

## GELEBRATING 100 YEARS

BUILDING THE NEXT CENTURY



### PRESIDENT'S MESSAGE

As we celebrate 100 years of Heart of Indiana United Way, I am humbled by the generosity, resilience, and spirit of community that have carried us through a century of impact. Since 1925, neighbors have come together through United Way to lift up families, support children, and ensure our communities thrive.

Through every challenge, United Way has been there—responding, adapting, and bringing people together to find solutions. Whether in times of prosperity or moments of hardship, this community has shown that when we unite, we can overcome anything. That spirit has defined our first 100 years, and it will be essential in the century ahead.

The challenges of today and tomorrow will require that same determination, but also a new level of readiness. That's why we are laying the foundation for the next 100 years. The Next Century Fund is a new and powerful way we are inviting donors to invest in the future—fueling bold solutions and ensuring that Heart of Indiana United Way will be ready for whatever comes next. Alongside it, the Legacy Society gives donors the opportunity to extend their impact far beyond a lifetime, creating a lasting commitment to stronger families, brighter futures, and thriving communities.

This year, as we refresh our branding, launch a redesigned website, and gather for celebrations and service across our region, we are both honoring the past and looking boldly toward what comes next. Together, we can carry forward a legacy of impact and ensure the next century is defined by the same courage, compassion, and community that built the first.

Thank you to every donor, volunteer, and partner who has made this journey possible. You are the heart of United Way. With your continued support, we'll write the next chapter of this story together—100 years strong, and the next 100 ready to begin.

With gratitude,

GenniMark





# **CELEBRATING 100 YEARS,**BUILDING THE NEXT CENTURY

Heart of Indiana United Way recently gathered donors and community partners for a special evening in August to celebrate 100 years of impact and to officially launch the organization's next century of service. The celebration carried added meaning as it was hosted at a home that served as United Way's headquarters in Muncie from the 1950s through the early 1990s—a place where generations of leaders once planned campaigns, built partnerships, and charted a course for community change.









United Way's roots in the Heart of Indiana stretch back to 1925, when the Muncie Community Fund raised the equivalent of \$1.5 million today to support 13 local charities. A little more than a decade later, Madison County followed suit with the creation of the Anderson Community Chest in 1938. In the years that followed, United Ways in Henry, Randolph, and Fayette counties grew alongside them, each committed to helping their neighbors thrive. In 2021, these independent efforts came together as one–forming today's Heart of Indiana United Way, serving five counties with a shared mission.

From early days funding local agencies to today's focus on youth opportunity, financial stability, health communities and community resilience, Heart of Indiana United Way has been there through every challenge—adapting, responding, and uniting people to find solutions. Last year alone, supporters helped raise more than \$2 million, impacting over 34,000 people across the five-county region.

The August celebration underscored that United Way's legacy is strong, but its work is far from over. Throughout 2025, special anniversary events like the Volunteer in Action Series, the 100 Cheers Series, and United Way's 100th Birthday at the Races invite the community to celebrate and give back. With the launch of the Next Century Fund and Legacy Society, donors are helping ensure United Way's ability to respond to future challenges with the same determination that has defined its past. Guests left the evening inspired—not only by what had been achieved but by what remains possible when a community unites around its most pressing needs.



### LAUNCHING THE NEXT CENTURY **FUND & LEGACY SOCIETY**

As Heart of Indiana United Way celebrates 100 years of impact, we are looking boldly toward the future. To ensure we are ready to meet the challenges of tomorrow, we are proud to announce the launch of the Next Century Fund and the Legacy Society.

The Next Century Fund is designed to provide the resources our communities will need in the decades to come. By investing today, donors help ensure that Heart of Indiana United Way can continue advancing youth opportunity, financial stability, healthy communities and community resilience well into the next century. It's not only about sustaining our work-it's about fueling innovative solutions and expanding our ability to respond when families need us most.



This milestone year is the perfect time to make a special commitment. We invite you to celebrate our 100th Anniversary by making a one-time gift to the Next Century Fund-above and beyond your regular annual giving. Whether you choose a single gift or spread it out over several years, your investment will leave a lasting impact on families for generations to come.

> The Legacy Society honors those who take the next step-making a planned gift through a beguest, beneficiary designation, or other legacy contribution. Legacy Society members ensure their impact endures far beyond today, creating a permanent testament to their commitment to stronger families and thriving communities.

> > We'd love to talk with you about what being part of the Next Century Fund or Legacy Society could look like for you. There are many

options available, and together we can find the approach that best reflects your values and goals.

