

EMPOWER OUR COMMUNITY— LIVE UNITED

United Way of the Bluegrass (UWBG) fights for the basic needs, education, and financial stability of every person in Central Kentucky.

But change cannot happen alone. We are in this together, and it is your support that will drive lasting change. Together, we can fight for every person in Central Kentucky. Together, we will win by finding new solutions to old problems, mobilizing resources, fighting for equality in our community, and by forging impactful partnerships to create hope and lasting change.

We need your help to build stronger neighborhoods for a stronger Bluegrass.

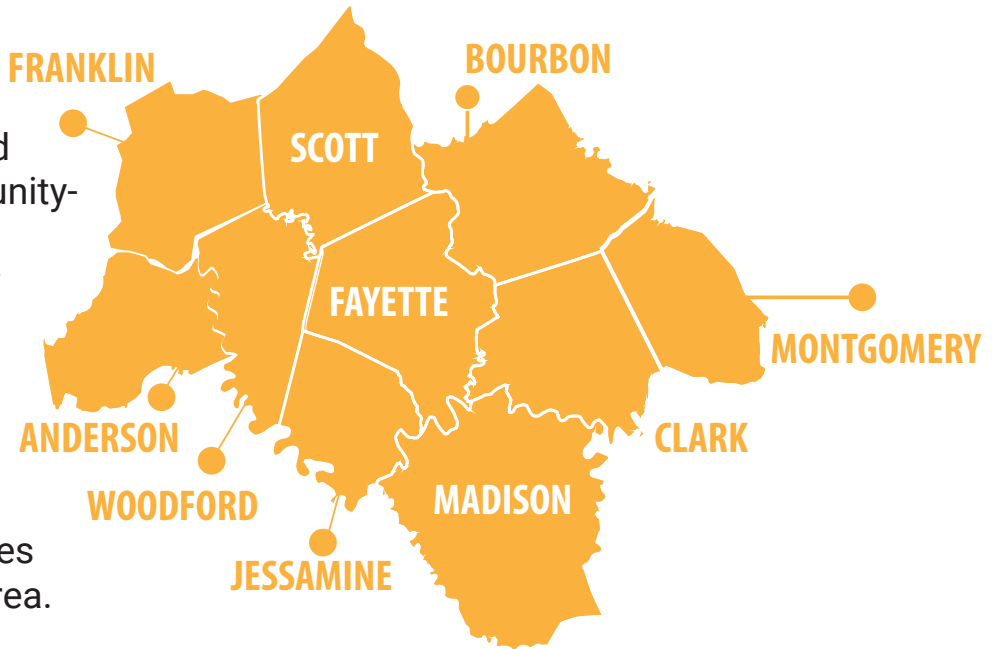


**United Way
of the Bluegrass**

UNITED IS THE WAY

United Way of the Bluegrass (UWBG) has been a trusted partner and leader in health and human services in this community since 1921.

Today, we continue to tackle the region's most pressing needs and provide the resources, expertise, vision, and leadership to help bring community-driven goals to life. United, we must continue to fight for every person, in every neighborhood across the region. Over the last decade, UWBG and its partners have provided over 1.3 million instances of service to low-income and underserved families across our 10-county service area.



Our organization is uniquely qualified and experienced to lead this initiative. In the 2021-2022 fiscal year, UWBG programs, with the help of 67 partner non-profits, served over 110,610 low- and moderate-income families across the Bluegrass region in the areas of basic needs, health, education, and financial stability, including:



Get Connected. Get Help.™

20,000+

calls to our 211 health and human services resource and referral hotline, connecting those in-need with the right services for their specific situation.



4,500+

Kentuckians who filed their taxes for free through our VITA program.



1,215

area students with a new pair of shoes through the Lace Up for Learning program, led by Women United.



2,100+

area students with a holiday break care package that included new pajamas, books, toiletries, and snacks through the Sweet Dreams Project.

211 is a Contact Center that connects people in our communities with available resources like food, housing, health care, senior services, childcare, legal aid and much more. People can **call 2-1-1**, visit **www.uwbg211.org** to search for help, or can **text or chat live** with a trained specialist who can assess the full scope of their needs and match them to the right services.



WHY WAYPOINT?

We believe that the zip code you live in should be a point of pride and never a barrier to your success.

DID YOU KNOW?

In our region's wealthiest Zip Code, 40513, the median household income is \$105,356, while in the least wealthy, 40508, the median household income is just \$25,199 per year.



