

2023-2024

# IMPACT REPORT



United Way of Western Kentucky



[www.unitedwaywky.org](http://www.unitedwaywky.org)



[facebook.com/uwwky](https://facebook.com/uwwky)

# IMPACT SNAPSHOT

40,377

LIVES IMPROVED THROUGH  
ANNUAL CAMPAIGN

750

VOLUNTEERS SERVED

28

PROGRAMS SUPPORTED

14

LOCAL AGENCIES



**Catherine Sivills, U.S. Bank**

## A message from the 2023-2024 President

This past year has been all about learning and growth. In early 2022, we officially expanded our reach from one to seven counties in western Kentucky. Our strategy in 2023 focused on establishing new operational processes and evolving the roles and responsibilities of our staff. Our board of directors also expanded, and we welcomed in new leaders from each of the additional counties. Our board is made up of 25 people who are all poised to explore new ways of approaching and executing our mission and vision. During our strategic planning session in the spring of 2023, we knew this year was going to be full of opportunities and maybe a few challenges. The leadership of our board committed to supporting the staff as they navigated new relationships, identified new gaps and obstacles and reimaged how we can meet the needs of our region. We also continued our commitment to ongoing disaster relief efforts related to the devastating tornado in December of 2021. We have identified new partnerships and continued to nurture existing partnerships with employers, partner agencies, and donors.

As I reflect on this past year, I feel grateful that we took a leap of faith to expand our reach. We are still learning, and we know that our journey has just begun. The needs in our region for quality education, sustainable income, and dynamic health are prevalent. I am so grateful to the United Way team and our Board of Directors for their commitment to elevate our region, our neighbors, and each other. It has been a sincere honor to serve as President of the 2023-2024 United Way of Western Kentucky Board of Directors. There is no doubt in my mind that this organization is a key thread in the fabric of western Kentucky and will be a significant part of the vitality we all strive for in thriving communities across the region.

## PROGRAMS

## DETAILS

## OUTCOME



### Promoting Academics & Leadership in Schools

A mentoring program to promote academics & leadership in schools.

125 local students were supported weekly or bi-weekly this year by their mentors.



### Agency Support

The financial and volunteer support of 28 local programs through partner agencies.

40,377 people were supported in the areas of education, income, and health.



### Disaster Relief in partnership with the United Way of Kentucky

Financial and volunteer support provided to disaster survivors of the 2021 tornado.

Temporary housing, rebuilding of homes, and basic needs were provided. Over \$1.8 million allocated since 2022.



### Project United

sponsored by UBS Financial Services

Annual community-wide day of service to support local nonprofits.

680 volunteers completed 41 projects at 38 nonprofits across the region.



### Stuff the Bus

sponsored by FNB Bank

Annual school supply drive for schools in the 7-county coverage area.

Schools across the region received school supplies or basic necessities for students.

## LIVE UNITED

The United Way of Western Kentucky spends many staff hours collaborating in our community to provide additional support such as the Getting Ahead program in partnership with the Housing Authority of Paducah; Bridges Out of Poverty training in partnership with Paducah Independent and McCracken County public schools; volunteer support and recruitment for nonprofits in our region; grant partnership with local 21st-Century programs; and service on community prevention and health coalitions. We know we can best support education, income, and health in our community when we LIVE UNITED.



