

# Impact **CREATED BY YOUR UNITED WAY**

## FIRST QUARTER 2022



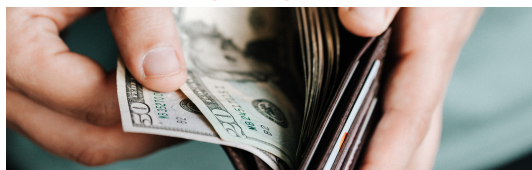
### HEALTH



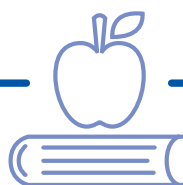
United Way is proud to financially support The Salvation Army's new **Mobile Food Pantry** to help food desert neighborhoods gain access to healthy options.



### FINANCIAL STABILITY



United Way has formed **Bank On ICT**, a coalition working to protect the unbanked from predatory lending services by offering safe, affordable banking products and resources to use them successfully.



### EDUCATION

Wichita State University Men's Basketball teamed up with Coaching for Literacy to host the **#Fight4Literacy** game on Feb. 12. Over \$30,000 was raised for United Way's childhood literacy efforts in Shocker neighborhood (pictured above). **Wichita-Hutchinson Labor Fed was one of many corporate supporters.**



### BASIC NEEDS

- The annual **Point-in-Time Homeless Count** was held Feb. 24 to survey those experiencing homelessness. Results help identify needed resources, guide funding decisions and study trends. The event was organized by the Impact ICT – Continuum of Care Coalition, led by United Way.
- The Wichita City Council approved \$50,000 in federal CARES Act funding to offer incentives and host **COVID vaccination clinics** for individuals who are homeless. United Way will oversee the program.

## NEWSWORTHY

- As part of Black History Month, United Way announced **Promise on the Plains**, a new community investment. This initiative invests financial resources to help close gaps and disparities in health, education, financial stability and basic needs experienced by Black, Indigenous and People of Color (BIPOC). United Way aims to invest \$100,000 in nonprofit organizations that benefit the BIPOC community. The grant application will open in April. Recipients will be announced at a Juneteenth celebration.
- **Jodi Noah**, United Way board chair and Vice President for Textron Aviation, was named one of Wichita Business Journal's **Women Who Lead on Boards of Directors**. She is also a member of **Leadership Kansas**.
- Wichita Business Journal named United Way a 2022 **Innovation Award** recipient. **Moji Rosson**, United Way board member and Director of Growth Strategies for Meritrust, and **Kindra Goertzen**, United Way Creative Manager, were named **40 Under 40**.

Help strengthen our community and advance the common good. Make a gift today at [unitedwayplains.org/donate](https://unitedwayplains.org/donate).

# Partnering **FOR GOOD**

For more than 80 years, organized labor and United Way have partnered to advance the common good! Together, we are transforming lives in our community by uniting to fight for the health, education, financial stability and basic needs of every person in south central Kansas. Every year, union members contribute time, skills and money to improve the lives of our neighbors.

**Together, we are an unstoppable force for good.**



*AFL-CIO Community Services and United Way Partnership*



**MARIO CERVANTES**  
**AFL-CIO COMMUNITY SERVICES LIAISON**

United Way of the Plains  
245 N. Water St., Wichita, KS 67202  
(316) 267-1321  
[mcervantes@unitedwayplains.org](mailto:mcervantes@unitedwayplains.org)