### **2024-25 HIGHLIGHTS:** YOUR SUPPORT IN ACTION!



through Heart of Indiana United Way





donors supported Heart of Indiana United Way's effforts

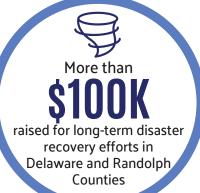


children served through Read and Achieve **Programs** 



indivduals received assistance through our Covering Kids and Families coordinators to receive

healthcare





individuals and families enrolled and finding support in the **THRIVE Network** 

improved their credit and savings, and nearly all reduced expenses

# IMPACT SPOTLIGHT: YOUTH OPPORTUNITY BUILDING STRONG READERS FROM THE START

At Heart of Indiana United Way, we know two milestones shape a child's path to lifelong success: entering kindergarten ready to learn and reading on grade level by third grade. These moments build confidence, open doors to learning, and prepare children to thrive in school and beyond.



### ROAD TO READING: BRINGING BOOKS INTO NEIGHBORHOODS

Earlier this year, we launched Road to Reading, a new summer literacy initiative made possible through a partnership with Ivy Tech Community College and support from the Shafer Foundation. At community events in the Avondale,

Industry, McCulloch Park, and Whitley neighborhoods—areas known as Muncie Promise Neighborhoods where children often face the greatest barriers to learning—families came together to "shop" for free books from a fully stocked lvy Tech RV.

The events offered more than books. Families discovered literacy resources, connected with community partners, and experienced the joy of choosing stories and learning games together. Adults selected titles alongside children, building a culture of reading at home and creating literacy-rich memories that will last.

"Road to Reading is more than a mobile book giveaway—it's a way for families to come together around reading and learning," said Jenni Marsh, President & CEO of Heart of Indiana United Way. "By meeting families where they are and making literacy resources fun and accessible, we're helping children stay on track while school is out—and strengthening connections that support success year-round."

### THE BIGGER PICTURE: YOUTH OPPORTUNITY ACROSS FIVE COUNTIES

Road to Reading is one piece of United Way's comprehensive Youth Opportunity strategy, which spans five counties and includes:

- **Talking is Teaching**, equipping caregivers with simple tools to boost early language and brain development.
- Read United, pairing volunteers with second graders to build literacy skills and confidence.
- **Dolly Parton's Imagination Library**, mailing free books each month to more than 8,500 children in our region.
- Funding for childcare and afterschool programs, ensuring kids are learning, safe, and supported outside the classroom.

Together, these programs form a pipeline of support that helps children start strong, stay on track, and reach their full potential.



# IMPACT SPOTLIGHT: FINANCIAL SECURITY HELPING FAMILIES BUILD STABILITY

Financial insecurity touches nearly half of the households in our five-county region. Families known as ALICE—Asset Limited, Income Constrained, and Employed—often face impossible choices: pay rent or buy food, fix the car or cover child care. These challenges don't just impact parents—they ripple into classrooms, workplaces, and communities. In Muncie and Anderson, more than 55% of households live at or below the ALICE threshold.

To meet these challenges head-on, Heart of Indiana United Way invests in programs that build lasting financial stability. At the center of this work is the THRIVE Network—a partnership of community



organizations that provide personalized, one-on-one coaching to help families like these reduce debt, increase savings, improve credit, and pursue steady employment. Designed with ALICE families in mind, THRIVE goes beyond short-term fixes to create long-term plans for success, ensuring parents have the tools and confidence to build stability for themselves and brighter futures for their children.

## THRIVE IN ACTION: LIZBETH'S STORY

For Lizbeth, a THRIVE participant served through PathStone, financial insecurity and personal challenges often felt overwhelming. Caring for her autistic daughter meant she needed remote work, but finding those opportunities was difficult. She also faced rising mortgage costs she didn't understand and constant anxiety about losing her home.

Through THRIVE, Lizbeth connected with a supportive team of coaches. Tanya helped her with resumes and encouraged her to seek counseling when her anxiety was overwhelming. Mary gave her the confidence to speak up at a parenting series. Annie connected her to Kayla at PathStone, who uncovered that her family's Homestead Exemption had not been filed since 2013—causing years of unnecessary property tax increases. With Kayla's help, the exemption was filed, costs went down, and Lizbeth and her husband no longer feared losing their home

"We were stressed about potentially losing the house, but we didn't-because of the impact of PathStone and Kayla," Lizbeth shared.

### WHY IT MATTERS

Lizbeth's journey shows why Heart of Indiana United Way invests in Financial Security. Programs like THRIVE don't just offer short-term relief; they empower families to tackle root causes, create long-term plans, and build resilience. For Lizbeth, that means new confidence, the chance to pursue remote work, and stability for her daughter's future.