**2023-2024**

# AWARD RECIPIENTS

Overall Campaign of the Year

**Computer Services, Inc.**

LIVE UNITED Corporate Partnership

**Paducah Bank**

LIVE UNITED Small Business Partnership

**Whitlow, Roberts,  
Houston & Straub, PLLC**

Largest Campaign Increase

**Progress Rail**

New Supporter of the Year

**Ballard County Schools**

LIVE UNITED Non-Profit of the Year

**Marshall County  
Public Library**

Samuel S. Sloan

Employee Campaign Coordinator of the Year

**Melissa Breeden, UBS  
Kristy Taliaferro, UBS**

Ladd Mathis Lifetime Achievement

**Bill Evans, WPSD Local 6**

LIVE UNITED Education

**Shay Tyler, Paducah Middle School**

LIVE UNITED Income

**Tiffany Riley, KentuckyCare**

LIVE UNITED Health

**Donna Thomas**

LIVE UNITED Youth

**Fiona Caywood,  
Paducah Tilghman High School**



**2016**



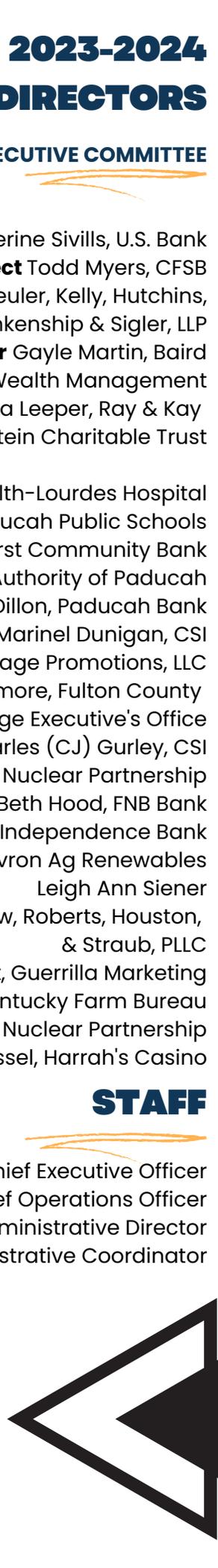
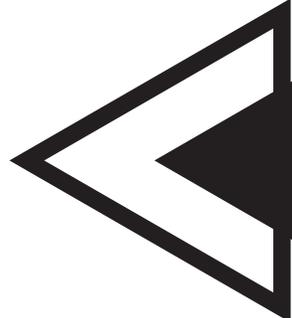
**2018**



**2022**



**2023**



**2023-2024**

# BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

**President** Catherine Sivills, U.S. Bank

**President-Elect** Todd Myers, CFBSB

**Past President** Lesley Owen, Keuler, Kelly, Hutchins,  
Blankenship & Sigler, LLP

**Treasurer** Gayle Martin, Baird  
Private Wealth Management

**Secretary** Gina Leeper, Ray & Kay  
Eckstein Charitable Trust

Leigh Ann Ballegeer, Mercy Health-Lourdes Hospital

Lynsi Barnhill, Paducah Public Schools

Jeremy Black, First Community Bank

LaToya Burton, Housing Authority of Paducah

Arianne Dillon, Paducah Bank

Marinel Dunigan, CSI

Wendy Elrod, Image Promotions, LLC

April Gallimore, Fulton County

Judge Executive's Office

Charles (CJ) Gurley, CSI

Eric Holland, Four Rivers Nuclear Partnership

Beth Hood, FNB Bank

Drew Hulette, Independence Bank

James Morrow, Bunge Chevron Ag Renewables

Leigh Ann Siener

Darren Smith, Whitlow, Roberts, Houston,  
& Straub, PLLC

& Straub, PLLC

Dylan Street, Guerrilla Marketing

Katina Todd, Kentucky Farm Bureau

Jessica Vasseur, Four Rivers Nuclear Partnership

Sherry Wessel, Harrah's Casino

## STAFF

Betsy Burkeen, Chief Executive Officer

Kelly Davis, Chief Operations Officer

Susan Gibson, Administrative Director

Gail Massey, Administrative Coordinator

## 2023-2024 FINANCIAL IMPACT

# \$1,736,159

Campaign \$858,338

Disaster Relief \$789,403

Grant Support \$39,375

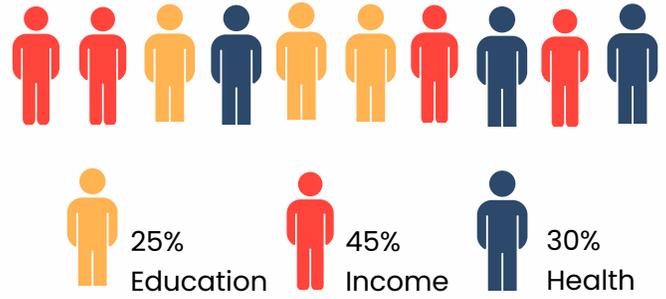
In-Kind Donations \$39,043

Gifts to Endowment \$10,000

## TOP 20 FINANCIAL CORPORATE PARTNERS

1. CSI
2. U.S. Bank
3. Paducah Bank
4. Four Rivers Nuclear Partnership
5. Ingram
6. Beltline Electric
7. McCracken County Public Schools
8. Jackson Purchase Energy Cooperative
9. Paducah Power System
10. FNB Bank
11. Swift & Staley, Inc.
12. City of Paducah
13. UBS Financial Services, Inc.
14. CFSB
15. Phoenix Paper
16. Caterpillar, Inc.
17. Paducah Public Schools
18. Baird Private Wealth Management
19. Woodmen Of The World
20. Keuler, Kelly, Hutchins, Blankenship & Sigler, LLP

% of financial allocations



## FUNDED PARTNER AGENCIES

Camp Graves  
Child Watch Counseling & Advocacy Center  
City of Mayfield (disaster relief support)  
Family Service Society  
Fulton County Long-Term Recovery Group  
Hickman County Long-Term Recovery Group  
Hope Unlimited Family Care Center  
Kentucky Legal Aid  
Lifeline Recovery Center  
Marshall County Long-Term Recovery Group  
Mayfield-Graves County Long-Term Recovery Group  
Merryman House Domestic Crisis Center  
Oscar Cross Boys & Girls Club  
Paducah Cooperative Ministry  
Paducah Day Nursery  
Paducah-McCracken County Senior Center  
Salvation Army



