

2024-2025



ANNUAL REPORT



UNITED WAY
Central Arkansas



More Than a Meal — A Life Reclaimed Through Support & Hope

Stories of Impact: Faulkner County Council on Aging

Homebound, food-insecure seniors continue to count on the Faulkner County Council on Aging for meals, through their Meals on Wheels program. An elderly woman has been receiving meals on wheels for about 4 months now. She was diagnosed with malnutrition, weighing less than 80 pounds. She was recommended to do physical therapy but was too weak to do it.

All because of the Meals on Wheels program, she is now able to do more day to day activities. She gained 15 lbs and was able to start doing physical therapy to help live to her full potential. She is meeting more of her goals slowly but surely. One of her goals is to be able to come attend activities at the Senior Center in person. She is confident this will happen and cannot wait to see what else she can accomplish, simply because of the encouragement and opportunities she has been given.

Because our United Way funding is used to match federal grants, we are able to amplify our reach to help senior adults like her remain healthy, active, and independent to enhance their quality of life.

Letter from the Director

As Executive Director of United Way of Central Arkansas, I am honored to reflect on a year marked by resilience, growth, and the collective strength of our community. At the heart of our mission is the work we do to support and strengthen the incredible network of nonprofit organizations serving Central Arkansas.

Through our grant funding, we were able to invest directly into programs that address critical needs across youth opportunity, financial stability, healthy communities, and community resiliency. These partnerships allow us to not only meet immediate needs, but to build long-term capacity for lasting impact. In addition to our grantmaking, our direct services continued to make a difference for individuals and families throughout the region. Our VITA tax preparation program returned vital dollars to hard-working households, helping many pay for basic needs and achieve greater financial stability. Our Charity Tracker system allowed us to better coordinate services among agencies, identify gaps in care, and connect people with the resources they need.

One of the things I'm most proud of is the spirit of collaboration that defines our work—when nonprofits, businesses, and community partners come together, we all win. By working alongside one another, we strengthen the entire fabric of our community and create solutions that none of us could accomplish alone. None of this would be possible without our generous donors, dedicated board members, hardworking staff, and countless volunteers who share our vision of a stronger, more resilient Central Arkansas. As we look ahead to the coming year, we remain focused on listening, adapting, and responding to the evolving needs of our community.

Thank you for standing with us, for believing in this work, and for making an incredible impact through your support.



Jessica Clawson
Executive Director

Foundation Partners



Small Business Partners



Our Impact in 2024-2025:

\$260K

Grants Made to
Local Nonprofits

27

Local Organizations
Supported

1,306

Volunteer Hours

7,500+

Arkansans served
through programs
& impact grants

Fundraising Events

This year, our fundraising events brought the heart of Central Arkansas together in incredible ways. Whether we were dancing at the Casino Royale, cheering each other on during our community 5K, or gathering for a night of bingo and giving, every moment was filled with purpose. Thanks to our generous supporters, we've been able to make a real difference in the lives of our neighbors.

Casino Royale

A night of high stakes games and fun all benefiting The United Way of Central Arkansas.

Turkey Trot 5K & Gobble Wobble Kids Mile

An annual 5K race benefiting the United Way of Central Arkansas. We had over 1,000 participants in our 10th annual 5k race. This family event has become a tradition for many to kick off their Thanksgiving day!

Pillar Party

Our Pillar Party celebrates our donors who give above \$1,200 per calendar year.

Stuff the Bus

A partnership with businesses and volunteers to gather school supplies for the new school year.

Bingo Nights

Bingo Nights are held quarterly to benefit our mini grants. These mini grants are given to fund local non-profits in our area.





Serving Faulkner, Conway, Perry, & Van Buren counties.

Since 1972, United Way has worked to improve lives in Central Arkansas to advance the common good.

Staying true to our founding spirit, we stand ready whenever our community faces a need. Our mission is to impact our community by fostering a greater quality of life through initiatives focused on education, health, and financial stability. We take a comprehensive approach to challenges by prioritizing listening and then responding to local needs. Recognizing the impact of service gaps on underserved populations, United Way of Central Arkansas works collaboratively with individuals, local agencies, and partners to build capacity and strengthen our community through vital, targeted programs.

We're deeply grateful to the local nonprofits and community partners whose collaboration helps bring our focus areas to life.



Youth Opportunities

Helping young people realize their full potential.



Healthy Community

Creating a stronger financial future for every generation.



Financial Security

Improving health and well-being for all.



Community Resiliency

Meeting today's urgent needs to create a better tomorrow.

Youth Opportunity

We believe all kids can soar, so we work with the people who care for them — from families and neighbors, to schools and community agencies — connecting young people with the support they need.

Impact Grant Recipients



Boys & Girls Club of Faulkner County

A low-cost resource available to all, providing a safe and welcoming environment where children and teens are respected and valued. This resource is serving over 300 youth in the Faulkner County area through membership and outreach.



