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UNITED WAY OF RENO COUNTY

ANNUAL REPORT 2020-2021

LEAVING YOUR LEGACY

CONSIDER A LASTING GIFT TO UNITED WAY

A growing number of United Way contributors' estate plans include a charitable bequest to the United Way of Reno County to ensure that United Way remains a vibrant resource in our community for future generations. Planned giving can be as simple as including a bequest in your will. Gifts to United Way will establish a permanent, sustainable avenue of support for the United Way through planned giving. Learn how you can leave a legacy that will benefit the community for generations to come by contacting United Way of Reno County.



RALLY **REN**  **COUNTY**



[UNITEDWAYOFRENOCOUNTY.ORG](https://www.unitedwayofrenocounty.org)

 UNITED WAY OF RENO COUNTY

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WHO ARE WE?

United Way of Reno County's mission is to mobilize the caring power of our community. We work with partner agencies, direct programs, and community partnerships to provide services focused on the building blocks for a good quality of life: Education, Health, Financial Stability and Disaster Services.

Funds raised during the Annual Campaign provide financial support to 24 partner agencies and 4 direct programs.



PARTNER AGENCIES

211 Help Hotline
American Red Cross
Big Brothers Big Sisters of Reno County
Boys & Girls Club
Boy Scouts Quivira Council
BrightHouse
Cerebral Palsy Research Center
Child Care Links Scholarship Program
Children's Emergency Shelter
Circles of Hope
Dolly Parton Imagination Library
Early Education Center
FamilyWize prescription savings
Girl Scouts of Heartland of Kansas
Hadley Day Care Center
Horizons Mental Health
Hospice of Reno County
Hutch Rec
Interfaith Housing and Community Services
KCSL Healthy Families Hutchinson
Kansas Legal Services
Meals on Wheels
New Beginnings
Salvation Army
The Volunteer Center
Visions of Hope
YMCA

COMMUNITY PARTNERSHIPS

Blue Cross and Blue Shield - Pathways Grant Implementation
HEAL Reno County
Health Equity Group
K-Ready Reno County
Mental Health Community Council
Nonprofits Connect
No Wrong Door
Rally Reno - Care Coordination
Reno County Drug Task Force
Reno County Volunteers Active in Disaster (VOAD)
Resilience Reno County
Stepping Up Community Council

UNITED WAY DIRECT PROGRAMS

211: 24/7 free/confidential hotline with referrals to community resources

Delta Dental: dental assistance up to \$3000 basic care available to those who qualify in Reno County for \$10 a year

Dolly Parton's Imagination Library: free age-appropriate books mailed to children from birth until five years of age in Reno County

FamilyWize Discount Prescription Drug Program: a prescription savings program that helps people afford the medications they need

Rally Reno: Unmet needs care coordination

COMMUNITY IMPACT GRANTS

Abundant Life - COVID supplies
Boys and Girls Club - Rally Reno COVID grant
Children's Emergency Shelter Home - Rally Reno COVID grant
EtCetera Shop and Ten Thousand Villages - Rally Reno COVID grant
Girl Scouts of Kansas Heartland - Rally Reno COVID grant
Guardians of the Children - Capacity grant
Hadley Day Care Center - COVID supplies & Rally Reno COVID grant
Horizons Mental Health - COVID supplies
Hospice and Homecare of Reno County - COVID supplies
Hutch Rec - COVID supplies
Interfaith Housing & Community Services - Brush Up Hutch
Municipal Emergency Services - COVID supplies
New Beginnings - Detox Center
Plainview Mennonite Church JAM - Rally Reno COVID grant
Prarie Independent Living Resource Center - Rally Reno COVID grant
Reno County Nonprofits - Coaching program
The Salvation Army - Rally Reno COVID grant
Soup Kitchen - COVID supplies
St. Vincent dePaul - Rally Reno COVID grant
TECH, Inc - Rally Reno COVID grant
TFI Family Services - Rally Reno COVID grant

RALLY RENO NONPROFITS GRANTS

Joint collaboration with Hutchinson Community Foundation

American Red Cross
Big Brothers Big Sisters
Boys & Girls Club
Bread & Cup Ministry
Child Care Links
Children's Emergency
Circles of Hope
Emanuel Lutheran
EtCetera Shop
First Call for Help
Food Bank of Reno Co
Girl Scouts of Kansas
Hadley Day Care Center
Hutch Community Foundation
Hutchinson Art Center
Jesus & Me Plainview
Live Free Ministries
Milestone Clubhouse
New Beginnings
Prairie Independent Living Resource Center
Prairie Star Health Center
Redeemer Early Learning
Reins of Hope
Salvation Army
St. Vincent dePaul
TECH, Inc
TFI Family Services
United Way of Reno Co
USD 310
Wesley Towers

Yes, it's true! Your local United Way is able to provide and participate in ALL these programs and services because of your generosity. Thank you for giving to the 2020-2021 United Way of Reno County annual campaign!

