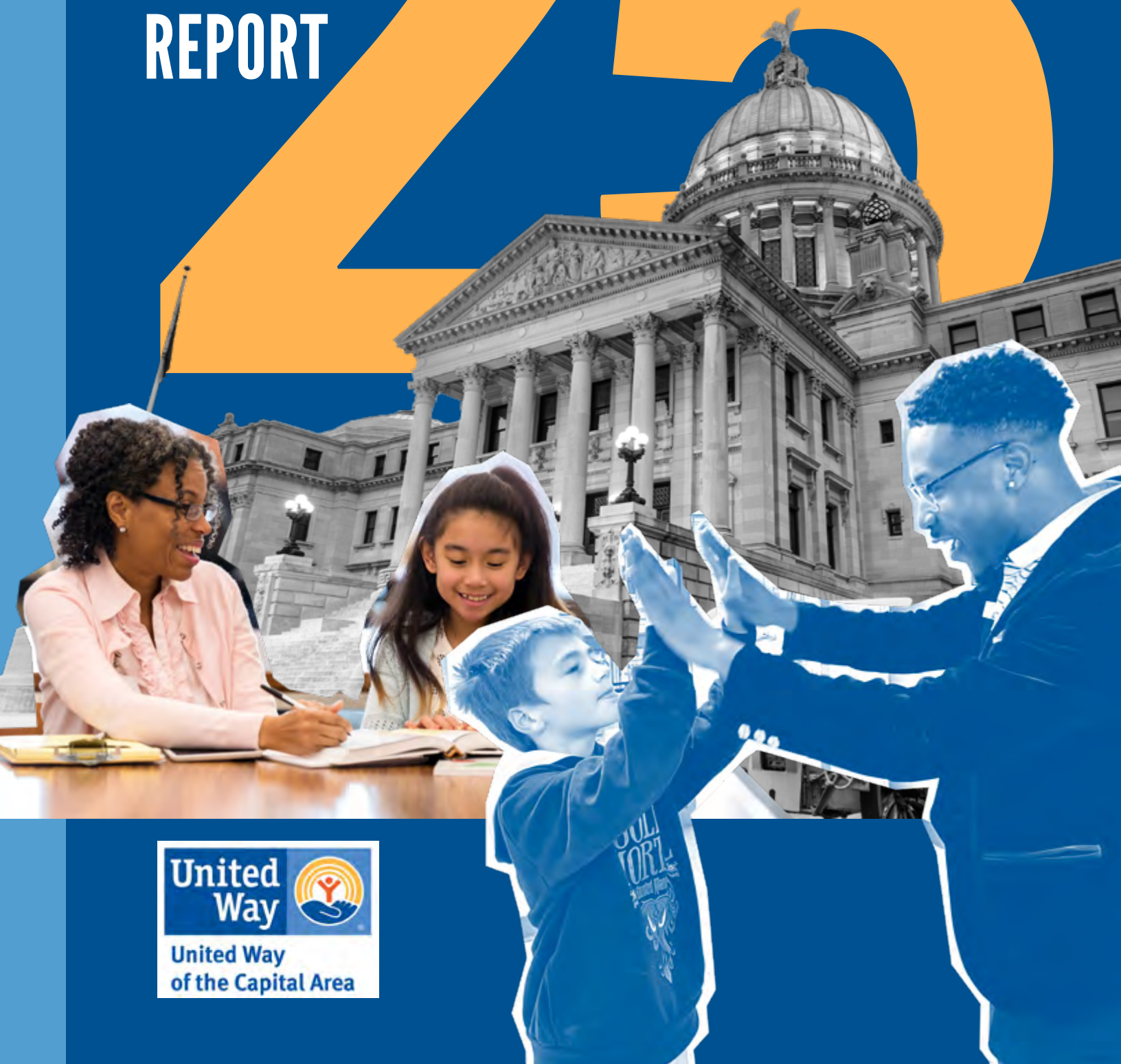


25

ANNUAL REPORT





**1 MESSAGE FROM
THE PRESIDENT & CEO**

2 BOARD & STAFF

3 MISSION & VISION

TABLE OF CONTENTS

4 COMMUNITY IMPACT

EDUCATION

HEALTH & WELLNESS

ECONOMIC MOBILITY

COMMUNITY OUTREACH & ENGAGEMENT

7 STATEWIDE INITIATIVES

ALICE

211

**8 WOMEN UNITED
EXCELLENCE AWARDS**

9 BY THE NUMBERS

*back
cover*

THANK YOU TO OUR DONORS

Dear Friends,

As we close out another impactful year, I am honored to share the story of what we achieved together in FY 2025. This year has been marked by deepened partnerships, increased need, and an even stronger resolve to serve our communities through our core pillars of health, education, and economic mobility.

At United Way of the Capital Area, we are driven by the belief that everyone deserves the opportunity to thrive. Through our cornerstone programs like the Volunteer Income Tax Assistance (VITA) initiative and 2-1-1, we have helped individuals and families access essential resources and return hard-earned dollars to their households. Our commitment to early childhood education continued through the Dolly Parton Imagination Library, delivering thousands of free books to children across our region.

We are especially proud of our expanding early literacy efforts, including our collaborative program, SOAR (Service Opportunities to Accelerate Reading) UNITED, which continues to lay the foundation for lifelong learning by promoting reading readiness and family engagement in literacy.

This year, we also remained steadfast in our commitment to the rescue, recovery, and rebuilding efforts in Rolling Fork, working alongside partners and community members to bring critical support and hope to those impacted by devastating tornadoes.

Through our capacity-building mini-grants, we have empowered grassroots nonprofits to strengthen the social safety nets supporting local community gardens, food pantries, shelter services for those experiencing homelessness, and workforce development initiatives that promote long-term economic stability and opportunity.

