

# EMPOWER OUR COMMUNITY— LIVE UNITED



United Way  
of the Bluegrass

# Timothy Johnson

*President and Chief Executive Officer*

Timothy Johnson is the President and Chief Executive Officer of United Way of the Bluegrass where he leads a 103-year-old, philanthropic organization charged with delivering impact throughout the ten (10) counties of Central Kentucky. Previously, he served as Chief Strategy and Impact Officer at United Way of the National Capital Area where he oversaw the organization's marketing and communications, grantmaking, fee-for-service program management, community engagement work, volunteerism, capacity building, public policy and over \$20M in programmatic investments across Maryland, Northern Virginia, the Virginia Piedmont region and the District of Columbia.

Timothy is a philanthropist who has dedicated his career to eradicating poverty and promoting equity and diversity. Timothy's passion is to improve conditions in low-income communities, believing that with the appropriate tools, people can achieve their full potential and thrive. Timothy was one of the recipients of the 2019 Washington Business Journal's Minority Business Leaders Award and the 2021 Leadership Lexington Distinguished Leader Award. He served as a Commissioner on Mayor Gorton's Commission on Racial Justice and Equality and is an active and financial alumnus of Leadership Lexington, Leadership Central Kentucky, and Leadership Kentucky.

He holds a BS in Biology from North Carolina Central University and a MS in Nonprofit Management from Milano The New School for Management and Urban Policy in NYC. He has years of nonprofit board service and currently serves on the board of United Way of Kentucky, American Heart Association, the PBS Impact Foundation, and Leadership Lexington's Steering Committee. Timothy resides in Lexington, KY with his lovely wife Opa and holds an Emergency Medical Technician's (EMT) license with the Commonwealth of VA and KY and the National Registry of EMTs. Timothy also serves his community as a proud Prince Hall Freemason, Shriner, member of Sigma Pi Phi Fraternity, and platinum life member of Phi Beta Sigma Fraternity, Inc.



## Patrice K. Muhammad

*Vice – President Community Impact*

Joined United Way of the Bluegrass in 2023 and as the leader of the Community Impact team she oversees the organization's community engagement work including direct service programs such as 211 and WayPoint Initiatives, public policy, fee-for-service program management, and \$1M in local community investments supporting basic needs and empowerment programs.

Patrice comes to United Way of the Bluegrass after a twenty-year career as a media owner, investigative journalist, communications manager, and advocate for freedom of civil liberties. She was an original appointee to Lexington Mayor Gorton's Racial, Justice, and Equality Commission co-authored the educational policy recommendations and was appointed to Mayor Gorton's Transition Team to review the practices and policies of the CAO, purchasing, and employment departments of the city of Lexington.

Patrice's non-profit board service is dedicated to improving diversity in the arts and chaired the Sonia Sanchez Lecture Series as a board member of the Kentucky Women Writer's Conference for more than a decade.

Patrice earned a bachelor's degree in Journalism and Communication from Kentucky State University and is currently pursuing a Master's degree in Public Administration from Tennessee State University.





# UNITED IS THE WAY

- WayPoint offers people living in underserved neighborhoods and communities of color a waypoint – or a stopping place on their path or journey toward financial stability, better physical & mental health, empowerment & long-term success.
- UWBG’s WayPoint Centers coordinate an ecosystem of nonprofit, for-profit and government partners and programs to have the greatest impact on local families from a physical location in their communities- right down the street or on the bus line.



*Open to the public year-round,  
WayPoint Centers assist with:*



**Basic Needs:**  
provide access to essentials and critical needs for our most vulnerable neighborhoods and residents.



**Family Opportunity:**  
support programs to improve the education, financial stability and empowerment, and overall health and well-being of the whole family.



**Collective Impact:**  
develop new, collaborative solutions and partnerships to accelerate positive change and equality for every person in our community.