40513
\$105,356



40508
\$25,199

*That's why, on July 1, 2021, UWBG launched a neighborhood-based initiative called **WayPoint**.*

These neighborhood centers offer clients a waypoint—or a stopping place on their journey toward financial stability, physical and mental health, and long-term success. These centers bring a customized suite of programs to the folks in our communities who need them most, building resilience one family at a time within underserved neighborhoods. African American and other communities of color as well as all other historically underserved, low- and moderate-income communities will benefit from the presence of a WayPoint Center within their neighborhoods by growing financial stability, ensuring basic needs are met, supporting school age children, and much more.

WayPoint Centers coordinate an ecosystem of nonprofit, government, and business organizations to have the greatest impact on local families from a physical and place-based anchor in their communities. WayPoint Centers will serve as a neighborhood resource that is grounded in family financial success and stability, coupled with bundled health and human services, and supported by a robust coalition of agencies working toward a common goal to empower families and individuals. Collective impact partners in each center offer regular financial stability and basic needs programming, and clients have access to case management and comprehensive services in one central location.

Our team of caring experts meet clients where they are on their journey forward and provide personalized support to help stabilize individuals in crisis, move families toward self-sufficiency, and create innovative solutions to break the cycle of generational poverty. WayPoint Centers are a place where the community can go to lean on a trusted neighbor, no matter their current financial situation or zip code.



Open to the public year-round, WayPoint Centers assist with:



Basic Needs: provide access to essentials and critical needs for our most vulnerable neighborhoods and residents.



Family Opportunity: support programs to improve the education, financial stability and empowerment, and overall health and well-being of the whole family.



Collective Impact: develop new, collaborative solutions and partnerships to accelerate positive change and equality for every person in our community.

OUR WORK TODAY

Upon opening the doors to the first WayPoint Center in Black and Williams Center, UWBG quickly launched two additional WayPoint Centers in the Charles Young Center in the East End of Lexington and in the Paris-Bourbon County YMCA.

DID YOU KNOW?

Case studies from the Annie E. Casey Foundation's Centers for Working Families model show that families who receive "bundled services" (more than one financial stability service combined with wrap-around services to meet other basic and immediate needs), are three times more likely to meet their economic goals. WayPoint Centers work together with our partners to provide these bundled services and enhance the work our partners are doing.

Between July 1, 2021 – April 1, 2023, these combined WayPoint Centers have served:



3,097

Individuals Served



6,618

Instances of service



90

Community Events Attended

SERVICES PROVIDED BY INSTANCE

Housing	1647	53%	Social development	257	8%
Other	1206	39%	Education	172	6%
Household necessities	872	28%	Interpersonal relationships	152	5%
Health	693	22%	Legal	127	4%
Employment	573	19%	Financial stability	92	3%
Economic	447	14%	Mental health treatment	74	2%
Health improvement	266	9%	Substance use treatment	38	1%

From the perspective of a family in need, outcomes fall into three categories:



Stability:

Basic needs are met, physical and mental health is good and family/individual can meet future needs based on a budget.



Growth:

Family/individual has acceptable credit, debt within limits, exceeds a hand-to-mouth budget, earns a sustainable wage and kids are thriving.



Empowerment:

Family/individual owns at least one asset, is saving for the future and is on-track to meet economic goals.

WHY WE FIGHT

We fight because...

- **22%** of Central Kentucky children are living in poverty
- **50%** of kids in our region do not meet school readiness standards when they enter kindergarten
- **Over 50%** of Central Kentucky students are not reading on grade level by third grade
- **1-in-6** of our neighbors are living at or below the poverty line
- The **three lowest-income** census tracts (neighborhoods) across Central Kentucky are communities of color, and predominantly African American

We fight for Jackie

Jackie was seven months pregnant and had no money to buy a crib. That's why she went to the Black & Williams WayPoint Center. The 21-year-old told our Community Impact Manager that she wanted to be "the best mom I can be" but, after growing up in foster care or living temporarily with family members, she knew little about parenting or child development.

In tears, Jackie said she had a low-wage, part-time job, had not received her food stamps for the month due to an administrative error, and was sleeping on couches or floors in the homes of different friends. Plus, she couldn't always afford prenatal vitamins and she had learned that her pregnancy was high-risk and required doctor visits twice a week.

With our help, Jackie met with a partnering employment agency at WayPoint and developed a plan for her to work at a temporary job until her baby is born. After that, the agency will assist in placing her in a full-time job. We worked together to re-establish Jackie's SNAP benefits and maximize her Medicaid benefits, including prenatal vitamins and transportation to medical appointments. Applications for income-based housing were completed and we made an appointment for Jackie to meet with a potential landlord.

Jackie also met with partnering agencies—some located at WayPoint—to start working toward getting her GED and obtaining vocational and financial literacy training, received guidance on child development and creating a safe home environment for young children, and participated in cooking classes for young mothers.