Community Connections

Community Connections helps families address health, developmental, and social needs by offering comprehensive programs and services to families of children with special needs.



Conway Cradle Care (2 programs)

The Early Childhood Education Program offers childcare and educational opportunities to children ages 6 weeks to 36 months old. The Adolescent Parent Program strives to combat the negative effects of adolescent parenthood for both the parent and child.



Deliver Hope

The Truancy Intervention Program is designed to identify and resolve the barriers causing youth to become truant. The mission is to keep students in school to graduate high school and instill confidence to gain financial independence in their futures.



Milestones

Helping children with developmental delays achieve their maximum potential through therapies, childcare, and healthcare. Milestones provides early intervention for children from birth to 5 years of age, who have or are at risk of a developmental delay.

A Mom's Burden Lifted — Thanks to You

Stories of Impact: Stuff the Bus

A single mom and her two daughters were evicted from their home, having to share a small motel room. She had many things to be concerned about as far as lodging, money, clothing, food, etc., but she was also worried about how her girls were going to get backpacks and school supplies. Through the Stuff The Bus donations, we were able to take care of the girls' needs and relieve the mom's stress.



Mini Grant Recipients



Rural Community Alliance

The Rural Community Alliance is empowering rural communities to effect change by creating opportunities in education, economic development, and youth empowerment to improve quality of life and place.



CASA

Central Arkansas CASA (court appointed special advocates) recruits and trains local advocates to stand up for abused and neglected children. They represent the child's best interests in court, and help them find safe, permanent homes.



The Call

The mission of the Call is to educate, empower, and equip Arkansas Christians to provide a future and a hope for children in foster care in Arkansas.



Pine Street Backpack Program

Pine Street Backpack Program supports the community by providing essential school supplies to K-12 students. Their mission is to ensure every child has the tools they need to succeed.

Healthy Community

Everyone should be able to make healthy choices for themselves and their families. But, there can be lots of barriers in underserved communities. United Way's partnerships with local groups expand access to nutritious food and quality health care, education, and services.

Impact Grant Recipients

Bethlehem House



CSI Community Service, Inc.
Caring and Responsive Youth Services



smile
Savers Clinic

 Faulkner County Council on Aging



Rise
House

Free Counseling Gives Survivors a Path to Healing

Stories of Impact: Rise House

At Rise House, we know that healing from domestic violence goes far beyond finding physical safety. Survivors often carry invisible wounds like anxiety, depression, PTSD, and deep emotional scars that require compassionate, long-term care. That's why, in response to the overwhelming need for trauma-informed counseling, we launched our mental health program to provide free services to the individuals and families we serve.

What started as a vision to offer holistic, wraparound support quickly became a lifeline. Last year alone, 83 clients received free, individualized mental health care through our program. For many, it was their first opportunity to talk to a licensed

therapist, process years of trauma, and begin the long journey toward reclaiming their sense of self. This critical program wouldn't be possible without the support of United Way of Central Arkansas.

Through the Health and Wellness grant, we're able to purchase vital therapy supplies, healing-centered curriculum, and resources not just for mental health counseling, but for the life skills and support groups that surround it. From therapeutic workbooks to calming tools for grounding exercises, every item funded plays a role in our clients' recovery. We believe healing should be accessible, comprehensive, and rooted in dignity, and thanks to United Way, we're making that belief a reality.

Mini Grant Recipients



Financial Security

Everyone deserves the opportunity to earn a living that can sustain a family and build security for future generations. That's why we're partnering to help more adults thrive in a career, live in quality housing, and build generational wealth.

Impact Grant Recipients

Bethlehem House



CONWAY
MINISTRY
CENTER

Mini Grant Recipients

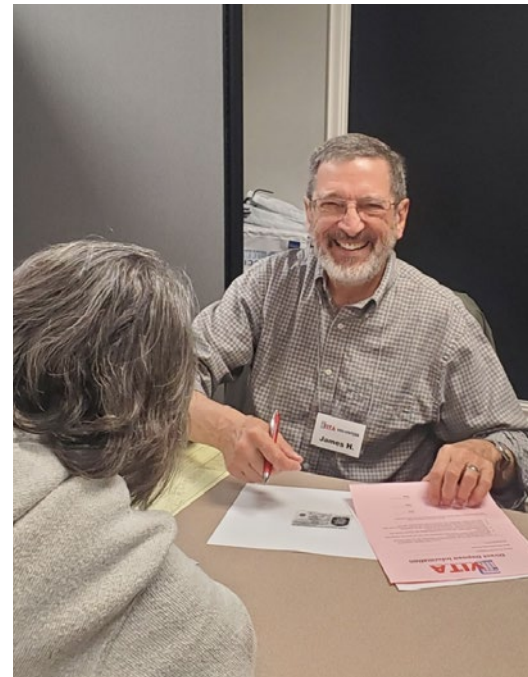
Arkansas
Asset Builders
EMPOWERING HARD-WORKING ARKANSANS TO FLOURISH



A Community Effort — Tax Help for Those Who Need It Most

Stories of Impact: Vita Tax Prep

The Vita Tax Preparation program is a community effort. Community volunteers conduct intake for families served to ensure that all needed information is present. Accounting majors at the University of Central Arkansas prepare tax returns for underserved families in Central Arkansas. Over four hundred families have been served through this program and more than \$75,000 dollars have been saved in tax preparation fees!