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Giving to United Way supports the building blocks for a good quality of life and a strong community. Money raised in our community stays local to support health, income, and education. We believe everyone should have the opportunity to thrive. I'm proud to live United and make our community a better place.

When we began the campaign in the midst of a pandemic, we knew that the needs were great and the opportunity to help was more important than ever. Our Reno County community always makes me proud, but this year, in this critical time, you all made my role as the United Way Campaign Chair an incredibly easy task. Thank you for making the pledge that helped people when they needed it most, so we may all live United!

BOARD OF DIRECTORS

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Lisa Gleason - United Way of Reno County

EDUCATION

At United Way, we believe every child deserves the same chance to achieve their dreams, no matter their circumstance. That's why we work to change the systems that keep people in poverty, the barriers to access to quality childcare by addressing the inequities that families and centers in our communities face. Kids who are kindergarten-ready are primed for a lifetime filled with learning. The research is clear: focusing on the early years is the most impactful and cost-effective strategy we can use to improve long-term outcomes for low-income children. Investing in early childhood significantly reduces social costs such as special education and remediation and subsequently increases the future earnings for the children involved, along with many other positive outcomes. Our goal is that all children enter kindergarten ready to learn and we need to support affordable, quality day care centers in Reno County so that we can achieve that.

JEANETTE DEPLER JEREMIAH'S MOM

Jeremiah is known to be different...to others it is a scary approach to talk about. To me it is just education and learning in all spectrums of life. Jeremiah has ONH Blindness and Cerebral Palsy, he comes with a cyst on his brain so he has a shunt as well to help drain fluid. When I wanted to have a child I never imagined going through this journey, but I tackled it with both hands on the horns of the bull. When I was going back to work I looked into Hadley Day Care Center, they accepted Jeremiah with full force and open arms. We

were a team, everything I needed help with while I was at work, they did. Such as when he began eating solids, we had to teach him the word open so he knew the spoon was coming because he couldn't see properly. Moving forward his arms and legs needed to be moved and stretched due to the stiffness caused by CP, they did it with no hesitation. It has not always been an easy experience but with me giving examples of ways to help we have really grown into a strong team. Jeremiah is finally starting to walk, some doctors never thought he would. With the help of physical therapy and the staff at HDCC working with him he is walking more and more as he grows. HDCC has been my

team in helping to raise my child, even with all his special needs. We have a great communication and partnership. I am very grateful to them for all they do and have done for Jeremiah.



CRISIS INTERVENTION

As a result of the pandemic, United Way learned so much about crisis intervention after working with so many residents whose stability was upended due to COVID. Our work with the unmet needs fund with Rally Reno has given us a new image for what is possible. One Door, Hundreds of Connections, this is our vision for crisis intervention and stabilization in Reno County

No Wrong Door creates a connected web among Reno County nonprofits, churches, and service organizations so families in need can easily find support and resources. We utilize the expertise of our network to ensure families can access the rich variety of services, programs, and opportunities available in our community. No Wrong Door is not a new organization or service, but a mindset shared between existing agencies. We know we can do more to lift people out of crisis when we partner to provide a robust menu of options to families and individuals. Because when the needs of everyone in Reno County are met, we all win. Here is what we learned over the last several years and especially through the work done with Rally Reno and the pandemic:

- People in crisis are missing opportunities that may give them the leg up they need to break the cycle of poverty.
- Reno County has a vast network of service agencies, churches, and nonprofits, but are shackled by a limited or patchy network linking them together.
- When a need arises, a person in crisis spends a huge amount of time and energy just surviving.

• Currently each time a person in crisis meets with a service provider, they must repeat their story, often resulting in prolonged trauma at each site they visit for support.

No Wrong Door can help them move toward stabilization. We want to use this concept to:

- Inspire partnership among Reno County service organizations
- Reno County nonprofits work in tandem with one another
- Create the biggest benefit for the user
- Fill gaps and create greater impact
- Access to the knowledge and resources of everyone in the network
- Reduce the likelihood that struggling residents hit dead ends
- More complete continuum of care
- Generate broader support for local services
- We help our community members see all the opportunities available to them in their time of need
- We connect donors of financial resources and goods to the agency where it can best be utilized
- Empower deeper problem solving
- Convene key stakeholders to identify and co-develop solutions to important issues
- Foster social innovation

We envision Reno County as a place in which all people have equitable access to resources and support needed to achieve their hopes and dreams by fostering a community where the people we serve are hopeful, resilient, and self-sufficient.

Together with our partners, we are working to build an infrastructure to bridge across service silos and tear down systemic barriers that have prevented equitable access to resources for families. Our collective goal is to help families move out of poverty towards a future of their choosing.