420/0
OF HOUSEHOLDS
in our five counties are
in poverty or ALICE

In Muncie

and Anderson.

the rate is

55%

### **ALICE**

Over the last decade,
the number of ALICE
households in Indiana has
continued to rise as wages
have failed to keep up with
the cost of household basics.
When prices increase faster
than wages, purchasing
power decreases. This is
especially challenging for
ALICE households that are
already struggling to
make ends meet.



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# A UNITED WAY THAT REFLECTS OUR COMMUNITIES

At Heart of Indiana United Way, we believe our work must be a reflection of the people and communities we serve. That's why our board of directors includes leaders from all five counties—Delaware, Fayette, Henry, Madison, and Randolph—ensuring that diverse perspectives help quide our mission and priorities.

But representation isn't just about who sits at the table. It's also about listening—continually turning outward to hear directly from residents about their hopes, challenges, and priorities for the future. That's why last year we launched "Heart to Heart conversations," small group community gatherings designed to give neighbors a voice in shaping the direction of their communities and United Way's work.

So far, more than 20 sessions have been held, with hundreds of voices contributing. Four central themes have emerged:

- Safety & Well-Being: The need for stronger responses to addiction, crime, mental health, and isolation.
- **Belonging:** A desire for inclusive, welcoming communities where everyone feels valued.
- Community Dynamics: Hopes for more authentic connections, accountability, and trust across neighborhoods and systems.
- Economic Challenges: Concerns about job availability, rising costs, and access to affordable housing and resources.

These themes are already shaping our strategies, helping us focus on what matters most to the people who live and work in our region. And the work continues—we're expanding these conversations into Henry and Fayette Counties to ensure every community's voice is heard.

We invite you to be part of this ongoing dialogue. You can attend a Heart to Heart session near you or even host a conversation with your own network. Together, we can build communities that truly reflect the hopes and priorities of the people who call

### INTERESTED IN JOINING OR HOSTING A HEART TO HEART CONVERSATION?

them home.



## HEART OF INDIANA UNITED WAY FISCAL YEAR 2023-2024 FINANCIAL STATEMENT

Independent Auditor's Report prepared by Whitinger & Company, Certified Public Accountants.

CURRENT ASSETS	June 30, 2024 <b>2024</b>
Cash and cash equivalents	\$471,264
Pledges receivable, net of allowance for uncollectible pledges of \$354,600	399,759
Spendable balance of beneficial interest receivable	35,344
Due from U.S. Treasury, federal employee retention credit	
Accrued interest Prepaid expense	
TOTAL CURRENT ASSETS	
PROPERTY AND EQUIPMENT	
Operating lease right-of-use assets, net of amortization	\$43,598
Land and improvements	23,493
Furniture and fixtures	64.282
Less accumulated depreciation	
TOTAL PROPERTY AND EQUIPMENT, NET	s173 529
OTHER ASSETS	
Cash and cash equivalents, held for long-term purposes	\$314,799
Deposits	200
Investments	
Beneficial interest in assets held by foundations	
TOTAL OTHER ASSETS	\$4,054,711
TOTAL ASSETS	
CURRENT LIABILITIES  Accounts payable	36,225
Designations payable	225,432
Accrued wages and payroll liabilities	15,809
Accrued vacation	52,262
Accrued expenses	33,730
TOTAL CURRENT LIABILITIES	\$1,116,155
LONG-TERM LIABILITIES	
Operating lease liabilities	
Operating lease liabilities Less current portion	(36.225)
TOTAL LONG TERM LIABILITIES	ტ0 120
IUIAL LUNG IENNI LIADILIIIES	\$0,132
TOTAL LIABILITIES	\$1,124,287
NET ACCETO	
NET ASSETS	
Without donor restrictions	
Undesignated Designated by board for quasi-endowment	\$1,788,528
Designated by board for quasi-endowment	950,000
With donor restrictions	
With donor restrictions Subject to purpose and time restrictions	\$356,472
With donor restrictions Subject to purpose and time restrictions Perpetual in nature	\$356,472 963,852
With donor restrictions Subject to purpose and time restrictions Perpetual in nature  TOTAL NET ASSETS	\$356,472 963,852 \$1,058,859
With donor restrictions Subject to purpose and time restrictions Perpetual in nature  TOTAL NET ASSETS  TOTAL LIABILITIES AND NET ASSETS	\$4,058,852

### 2024-2025 DONORS, PARTNERS, SPONSORS & VOLUNTEERS

We wish to thank and acknowledge all our donors for your generous support. If you are a leadership donor and we have omitted your name, or made an error with how it is printed, please contact our office at 765-288-5586 so that we can correct our error in future publications.

### **TOCQUEVILLE SOCIETY**

The Tocqueville Society recognizes local philanthropic leaders and volunteers that give \$10.000 or more who have devoted their time, talent, and funds to create long-lasting community changes

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Our Top 20 Corporate partners are highlighted on the back page of this report.

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