One of the highlights of the year was our Women United Excellence Awards Luncheon, a celebration of leadership, philanthropy, and community change-makers. This event not only honored extraordinary women making a difference but also raised essential support for programs that uplift families and children across our footprint.

None of this would be possible without our dedicated sponsors, corporate partners, and individual donors. Your belief in our mission fuels the impact we are able to make every day. Thank you for standing with us. Thank you for investing in a stronger, more equitable future for all.

United We Thrive!

With gratitude,



Nikki K. McCelleis, Ed.S.

President and CEO

United Way of the Capital Area

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GIBBS TRAVIS PLLC



Hank Holloway
HARPER, RAINS, KNIGHT & COMPANY



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Dr. Tiffany Anderson
ECONOMIC MOBILITY
COORDINATOR

Tracy Frazier
COMMUNITY IMPACT COORDINATOR

Keedrick Palmer
HEALTH & WELLNESS
COORDINATOR

Clara Jackson
RECEPTIONIST



To improve lives by mobilizing the caring power of communities around the world.

MISSION



& VISION

United Way envisions a world where all individuals and families achieve their human potential through education, income stability, and healthy lives.

COMMUNITY

IMPACT



EDUCATION

Tutoring

United Way of the Capital Area SOAR (Service Opportunities to Accelerate Reading), JSU Trio, and Peebles Middle School high-impact tutoring kicked off in January 2025 with **25 students**. Provine High School's High Impact Tutoring began in December 2024, serving **20 students** to enhance reading literacy.

Book Donations

As a Reading is Fundamental Congressional Funds Awardee, United Way of the Capital Area donated over **19,000 books** to children across Hinds, Madison, and Rankin **at the Ranger Kid Club Book Giveaway**.