# LEADING THE WAY SINCE 1921



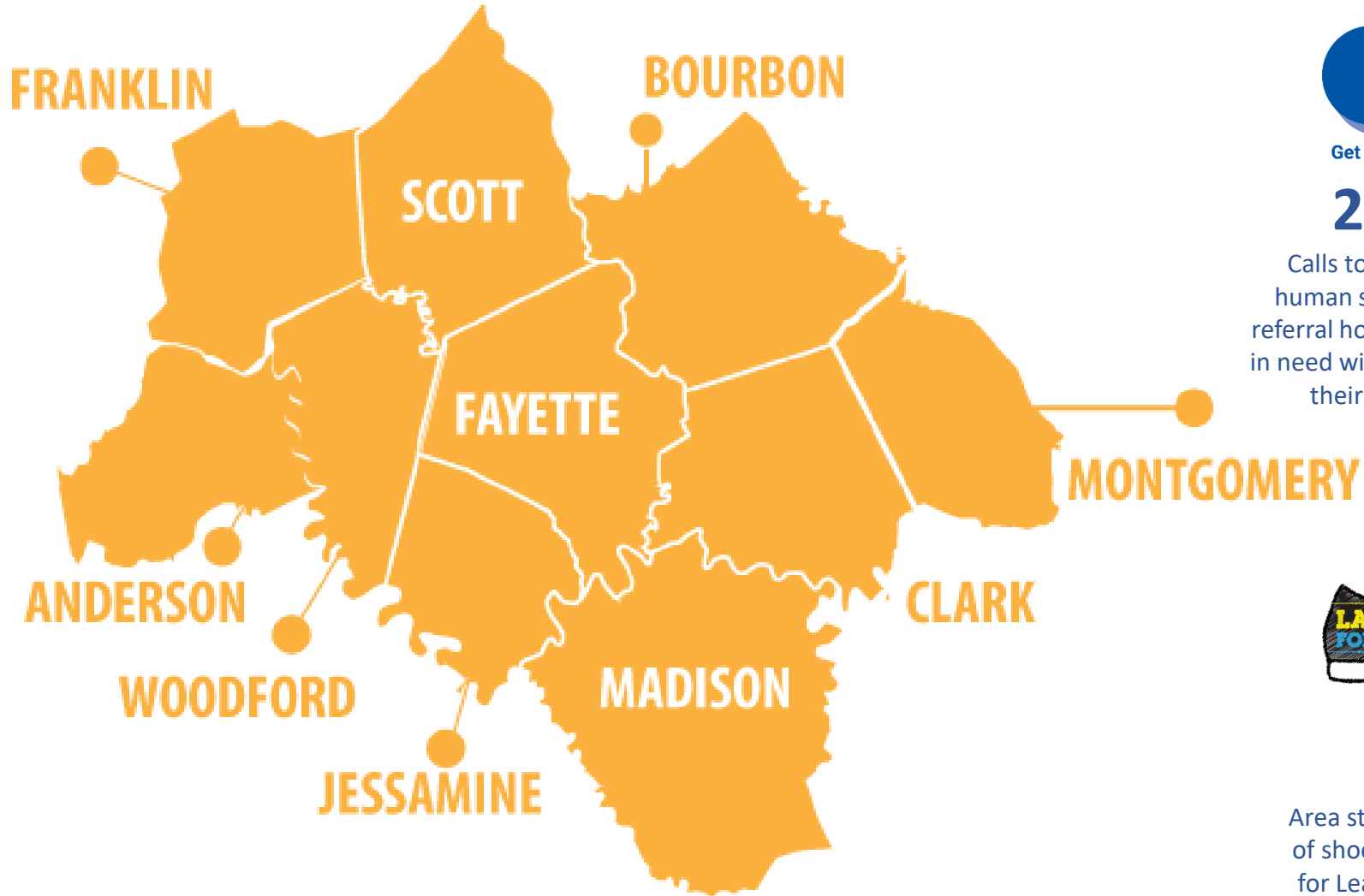
**4,500+**

Kentuckians who filed their taxes for free through the VITA program



**2,100+**

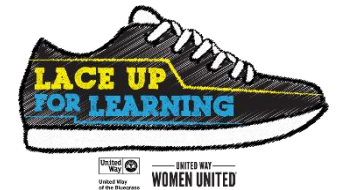
Area students with a holiday break care package that included new pajamas, books, toiletries, and snacks through the Sweet Dreams Project



Get Connected. Get Help.™

**20,000+**

Calls to our 211 health and human services resource and referral hotline, connecting those in need with the right services for their specific situation.



