

2024 - 2025

Annual Report

United Way of Western Kentucky serves our region by improving conditions in education, income, and health.





Impact Snapshot 2024 - 2025

Letter from the President

Dear Friends,

As we reflect on this past year, I am incredibly proud of the steps we've taken together to grow, adapt, and deepen our impact across Western Kentucky. It has been a year of strategy, action, and new beginnings.

From setting bold new revenue goals to strengthening our internal operations, your United Way has remained focused on long-term sustainability and service. One of the most exciting additions this year was the launch of Bourbon United Gala, a brand-new fundraising event that brought people together around a shared love for Kentucky tradition—and our mission. The event not only raised critical funds but also helped elevate awareness of the work we're doing across the region.

We were also thrilled to welcome Langdon Barnes as our new Regional Impact Coordinator. Langdon hit the ground running, bringing passion and focus to our impact programming. His leadership has already led to new community connections and securing successful impact grants that will directly support our work in the region. We are grateful for the expertise and energy he brings to our team.

We proudly launched Impact Opportunity, a regional initiative made possible through the generous support of AES US Renewables. This initiative takes a truly collaborative approach to providing equitable opportunity for all, assembling task forces in each of our counties made up of educators, civic leaders, service providers, and residents who understand the barriers our neighbors face every day. Together, these local leaders identify solutions in areas such as education, housing, healthcare, and economic mobility.

In Graves County, this important work is already underway under the leadership of longtime United Way board member and former board president Georgann Lookofsky. With the input of people who both live and serve in the community, these conversations will shape actionable strategies—and meaningful changes for years to come.

This year also brought a fresh new chapter for our team as we moved into a dynamic, innovative office space generously donated by Computer Services, Inc. (CSI). We are deeply grateful to U.S. Bank, whose generosity provided us with office space for the past 16 years—a gift that supported our work through countless seasons of growth and change. As we begin this new era in our beautiful new space, we carry that same spirit of gratitude with us. Thank you to CSI for their incredible partnership and belief in our mission.

It's this kind of work—driven by community, powered by collaboration, and anchored in compassion—that defines who we are at United Way of Western Kentucky. Thank you for standing with us. Your support fuels our momentum and allows us to continue building a more equitable and connected region.

Todd Myers

CFSB
Executive Vice President,
Chief Commercial Lending Officer

2024 - 2025
Financial Impact

\$1,466,743

Campaign \$1,006,768

Disaster Relief \$358,417

Grant Support \$60,996

In-Kind Donations \$30,562

Gifts to Endowment \$10,000

20 Top
Financial
Corporate Partners

1. CSI
2. U.S. Bank
3. Paducah Bank
4. Ingram Barge
5. Four Rivers Nuclear Partnership
6. RightFiber
7. Jackson Purchase Energy (JPEC)
8. Beltline Electric
9. Baird Private Wealth Management
10. Caterpillar
11. Swift & Staley
12. CFSB
13. Paducah Power System
14. McCracken County Public Schools
15. Phoenix Paper
16. Paducah Public Schools
17. FNB Bank, Inc.
18. Baptist Health Paducah
19. CN
20. The Brown Wealth Management Group at Morgan Stanley

39,383

services provided through campaign support

Funded Partner Agencies

- American Red Cross of Western Kentucky
 - Camp Graves, Inc.
 - CASA of Graves County & Southwest KY
 - Child Watch Counseling and Advocacy Center
 - Family Service Society
 - Hope Unlimited Family Care Center
 - KenTenn EMS
 - Kentucky Legal Aid
 - Lifeline Recovery Center
 - Marshall County Exceptional Center
 - 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
- Family & Youth Resource Centers
- Ballard County Schools
 - Carlisle County Schools
 - Fulton Independent Schools
 - Graves County Schools
 - Mayfield Independent Schools



CSI Leadership and United Way Employee Campaign Coordinator Team.

2024 - 2025 Board of Directors

EXECUTIVE COMMITTEE

President: Todd Myers, CFSB
President-Elect: Oscar Harrell, Ingram Industries
Vice President: Charles (CJ) Gurley, CSI
Secretary: Gina Leeper,
Ray & Kay Eckstein Charitable Trust
Treasurer: Gayle Martin, Baird Private Wealth Management
Past President: Catherine Sivills, U.S. Bank

