

# 2019 – 2020 ANNUAL REPORT



United  
Way



United Way  
of the Capital Area

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Dear United Way Partner,

This past year has ushered in one of the more uncertain periods for our country and community in generations. From historic flooding to a global pandemic and consequent economic disruption, we have found ourselves in a moment in history that will be defined as much by our perseverance and connectedness as the tragedies we have endured. While navigating these uncertain times, however, I have found that our collective will to take care of one another is stronger than ever, which gives me undeniable hope for our short- and long-term future.

Even while dealing with the complexities of the current moment, we cannot forget about the everyday disasters and traumatic experiences faced by families across the tri-county area. Across urban, suburban, and rural communities, we have found at least three common threads weaved throughout the difficulties families are facing: under-resourced educational opportunities; lack of access to quality, affordable early childhood development; and economic depression and anxiety.

Throughout 2019 and in to 2020, United Way of the Capital Area has launched and/or expanded initiatives to address the myriad of issues we have identified through our engagement with communities. Most notably, we have shifted our overall approach toward a Collective Impact framework – emphasizing our role as a backbone organization that can provide resources, coordination, and synergy amongst organizations working toward a common agenda in mutually reinforcing ways.

In this report, we highlight our partners that have been instrumental in addressing community needs. We also thank our enduring workplace campaigns and donors who provide the valuable resources we need to continue our work on behalf of communities.

We know that we must harness the caring power of community to meet the many challenges of our time. Our work, both presently and in the future, will hopefully reflect that knowledge as well as our fight for all persons in all communities. We invite you to join this fight as we work to improve lives across Hinds, Madison, and Rankin counties.

Sincerely,

Ira E. Murray, PhD  
President & Chief Executive Officer

## COVID-19 RELIEF FUND



- **\$3,450 to Jackson Public School District** to support efforts to provide two weeks of dinner meals to children and families within JPS; **2000 meals served**
- **\$5,000 to Hinds County School District** to support nutritious meals for the family members of HCSD students during the evenings and weekends; **over 36,000 meals provided**
- **\$5,000 to Madison County School District** to support distance learning instruction, through the purchase of laptops and internet connectivity, for under-resourced students
- **\$7,200 to Canton Public School District** to support distance learning instruction, through the purchase of laptops for under-resourced students; **16 Chromebooks provided**
- **\$4,680 to Footprint Farms** to support the Jackson Public Schools' (JPS) weekend feeding program, which included fresh fruit and vegetables from the local farm
- **\$5,000 to MadCAAP** to support the re-stocking of their food pantry, due to high demand; **over 1600 people served**
- **\$3,750 to Catholic Charities** to support the organization's Unaccompanied Refugee Tutorial, an effort to provide educational assistance to homeless youth
- **\$3,500 to Christians In Action** to support students' distance learning instruction, through the organization's purchase of equipment and supplies
- **\$4,000 to Midtown Partners** to support the organization's outreach efforts to address the needs of senior citizens and disabled individuals, including but not limited to Personal Protective Equipment, groceries, cleaning supplies, and medications
- **\$5,000 to Clinton Community Christians Corporation(4's)** to support the organization's re-stocking of its food pantry and food distribution effort; **over 100 people served**
- **\$7,500 to The People's Advocacy Institute** to support the health and feeding efforts of the Community COVID Response Coalition, a partnership with UMMC doctors and students
- **\$7,500 to Boys and Girls Clubs of Central Mississippi** to support the organization's feeding/food distribution efforts at the Sykes, Capitol and Canton unit sites; **over 750 cases of food provided**
- **\$6,000 to Springboard to Opportunities** to support efforts to restock the Community Care Closets within the apartment communities served by the organization. Restocked items included cleaning supplies, food items, personal protection equipment, etc; **over 300 people served**
- **\$15,000 to Institute for the Advancement of Minority Health** to provide Personal Protective Equipment for those in low income communities and those with limited access to PPE
- Hosted **five virtual town halls** to address the impact of COVID-19 on early childhood education, small businesses, economic mobility and k-12 students; town halls garnered over **2,000 views** and utilized the advice of experts, while allowing for questions from viewers

# IMPACT HIGHLIGHTS – 2019-20 Inaugural United Way Initiatives



## School Tools Drive

On July 26, 2019, United Way of the Capital Area, in partnership with 16 WAPT, took a step toward ensuring students and teachers had the essential supplies they needed for the 2019-2020 school year. A School Tools Drive was hosted at Walmart stores in Clinton, Canton, and Flowood. Through the generous donations of supplies and cash, we were able to provide teachers with essential classroom supplies for their students. A total of 3,721 items, including notebook and copy paper, pencils, pens, crayons, binders, sanitary items, and cleaning supplies, were distributed to teachers in districts across the Metro area.



## BASH (Business Associates Social Hour)

Small businesses are the fabric of our community. On October 8, 2019, United Way of the Capital Area hosted its inaugural BASH (Business Associates Social Hour) on the rooftop of the Old Capitol Inn in Jackson, MS. Over 40 business owners, from various industries, had the opportunity to learn more about our work, network with other owners, and indulge in delicious southern delicacies. Our special guest, Dr. Michael Cormack, Chief of Staff with Jackson Public Schools, shared the district's new strategic plan, Excellence for All.