## EVENT SPONSORS

Aaron's Sales & Leasing  
Arnold Realty Group  
Atmos Energy  
Bacon Farmer Workman/  
Marcum Engineering  
Baird Private Wealth Management  
Baptist Health Paducah  
Barkley Regional Airport  
Bluegrass Event Planning  
Camp Graves  
CFSB  
Chicken Salad Chick  
Child Watch Counseling  
and Advocacy Center  
Coca-Cola  
Cornerstone of Hope  
CSI  
Denton Law Firm  
FNB Bank  
Four Rivers Nuclear Partnership  
GEO Consultants  
Harrah's Casino  
HDR Engineering  
Housing Authority of Paducah  
HR Consulting Solutions  
HUB - Peel & Holland  
Ingram  
Jacobs  
Keuler, Kelly, Hutchins,  
Blankenship & Sigler, LLP  
KY Farm Bureau, Doug McClure  
L.A. Miller & Associates  
Leslie Heath, Keller Williams Realty  
Lifeline Recovery Center  
Mayfield-Graves County  
Long-Term Recovery Group  
McCracken County Public Schools  
McMurry & Livingston, PLLC  
Meals & Tolar Impairment Specialists  
Mercy Health Home Care & Hospice  
Merryman House Domestic Crisis Center

Paducah Bank  
Paducah Battery Supply  
PFGW  
Pizza Inn  
Purple Toad Winery  
Rainbow International  
Regions Bank  
River's Edge Veterinary Hospital  
Salvation Army  
Sara Gipson Group  
Signet Federal Credit Union  
Swift & Staley, Inc.  
The Jeff & Sharollette Pierce Team  
with Fern Leaf Real Estate  
U.S. Bank  
UBS Financial Services, Inc.  
VUE Magazine  
Walker Hall Events Center  
Whitlow, Roberts, Houston & Straub, PLLC  
Williams & Roof  
Wealth Management Group  
Williams Williams & Lentz  
Woodmen of the World, Earl Davis  
WPSD Local 6

**\$41,347**



**\$46,663**

raised in partnership  
with Paducah Professional  
Women



## LEADERSHIP DONORS

give \$1,000 or more

Jerry & Sherry Anderson

Joseph Anderson

Kenny & Stacey Blankenship

Vicki L. Brantley & Tim A. Bonner

George & Angie Bray

Tim & Debbie Bray

Brian & Becky Brown

Jamey & Jordan Brown

Jim & Brenda Brown

Patrick & Erin Brumley

Scott & Betsy Burkeen

Darren Cantlay

David C. Carroll

Robert D. Carter &

Dr. Russell B. Jones

Heather Coffie Grubbs

Troy & Tammy Courtney

David & Peggy Culbertson

Mark Todd Curtis

Rob & Natalie Dahlberg

Kelly Davis

Chase & Whitney Denson

W. David & Ann Denton

Matt & Arianne Dillon

John & Rudina Durbin

Kerri Eads

Jackie East & Valerie Pollard

Stan & Missy Eckenberg

Bill & Susan Evans

Bob Ezell

Darrell & Amy Ford

Joe & Jeane Framptom

Geordie & Julia Garrat

Greg & Denise Grissom

Charles Gurley

David & Dianna Hampton

Doug & Heidi Handley

Oscar & Zulema Harrell

Mardie & Jennifer Herndon

Sally Hopkins

Bob & Lisa Hoppmann

Brent & Sarah Housman

Drew & Angie Hulette

Craig & Stacy Jones

Daron & Tricia Jordan

David & Alyson Kelly

Kliff & Wendy Kester

Christopher Kienzle

Caroline & Steve Korte

Ashley Lambert

Liz & Kevin Latta

Bob & Gina Leeper

David & Barbara Logsdon

Dr. Levi & Maegan Mansfield

Aaron & Melanie Martin

Andrew & Sherry McGlenon

Sandy & Jean Meredith

Brian & Vicki Morgan

Tony & Wendy Murt

G. Todd Myers

Joe Nelson

Chris & Lesley Owen

Charles Owens

Derrick & Shannon Pace

Jenni Partin

James & Leigh Ann Paxton

Mark & MaryAnn Peal

William E. & Anita Pinkston

Lucas Powell

Steve & Nancy Powless

Kent & Julie Price

Kevin & Charlene Ray

Bill & Myrna Redfield

Gerald & Renee Reynolds

Jesse & Beth Riddle

Jared Riley

Clint Roberts

Nancy Rucks

David Ruckstuhl

Darrin Rudolph

Richard Rumsey

Jason & Leigh Ann Siener

Ashley Simmons

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Tina Story

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Tim & Kelly Thurman

April Tilford

Allen & Melanie Townsend

Lee & Sheri Tucker

Matthew Turley & John Park

Richard & Barbara Veazey

Bradley & Alicia Wallace

Randy & Judy Warmath

Clint Warren

Shawn & Lonna Washer

Myron & Sherry Wessel

Cody Wiles

John Jr. & Kristin Williams

John A. & Vivian Williams

Sandra S. Wilson

Stephen & Susan Ybarzabal

Jason & Stacey Young

We'd like to also thank  
anonymous leadership donors.

2023-2024  
United Way of Western Kentucky



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Paducah KY

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