Jackie left WayPoint with a book about the last trimester of pregnancy and a duffle bag courtesy of WayPoint supporter Toyota that contained a blanket for her baby. She also left with the reassuring thought that the agency that sponsors her cooking classes has a furniture bank and, once she's settled into her new home, it will provide a crib.

We fight for Mr. Golden



Mr. Golden came into the WayPoint Center without a home, a job, or health insurance and left with the beginnings of all three. Scan the QR code here to hear him tell his story.

In 2021, UWBG launched WayPoint Centers in three of Central Kentucky's most underserved neighborhoods. We're adding two new locations to the roster in 2023 to help meet growing needs in the community..

LEXINGTON'S EAST END

 **Charles Young Center**

 **Marksbury Family WayPoint Center at the Historic Palmer Pharmacy**

LEXINGTON'S WEST END

 **Black & Williams Neighborhood Center**
Powered by Toyota

CARDINAL VALLEY

 **WayPoint Center Sponsored by Keeneland at Centro San Juan Diego**

DOWNTOWN PARIS

 **Paris-Bourbon County YMCA**

Red = Current WayPoint Center Location
Blue = Future Location

Each center provides services that are custom tailored to its neighborhood and are staffed by professionals who are intimately familiar with the needs of the community. Your partnership will help make this transformational effort possible for years to come and will help us open WayPoint Centers across the Central Kentucky service region.



MARKSBURY
FAMILY FOUNDATION

TOYOTA | KY

KEENELAND 

TWO NEW WAYPOINT CENTERS FOR 2023

Centro de San Juan Diego | Now Open!



Centro de
San Juan Diego
cuerpo • mente • espíritu



In recent years, UWBG has seen an increase in need in our Hispanic and Latinx communities, and took the opportunity to collaborate with Centro de San Juan Diego in the Cardinal Valley neighborhood to provide essential services to this area. Collaborating with a trusted partner will ensure that we are able to meet individuals in need where they are and communicate with them in their native language. We will be able to ensure that our Spanish speaking clients receive top notch service in a comfortable environment. This location officially opened to the public on August 10, 2023.

Marksbury Family WayPoint Center at the Historic Palmer Pharmacy

COMING
SOON!



Slated to open in Fall 2023, the Marksbury Family WayPoint Center at the Historic Palmer Pharmacy will replace the current East End WayPoint Center housed in the Charles Young Center. This will be the first location that is fully owned and operated by UWBG and was made possible by a generous grant from the Marksbury Family Foundation. Once renovated, UWBG will be able to move the East End WayPoint Center from one room to a new home of over 3,000 square feet. Owning this historic space and moving permanently into this neighborhood, will not only allow us to serve the members of our community more effectively, but also to become a true part of the East End. We hope to build upon the trust and rapport with our new neighbors that has started in the Charles Young Center, and work with the community to ensure that everyone has the tools they need to grow and thrive right here in our neighborhood.

OUR COMMUNITY IS COUNTING ON US

When families succeed, kids succeed. When children are successful in school, neighborhoods begin to change, evolve, and become healthier and more prosperous.

WayPoint Centers will drive improvements in community and family resiliency. In times when resilience is most needed, such as during the recent COVID-19 pandemic, or during an economic or natural disaster, WayPoint Centers will generate a focused response for underserved communities and families who are often hit hardest in times of community crisis.



Research shows that families who are financially stable are more than twice as likely to have kids that are successful in school.

Research confirms that the communities most impacted during the COVID-19 pandemic were underserved, often minority and low-income neighborhoods. The resiliency added to these neighborhoods through WayPoint Centers will help to prevent future disasters from generating disproportionately negative, inequitable and lasting outcomes.

LIVE UNITED.

Be a part of the next generation of community champions, and the evolution in how social and community services are delivered across Central Kentucky. Our community needs us, and we must Live United despite the challenges we are facing today. Now more than ever, our neighbors are relying on United Way of the Bluegrass. We must continue the fight, and with your support and partnership we can impact more families, build stronger neighborhoods, and lift up our region for another 100 years. **United we fight. United we win.**

Your investment and partnership with UWBG will provide hope and a helping hand to people in our community who are looking for a way forward. And when more families succeed, our entire community wins. United is the Way, and only together can we do more. Join us on this journey towards a better Bluegrass.

THANK YOU TO OUR LEAD SPONSORS



MARKSBURY
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TOYOTA | KY

KEENELAND 



Sam & Beth Mitchell
Giving Fund



Jeff & Mary Meixelsperger
Family Fund

LGE and KU
Foundation



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WayPoint
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COMING SOON!