Other Book Donations

- Donated **1,600 books** to **Richland Elementary** for the "Art and Walk Parent Night"
- Donated **1,500 books** to **Northwest Rankin High School** for the Trunk or Treat
- Donated **1,000 books** to the **Back-to-School Supply Giveaway** with JPMorgan Chase
- Donated **1,000 books** to **New Horizon International Church** for the Trunk or Treat
- Donated **250 books** to the **Pearl Library** for the "Summer Kickoff Party"
- Donated **100 books** to **Blair E. Batson Hospital**
- Donated **75 books** to the **VITA Super Tax Day** at the Pop Up Soul Cafe
- Donated **50 books** to **Walton Elementary** for the National Day of Reading
- Donated **25 books** to the **Youth Ambassadors** for Book Ownership



HEALTH & WELLNESS

"Healthy and Alive 2025"

United Way of the Capital Area and the Clinton YMCA launched the "Healthy and Alive in 2025" campaign on January 18th. The campaign motivates people to start the new year with a focus on developing a healthy mindset. About 10 vendors participated, offering health information and resources, as well as conducting blood pressure and glucose tests. United Way of the Capital Area invited the community to join a workout, speak with dietary professionals, and sample healthier meal options.



Youth Health Matters Symposium

United Way of the Capital Area hosted **210 scholars** from the tri-county area at our annual youth health symposium themed "Love Yourz". Seventeen vendors from the health industry distributed information specific to youth disparities and resource availability. Workshops covered topics on mental, physical, and emotional well-being.

In partnership with Blackburn Middle School and Jackson State University, our support provided fresh produce to the surrounding community through the annual farmers market, which showcased vegetables grown from the learning garden by the scholars of Blackburn Middle School.

ECONOMIC MOBILITY

Events

- Hosted the Emerging Entrepreneurs and Leadership Symposium (EELS)
- Hosted 25 aspiring entrepreneurs in the "Being Capital Ready" workshop- In partnership with Trustmark Bank and Women's Business Enterprise Council (WBEC)- Downtown Jackson

Volunteer Income Tax Assistance (VITA)

The United Way of the Capital Area offered FREE income tax preparation for low to moderate-income households in the Tri-county area. Volunteers completed **2320 Federal Returns** and **2141 State Returns**, thereby resulting in **\$1,196,833.00 in savings** for families.





COMMUNITY OUTREACH & ENGAGEMENT

Community outreach aims to connect with and engage members of a specific community to address their needs and promote positive change. These programs often involve providing resources, education, and services, and may focus on areas like health, education, and social welfare.

Outreach acts as a vehicle for amplifying voices that are often unheard and mobilizing resources to those most in need. This aspect of outreach not only enacts change but also educates others about prevalent societal issues, fostering a more informed and empathetic community in the Hinds, Madison, and Rankin County areas.

Added seven new agencies to the volunteer portal

- Bethlehem Center
- Camp Pioneer
- Jackson Medical Mall
- Joni and Friends of Mississippi
- JSU Accounting Society VITA
- Midtown Partners
- The Mississippi Children's Museum

**Total of 19 agencies, over 552 agency views,
and 135 agency logins**

218 volunteers

245 responses to opportunities

STATEWIDE INITIATIVES

United Way of the Capital Area's service area includes Madison, Hinds, and Rankin counties; however, UWCA funds initiatives and resources available to Mississippians across the entire state.

YOUTH UNITED AMBASSADORS PROGRAM

Youth United is an organization for high school student-centered volunteer opportunities. Youth United develops and nurtures the next generation of philanthropic leaders by creating unique leadership and community engagement opportunities for youth.

Volunteer Opportunities

- Served as hosts during the Emerging Entrepreneurs and Leadership Symposium (EELS), the Youth Health Symposium, and Women's United Luncheon. Each event served an audience of 300 participants
- Served as hosts at Provine Career Fair, Lanier Health Fair, Callaway Reality Fair, and Forest Hill STEM event, reaching over 600 scholars total



United for ALICE

United For ALICE is a driver of innovation, research, and action to improve life across the country for ALICE (Asset Limited, Income Constrained, Employed) and all. A new way to measure financial hardship called ALICE has provided a thorough and unbiased picture of the situation. United for ALICE presents a framework and language for stakeholders to reassess public and corporate policies and implement changes that improve the lives of ALICE and their communities.