## Rockin' Reindeer Bash

In December of 2019, United Way of the Capital Area and local partners brought holiday cheer to well deserving students in Madison and Hinds counties. Rudolph's Rockin' Reindeer Bash provided fun for over 400 students at Camden and Bolton-Edwards Elementary Schools. Volunteers assisted children with creating reindeer cookies and ornaments. And in grandiose style, Santa and Mrs. Claus delivered winter coverings (hats, gloves, and scarfs) and books to each student.



## Bank On

Established in May 2019, Bank On is committed to helping residents in Jackson, Mississippi (Hinds County) access safe and affordable banking products and services. United Way of Capital Area hosted 2 sites visits for the Cities for Financial Empowerment Fund. There were over five community presentations and one national presentation at the National Black Studies Conference. Four financial Institutions, Hope Credit Union, Southern Bancorp, State Bank & Trust and Wells Fargo, obtained National Certified Accounts.



## Mississippi Matters

In June 2019, United Way of the Capital Area announced a production partnership with 16 WAPT News and the launch of Mississippi Matters, a new 30-minute public affairs program. Hosted by 16 WAPT News anchor, Erin Pickens, Mississippi Matters delivers a series of programs addressing the issues affecting our country, state, and local communities today, while preparing for the issues of tomorrow.



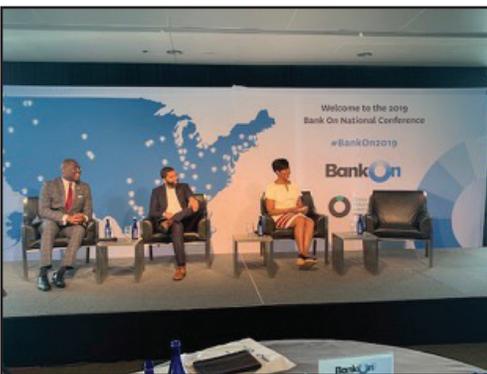
# Thank You for Living United

## 2019 Impact Data



### Education

- **4187** 8th and 9th grade students from Hinds, Madison and Rankin counties' public and private schools attended the 2019 Pathways to Possibilities Career Exploration Fair, held in Jackson, MS
- **\$87,580** granted to non-profits and school districts to support COVID-19 responses in food distribution and educational needs to support instruction at home
- **Over \$245,000** in grants to fund community impact programs in the areas of Early Childhood Success, Youth Success and Economic Mobility
- **1476** children impacted by Excel by Five educational and health outreach events
- **5,572** Dolly Parton Imagination Library subscriptions in 2019, providing children in Hinds, Madison, and Rankin counties with one free book per month, from birth to age 5
- **\$139,300** provided to support 5,572 Dolly Parton Imagination Library subscriptions



### Financial Stability

- **\$3.4M** in tax refunds and tax credits returned to working metro families who used VITA, our free income tax service and **\$274K** saved in tax preparation and filing fees
- **1371** federal returns filed through the Volunteer Income Tax Assistance (VITA) program



### Health

- **\$445,604** saved on prescriptions through our partnership with FamilyWize in 2019
- **31,025** individuals have benefited from FamilyWize prescription discounts to date



### Access to Services

- 2-1-1 Helpline directed **14,128** callers to needed resources and services

### Volunteers

- **298** total volunteers supporting community impact efforts in 2019, with an average **4,470** dedicated hours provided

# UNITED WAY OF THE CAPITAL AREA, INC. 2019-2020 PROGRAM ALLOCATION BUDGET

AGENCY	AMOUNT
Boys and Girls Club	\$26,800
Catholic Charities	\$30,150
Center for Violence Prevention	\$20,100
Christians In Action	\$10,000
Girls Scouts	\$11,390
MadCAAP	\$8,000
Magnolia Speech School	\$16,750
Midtown Prosperity Center	\$16,750
Operation Shoestring	\$33,500
4 C's	\$10,000
<b>UWCA</b>	
BankOn Jackson	\$22,500
Excel by 5	\$12,000
Graduation Matters	\$20,000
Jackson Campaign for Grade Level Reading	\$8,000
NFL Partnership (NFL Character Playbook/Devoted Dreamers Foundation)	\$10,000
Pathways to Possibilities Career Exploration Fair	\$10,000
VITA	\$2,000
211 Mississippi	\$50,000
<b>Total</b>	<b>\$317,940</b>

Other Community Investments:  
 Designations to Community Partners - \$158,860  
 UWCA Community Impact Program Budget - \$154,562

## THANK YOU TO OUR CORPORATE PARTNERS

### \$100,000+

Nissan North America, Incorporated  
 Atmos Energy

### \$50,000 - \$99,000

Entergy Corporation

United Parcel Service

Eaton Aerospace

### \$25,000 - \$49,999

Regions  
 Comcast  
 Enterprise Rent-A-Car  
 Centene (Magnolia Health)  
 BancorpSouth  
 Vertex Aerospace

### \$10,000 - \$24,999

Ross & Yerger Insurance, Inc  
 CN - Canadian National Railway  
 Yates Services  
 Butler Snow LLP

### \$5,000 to \$9,999

Jackson State University  
 Turner Industries Group  
 Southern Farm Bureau Casualty Insurance Company  
 Walmart  
 Hunt Southland Refining Company  
 Sanderson Farms, Inc.  
 Raymond James Financial  
 AT&T

St. Dominic Health System Foundation  
 CenterPoint Energy  
 Mississippi Department of Transportation  
 Federal Express  
 WAPT Channel 16  
 Target  
 Mississippi College  
 Armstrong World Industries