BOARD MEMBERS

Leigh Ann Ballegeer, Mercy Health – Lourdes Hospital
Lynsi Barnhill, Barnhill Excavating
Ariane Dillon, Paducah Bank
Marinel Dunigan, CSI
Wendy Elrod, Image Promotions, LLC
Rebecca Ferch, Four Rivers Nuclear Partnership
Eric Holland, Four Rivers Nuclear Partnership
Beth Hood, FNB Bank, Inc.
Brent Housman, Baird Private Wealth Management
Drew Hulette, Independence Bank
Georgann Lookofsky, Retired from West Kentucky
Rural Electric
Courtney Morris, FCB of the Heartland
James Morrow, Bunge Chevron Ag Renewables
LaToya Richardson, Housing Authority of Paducah
Leigh Ann Siener
Darren Smith, Whitlow, Roberts, Houston & Straub, PLLC
Dylan Street, Guerrilla Marketing
Katina Todd, Kentucky Farm Bureau
Sherry Wessel, Harrah's Casino

STAFF

Betsy Burkeen, Chief Executive Officer
Kelly Channell, Chief Operations Officer
Susan Gibson, Finance Administrator
Langdon Barnes, Regional Impact Coordinator
Gail Massey, Administrative Coordinator



2024 - 2025 Award Recipients

Overall Campaign of the Year
Computer Services, Inc.

LIVE UNITED Corporate Partnership
CFSB

LIVE UNITED Small Business Partnership
Bluegrass Event Planning & Rentals

Largest Campaign Increase
Regions Bank

New Supporter of the Year
Mayfield Electric & Water Systems

LIVE UNITED Non-Profit of the Year
Ray & Kay Eckstein Charitable Trust

Samuel S. Sloan
Employee Campaign Coordinator of the Year
Paducah Bank Team

Ladd Mathis Lifetime Achievement
Jason & Leigh Ann Siener

Community Awards

LIVE UNITED Education
Genia Buchanan
McNabb Elementary

LIVE UNITED Income
Lacy Boling
Paducah Cooperative Ministry

LIVE UNITED Health
Mike Muscarella
Baptist Health Paducah

LIVE UNITED Youth
Erica Wurth
Paducah Tilghman High School



Jason & Leigh Ann Siener



Promoting Academics & Leadership in Schools (PALS)

153 local students were mentored weekly or bi-weekly in McCracken County and Paducah Public Schools.

Disaster Relief

Thanks to our partnership with United Way of Kentucky, funding continued for temporary housing, rebuilding of homes, and basic needs to respond to disaster. To date, **\$2.79** million has been allocated to disaster survivors of the 2021 tornado.

Agency Support

39,383 people were supported through **32** programs improving education, income, and health in our seven county service area including Ballard, Carlisle, Fulton, Hickman, Graves, Marshall, and McCracken counties.

Project United

Over **600** volunteers completed **55** projects at **35** nonprofits across the region for this annual day of community service.

Stuff the Bus

Schools across the region received school supplies, basic necessities, and monetary support through this annual school supply drive.

LIVE UNITED Support

Your United Way offered Bridges Out of Poverty training, grant partnerships, and connected corporations with local nonprofits through board and volunteer service, partnerships, and collaboration. We know we can best support education, income, and health in our community when we LIVE UNITED.

Event Sponsors

Aaron's Sales & Leasing
Aetna
American Commercial Barge Line (ACBL)
Arnold Realty Group - Dawn Arnold & Emily Wilson
Atmos Energy
Bacon Farmer Workman/Marcum Engineering, LLC
Baird Private Wealth Management
Banterra Bank
Baptist Health Paducah
Barkley Regional Airport
Beehive Liquors
Better Homes & Gardens Real Estate Fern Leaf Real Estate The Jeff & Sharollette Pierce Team
Bluegrass Event Planning & Rentals
Bunge Chevron Ag Renewables, LLC
Camp Graves, Inc.
CFSB
Child Watch Counseling and Advocacy Center
Coca-Cola
Cornerstone of Hope, Inc.
CSI
Denton Law Firm
First Community Bank of the Heartland
FNB Bank, Inc.
Four Rivers Nuclear Partnership
Guerrilla Marketing
Harrah's Casino
HDR Engineering
Housing Authority of Paducah
HR Consulting Solutions
HUB International
Independence Bank
Ingram Barge
Jackson Purchase Energy Cooperative
KentuckyCare
KY Farm Bureau - Doug McClure
L.A. Miller & Associates
Leslie Heath, Keller Williams
Lifeline Recovery Center
Marquette Transportation
Matthew Purcell
Merryman House Domestic Crisis Center
Paducah & Louisville Railway
Paducah Bank

Paducah Battery Supply
Paducah Day Nursery
Paducah Diversity Advocacy Board
PFGW
Pizza Inn
Progress Rail
Purple Toad Winery
Rainbow International
River's Edge Veterinary Hospital
Sara Gipson Group Brokered by EXP Realty LLC
Signet Federal Credit Union
Stewart Girl Ministries
Swift & Staley
TVA
U.S. Bank
UBS Financial Services, Inc.
VUE Magazine
Walker Hall Events Center
Whitlow Roberts Houston & Straub, PLLC
Williams & Roof Wealth Management Group of Wells Fargo Advisors
Williams Williams & Lentz
Woodmen of the World - Earl Davis
WPSD Local 6



Raised \$40,781

In partnership with
Paducah Professional Women



**Raised
\$83,049**



Raised \$36,647

Tocqueville Society: Honoring Extraordinary Generosity

The United Way Tocqueville Society, named after French historian Alexis de Tocqueville, celebrates individuals who embody the American spirit of generosity that Tocqueville so admired during his travels in 1831. He observed that Americans uniquely support one another in times of need—a tradition that lives on through the philanthropic leadership of our Tocqueville Society members.

