouri. Aligned with the mission of United Way of Central Missouri, Women United empowers

women, children, and families through meaningful opportunities for advocacy, volunteering, and networking. Throughout the year, Women United supports a variety of projects and events. The Community Baby Shower celebrates and supports clients of United Way partner agencies who are preparing to welcome a new baby. The group's

largest fundraiser, Power of the Purse, features silent and live purse auctions, raffles, and wine and jewelry pulls, with the next event planned for Spring 2026. Members have also joined forces for the Mobile Market, helping pack and distribute food to more than 200 families, and participated in This Wednesday is for Women, an event in collaboration

with Zonta of Jefferson City and the Jefferson City Chamber of Commerce's Women Connect. In addition, members volunteer year round, wrapping gifts for ABLE clients, gathering school supplies, and collecting hygiene items, always seeking new opportunities to serve. The strength of Women United lies in its diversity.

Members come from different age groups, backgrounds, workplaces, and interests, yet they share a common goal: to improve Central Missouri by igniting their collective passion, expertise, and resources. Together, they are building a stronger, more connected community. Anyone interested in joining can learn more

or sign up at www.unitedwaycemo.org/women-united. Membership is open to all women with a one time fee of \$25. For those ready to create change and connect with a network of inspiring women, Women United offers the perfect place to start.



100

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United Way of Central Missouri

\$2 Dress-Down Day

Thursday, September 18, 2025

We're throwing a birthday bash and you're invited to join the fun!

On Thursday, September 18, Catholic schools across the diocese will celebrate 100 years of United Way with a special Dress-Down Day fundraiser.

- Wear your favorite outfit (no uniforms)
- Bring \$2.00 to join the party
- Support the 2025 United Way Campaign and local families in need

All proceeds support United Way of Central Missouri and its 26 local partner agencies.

For questions or more information, contact your school office.

A DIOCESE-WIDE FUNDRAISER FOR THE 2025 UNITED WAY CAMPAIGN

ENSURING
A
BRIGHTER
FUTURE
FOR
YEARS
TO
COME

Foundation

United Way

United Way of Central Missouri

United Way of Central Missouri 1925-2025