What ALICE Does

1. Produces Reports

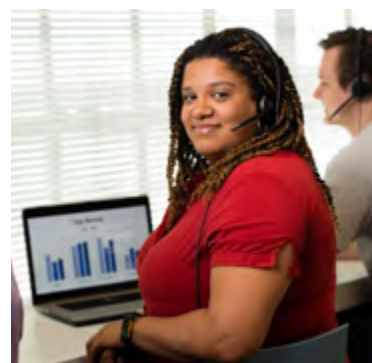
We provide unbiased data that is replicable, easily updated regularly, and sensitive to local context. This data is accessible to corporations, nonprofits, and foundations throughout Mississippi.

2. Leads a Learning Community

United For ALICE facilitates a forum for sharing experiences, developing best practices, and building broader impact and fundraising strategies.

3. Inspires Action

The ultimate goal of this project is to stimulate action that will improve the financial stability of ALICE families and their communities.



2-1-1 Mississippi

211 Mississippi has been utilized in all 82 counties in Mississippi, serving as a vital resource for communities across the state. It offers free and confidential access to health, housing, food, disaster assistance, and more through a centralized platform.

This year, AARP and United Way have partnered to help people get access to AARP family caregiving resources through your local 211. Community members caring for loved ones and struggling to find support can call 211 to connect with a local 211 call specialist who can assist—free of charge—in finding AARP caregiving resources for issues like managing finances, transportation needs, and more.

Similarly, 211 was available to connect people with the United Way's Volunteer Income Tax Assistance (VITA) programs and local sites in the capital area.



WOMEN UNITED EXCELLENCE AWARDS

United Way of the Capital Area annually brings together the community, stakeholders, and donors to honor women who have engaged in the work of United Way with excellence and tenacity. This year's Women's Leadership event drew nearly 300 attendees, including corporate partners and community leaders, who came together to celebrate impact and strengthen connections. The program began with an exciting silent auction, followed by a VIP reception, and culminated in an inspiring luncheon at the Westin Hotel.



This signature fundraiser **generated \$76,588 in revenue — a 63% increase compared to the previous year.** After covering event expenses, the fundraiser netted \$15,011 in support for our programs in health, education, and economic mobility. Beyond the financial return, the event engaged more than 80 donors and sponsors, strengthening relationships that fuel our mission year-round.

218

TOTAL

VOLUNTEERS

4,169.46

TOTAL VOLUNTEER
HOURS, which is
equivalent to

\$132,588.83

IN WORKED HOURS

BY THE NUMBERS

\$26,618.03

SPONSORSHIPS TO
COMMUNITY PARTNERS
(non-profits addressing Health,
Education, and Economic Mobility
in our service area)

\$121,800.00

2-1-1 HELPLINE

\$49,500.00

DISASTER RELIEF SERVICES

\$68,185.00

VOLUNTEER INCOME TAX
ASSISTANCE (VITA)

\$8,000.00

COLLEGE & CAREER
READINESS PROGRAMS

\$12,367.59

BANK ON
(addressing unbanked and
underbanked)

\$30,000.00

ASSET-LIMITED, INCOME-
CONSTRAINED, EMPLOYED
(ALICE) RESEARCH

\$6,110.97

SCHOOL TOOLS
(school supply drive)

\$1,788.55

EDUCATION

\$4,989.99

FEEDING PROGRAMS

\$34,827.39

SOAR UNITED
(childhood & adult literacy
programs)

\$14,547.66

HEALTH

\$95,999.22

EXTERNAL PROGRAM
ALLOCATIONS

\$191,856.25

UNITED WAY
COMMUNITY IMPACT
DIRECT SERVICES

\$666,590.65

TOTAL FUNDS ALLOCATED

Thanks to our donors!

Thank you so much for your generous support. Your contributions are vital to our mission, and we truly couldn't achieve our goals without your help. Your commitment empowers us to continue making a difference, and we're deeply grateful for your partnership in this journey.