At United Way of Western Kentucky, we are committed to building a community where every person can achieve their full potential through education, financial stability, and healthy lives. The Tocqueville Society represents the highest level of commitment to that mission.

We are proud to recognize the individuals who have given \$10,000 or more this year—visionary leaders whose generosity inspires change and drives lasting impact across our region.

2024 - 2025 Tocqueville Society Members

Steve & Nancy Powless
Jason & Leigh Ann Siener
John A. & Vivian Williams

Celebrating Our Community Champions

In addition to our Tocqueville Society members, we proudly recognize our Community Champions—donors who give between \$5,000 and \$9,999 annually. These generous individuals play a vital role in building a stronger Western Kentucky. By stepping up with leadership-level gifts, they inspire others and help create a culture of giving that uplifts us all.

2024 - 2025 Community Champions

Jamey & Jordan Brown
Brent & Sarah Housman
Kent & Julie Price
Darrin & Marie Rudolph
Myron & Sherry Wessel
John Jr. & Kristin Williams

Thank You to our Anonymous Donors

To those who give quietly but generously—thank you. Your impact is no less powerful, and we are incredibly grateful for your support.



2024 - 2025 Leadership Donors (those giving \$1,000 to \$4,999)

Sherry Anderson
David & Jan Bailey
Kenny & Stacey Blankenship
Vicki L. Brantley & Tim A. Bonner
George & Angie Bray
Jim & Brenda Brown
Brian & Becky Brown
Patrick & Erin Brumley
Scott & Betsy Burkeen
Nancy Diane Byrd
David C. Carroll
Micah & Kelly Channell
Heather Coffie Grubbs
Troy & Tammy Courtney
David & Peggy Culbertson
Rob & Natalie Dahlberg
W. David & Ann Denton
Matt & Arianne Dillon
John & Rudina Durbin
Jackie East & Valerie Pollard
Stan & Missy Eckenberg
David & Cheryl Edgin
Bill & Susan Evans
Bob Ezell
Darrell & Amy Ford
J. Scott & Elizabeth Frame
Joe & Jeane Framptom
Julia & Geordie Garatt
Anthony & Julie Gilbert
Greg & Denise Grissom
Charles Gurley
David & Dianna Hampton
Doug & Heidi Handley
Oscar & Zulema Harrell
Mardie & Jennifer Herndon

Drew & Angie Hulette
Michael & Ashley Johnson
Tricia Jordan, PhD & Daron Jordan
David & Alyson Kelly
Kliff & Wendy Kester
Christopher Kienzle
Caroline & Steve Korte
Dawn & Jerry Lamb
Ashley Lambert
Liz & Kevin Latta
Bob & Gina Leeper
David & Barbara Logsdon
Dr. Levi & Maegan Mansfield
Aaron & Melanie Martin
Gayle Martin
Andrew & Sherry McGlenon
Sandy & Jean Meredith
Brian & Vicki Morgan
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
Kevin & Charlene Ray
Bill & Myrna Redfield
Jesse & Beth Riddle
Jared Riley
Nancy Rucks
David Ruckstuhl
Richard Rumsey

Ashley Simmons
Scott & Catherine Sivills
Angel & Donald Smith
LaChelle Telfair
Mark H. & Gretchen M. Thompson
Tim & Kelly Thurman
April Tilford
Allen & Melanie Townsend
Lee & Sheri Tucker
Matthew Turley & John Park
Anthony VanCura
Sean Vaughn
Richard & Barbara Veazey
Bradley & Alicia Wallace
Randy & Judy Warmath
Clint Warren
Brett & Erik Watson
Cindy & Scott White
Cody Wiles
Angie Willman
Sandra S. Wilson
Bobbie Wiseman
Stephen & Susan Ybarzabal

With Gratitude to our Anonymous Donors

We are deeply grateful for the individuals and corporations who choose to support United Way of Western Kentucky anonymously. While their names may not appear on these pages, their impact is felt across every corner of our region. Their generosity reflects a quiet but powerful commitment to strengthening our communities, and we honor their choice to give without recognition. Thank you for being part of the change.



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