RALLY RENO HELPS INDIVIDUALS

RALLY RENO RECIPIENT CIERRA

Cierra is a single mom with 3 kids, the oldest being 4 years old. She works in a supervisory position at a fast-food restaurant making less than \$12 an hour. This makes it very hard to accumulate savings to help with emergencies. During COVID, she had to quarantine and lost 2 weeks of wages. This is when she contacted Rally Reno for help with rent and utilities as all her bills were still due. Imagine yourself in her position, 3 young children depending on you, bills to pay, no way to make money,

and quarantined because of a pandemic. She is grateful Rally Reno was there to help her get caught back up.

Because she makes less than \$2000 per month, Cierra qualifies for the Salvation Army's Christmas gift initiative and the Volunteer Center's VITA program for taxes. She has dental coverage with Delta Dental's discount plan, which is United Way supported.

Her three children are receiving free books once a month from the Dolly Parton Imagination Library. The older two children go to the Early Ed Center, and the family sees a therapist at Horizons Mental Health Center

as Cierra needed help with parenting after her divorce. While these are just some of United Way's funded partners, this is a great start for changing Cierra's story.



DISASTER

Amid those swirling uncertainties last spring, one thing was certain to the staff of United Way of Reno County, Hutchinson/ Reno County Chamber of Commerce and Hutchinson Community Foundation: the community was going to need help. By now, the story of Rally Reno is well documented. The organizations, feeling an urgent need to act, swiftly teamed up to launch the gift-card-purchasing platform RallyReno.org on March 26, 2020. After a year in service, the Rally Reno assistance program ended in late March.

EXECUTIVE DIRECTOR LISA GLEASON

Rally Reno's fast start kept providers afloat

The community quickly embraced the initiative as an outlet for helping sustain hard-hit local businesses and friends and neighbors in need. Gift-card purchases were matched by community foundation donors and those dollars funneled into the Reno County VOAD Unmet Needs Fund. For many of the 95 participating businesses, the \$151,588 generated through Rally Reno provided an economic lifeline during the shutdown. "The collective efforts brought an injection of dollars that helped many stay afloat — helping them with the most basic of expenses," said Chamber President Debra Teufel. "Some said it made the difference by simply helping them pay utilities, insurance and rent. This would not have been possible without the 770 people purchasing over 2,500 gift cards." For families and nonprofits in need, Rally Reno became a doorway to COVID relief, not just last spring but throughout 2020 when the website continued as an application portal to family economic assistance and COVID relief grants after the gift card program ended in May. Ultimately, the grant applications collected through the website

resulted in 34 nonprofits, private schools and child care providers receiving a total of \$1,205,000 in emergency assistance thanks to contributions from community foundation and United Way donors and federal CARES Act money. Dealing with the 917 applications for family assistance that poured in through the website was both gratifying and heavy work, said Lisa Gleason, Executive Director of United Way of Reno County, which oversaw the Unmet Needs Fund. "The needs of those who had been financially affected by COVID were great and sometimes their stories took a toll on our staff trying to find the best avenue for support," she said. "It was at times difficult for us to even keep up with meeting those needs with our small office, and our team had to continually adapt." In all, 423 Reno County families received a total of \$227,694 in assistance.

United Way, others, embrace new understanding of County's gaps

Lisa Gleason, Executive Director said the Rally Reno experience provided the United Way the chance to learn more about the barriers residents in crisis face in Reno County. "United Way has been working on the crisis entry into our community for some time now, but this disaster work shined a huge spotlight on the gaps here in Reno

County," she said. "These are things we never would've learned had we not been so ensconced in the work." These new observations prompted United Way staff and others working on the front lines of the social support system to experiment with how those in crisis can best access and receive resources. Some of the trials are currently underway, with the hope of achieving permanent innovations in the system.

Reflecting on the past year and the Rally Reno project, Hutchinson Community Foundation President and CEO Aubrey Abbott Patterson said the strengthened relationships between the United Way, Chamber of Commerce and Community Foundation stood out as a bright spot amid the year's difficulties. "Because of the pandemic, we know each other and our roles better than ever before. We're clearer about our organizational strengths, and we know how to lean on each other for support when we need it," Patterson said. "The relationships we've formed will continue, and when the next challenge arises, we'll be ready to jump in to the work together." Gleason believes that our community is stronger due to the collective support we give to each other and the willingness from everyone to work together for the betterment of Reno County. "Our community is better when we all strive to LIVE United."

RALLY RENO HELPS BUSINESSES

APRON STRINGS ANNE DOWELL

The Rally Reno County program was a lifesaver for our small business. Checks started coming before any of the loan assistance programs kicked in. We were able to pay the operating expense bills like insurance and utilities with this assistance. The checks came weekly and took a lot of stress off of our shoulders. The best part – it wasn't a handout.