**1,215**

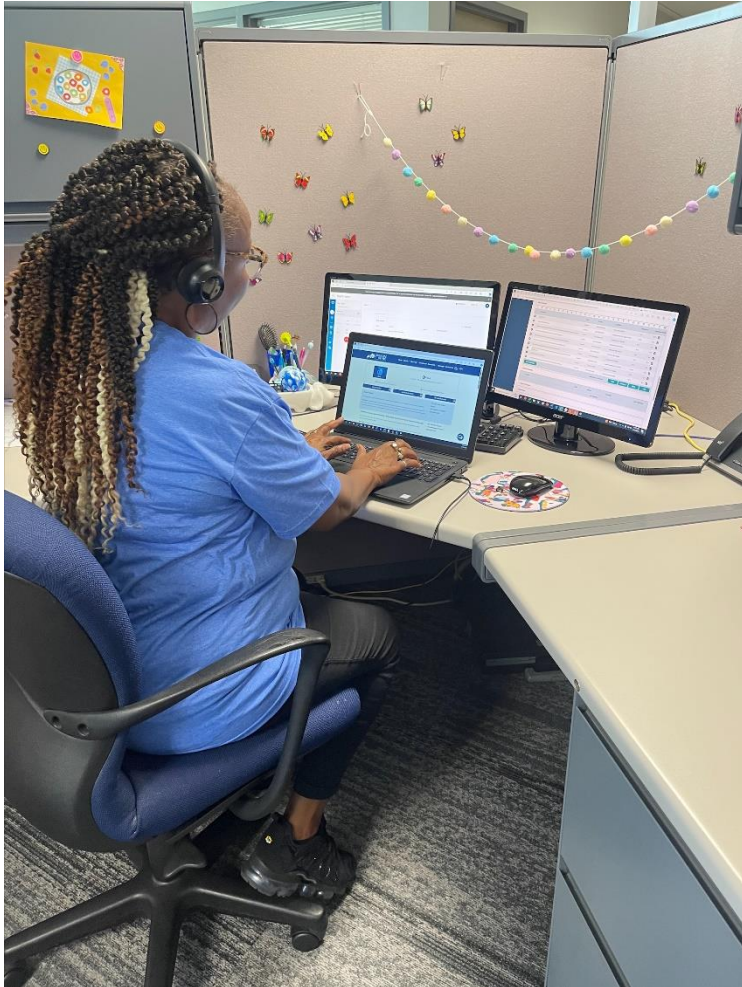
Area students with a new pair of shoes through the Lace Up for Learning program, led by Women United



Get Connected. Get Help.™



United Way of the Bluegrass



In the past year, 211 provided support for:



25,751

2-1-1 calls



2,021

incoming/outgoing text messages



32,202

total 2-1-1 requests



# WHY WAYPOINT?

Serving zip codes with barriers to success

*We believe that the zip code you live in should be a point of pride and never a barrier to your success.*

## DID YOU KNOW?

In our region's wealthiest Zip Code, 40513, the median household income is \$105,356, while in the least wealthy, 40508, the median household income is just \$25,199 per year.



**40513**  
**\$105,356**  
**\$123,662 > 17%**



**40508**  
**\$25,199**  
**\$27,711 < 9%**

US Census 2022 American Community Survey 5 - year estimates

# THREE OUTCOMES FROM RECEIVING WAYPOINT SERVICES



## **Stability:**

Basic needs are met, physical and mental health is good and family/individual can meet future needs based on a budget.