Your Financial Impact

\$440K+ returned to community members
through federal & state tax refunds

414

families served across
Central Arkansas

\$75K+

saved in tax
preparation fees

Serving households with a median
adjusted gross income of \$23,386

A close-up photograph of two people shaking hands. The person on the right is wearing a plaid shirt and a watch. The background is blurred, showing what appears to be a gym or community center setting with exercise equipment.

Community Resiliency

The United Way of Central Arkansas believes every community deserves to prosper. We work with our neighbors to build resilient communities that are more connected, supportive and ready to respond to any challenge.

Hope in Motion: A Community's Answer to Crisis

Stories of Impact: Conway Ministry Center

A family walked through the doors of the Ministry Center in a moment of deep need. With their young son battling for his life in the ICU at Children's Hospital, the parents were forced to make a painful choice: **pay their utility bill** or **keep their car filled with gas** to make the daily trip to be by his side. They turned to the Ministry Center for help, and after a careful assessment by a case manager, a community alert was sent through **Charity Tracker** — a tool designed to connect people in crisis with a network of organizations ready to help.

Before the day was over, something remarkable happened. The utility bill was paid in full, and several organizations came forward to provide gas cards, ensuring the family could stay close to their son without worrying about financial obstacles. Because of United Way's funding of Charity Tracker, the family can now focus their energy on what matters most — loving their son and cheering him on in his fight. It's a powerful reminder that when a community comes together, hope can conquer even the greatest struggles.

Charity Tracker

194

Agencies
Participating

\$611,220

Valued
Assistance

10,919

Acts Of Kindness
*Utility Assistance, Rent Assistance,
Food Box, Bed Provided*

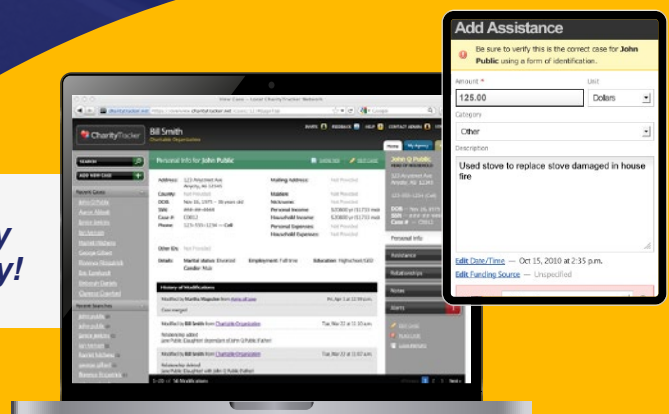
1,873

Children
Assisted

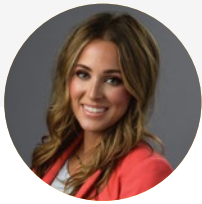
969

Seniors
Assisted

*All data tracked using Charity
Tracker, funded by United Way!*



Our Team



Jessica Clawson
Executive Director



Kylee French
Development &
Communications Director



Emily Laws
Finance & Grant
Administrator



Ashton Adcock
Office Assistant

Board of Directors

Executives

Destiny Lankford
President
First Service Bank

Brooklyn Parker
Vice President
Owens & Parker
Law Firm

Bobby French
Vice President
Central Arkansas
Professional
Surveying

Julie Carmichael
Treasurer
Nabholz
Construction

Carson Cook
Secretary
Antique Brick Inc.

Members

Natalie Arnold
Conway Corporation

Jack Bell
Retired City of
Conway

Debra Bowser
Bank OZK

Houston Davis
University of Central
Arkansas

David DeRosa
Cardinal Investment
Group

Ali Dyer
Dyermark Promotional
Products & Apparel

Grant Gordy
First Community Bank

Marsha Joyner
Centennial Bank

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Sarah Long
Top Notch Heating
& Air

Justin McCarty
Simmons Bank

Rusty Mosely
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Corey Parks
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Lori Quinn
Coldwell Banker RPM
Group Conway

Lanette Rogers
Baptist Health Conway

Chad Russell
Arvest Bank

Jessica Smith
Conway Regional
& The Rogue
Roundabout

Parker Spradlin
Sincos





Partner with United Way

Join the Pillar
Program



Scan here or visit
uwcark.org/pillar-society

Start a Workplace
Campaign



Scan here or visit
uwcark.org/form/start-a-workplace-campaign

Volunteer
Opportunities



Scan here or visit
uwcark.org/getinvolved



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Central Arkansas

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