## **Growth:**

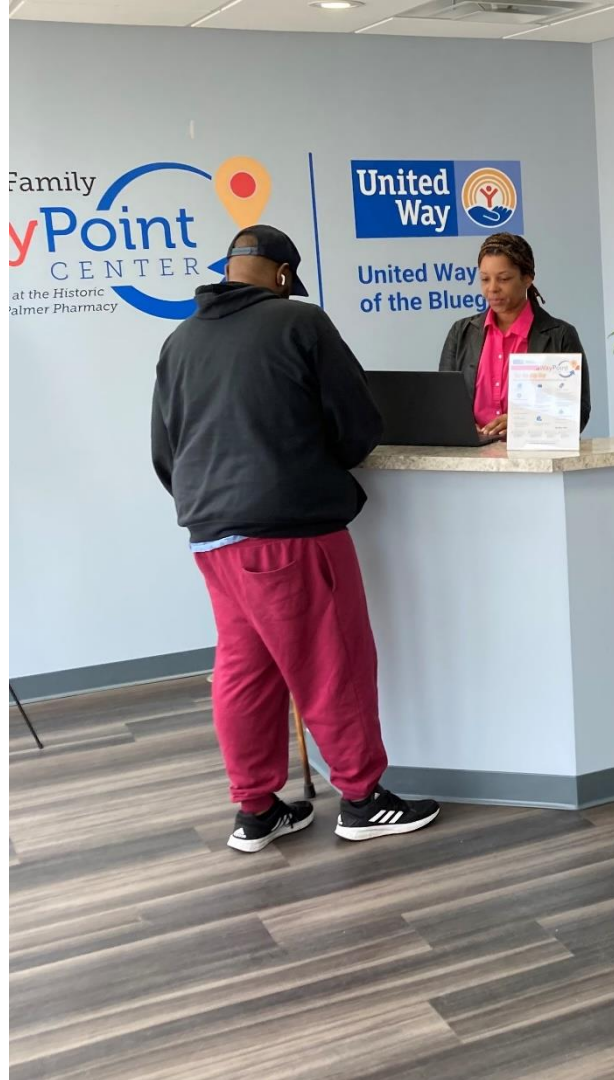
Family/individual has acceptable credit, debt within limits, exceeds a hand-to-mouth budget, earns a sustainable wage and kids are thriving.



## **Empowerment:**

Family/individual owns at least one asset, is saving for the future and is on-track to meet economic goals.





United Way  
of the Bluegrass



# Welcome to **WayPoint**:

## Your Path to Financial Well-Being!

Our mission is to empower you on your journey toward financial stability and independence.



### Here's how we can make a difference in your life:

**1** We take the time to **understand** your unique situation. Our expert counselors conduct a thorough personalized needs assessment, ensuring that our services are tailored to your specific goals.



**2** Our team provides **hands-on guidance** in areas like budgeting, debt reduction and establishing savings.



Let's unlock your full financial potential together!

**3** **Holistic in-office services** are available including health screenings, Medicaid enrollment assistance, job seeker supports such as resume assistance and onsite job fairs and more!



**4** **Referrals to safety-net providers** who can assist with emergency food, utility assistance or housing support.



**Join the  
WayPoint  
Community**

Together, we'll build financial resilience, foster well-being and create a brighter tomorrow.



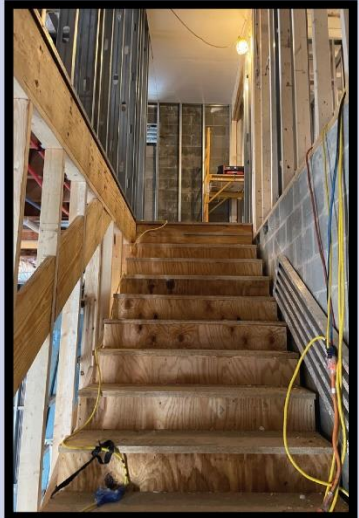
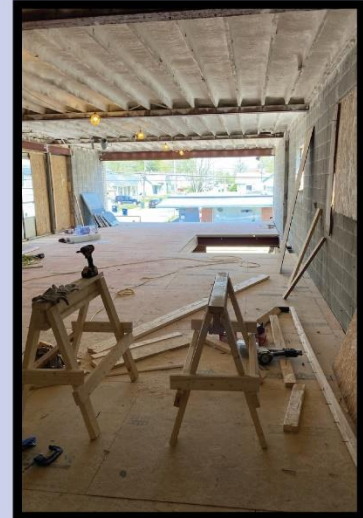
Because at WayPoint,  
your success is our compass.



To make an appointment or for more information dial 211  
or visit us online at [www.uwbg.org/waypoint](http://www.uwbg.org/waypoint)











“Today we celebrated the new Marksbury Family WayPoint Center, soon to be a vital hub in Lexington’s East End, providing resources for education and financial literacy. Services like these help us build a more welcoming and inclusive community - part of our new Kentucky home.”

- Governor Andy Behsear





Since July 1, 2021  
WayPoint Centers have provided



**4,226**  
Individuals  
served



**33,256**  
Service  
Referrals

WayPoint centers have provided help with instances of:



Housing and Household  
Needs



Health Insurance  
and Healthcare



Employment and  
Emergency Financial  
Support