

Holiday Outreach 2020

Summary Report



Washington University Medical
Center Redevelopment
Corporation

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Note from Executive Director

This year's Holiday Outreach Program was a huge success despite a host of challenges presented by the current Covid-19 pandemic. In an effort to meet the needs of our program participants during these unprecedented times, we partnered with our local community development corporation, Park Central Development, to provide them with a host of expanded services and assistance. The results were nothing short of spectacular.

This year's program provided utility and gift assistance to 80 families and individuals, holiday food baskets and personal protective equipment to over 100 seniors, and 50 holiday baskets to area families. Our partner Park Central Development also used this opportunity to identify families in need of rental and mortgage assistance, as well as conducted a comprehensive family needs assessment to connect struggling families with area resources.

We raised a record amount of funding, the vast majority coming from our generous departments and employees at Washington University School of Medicine as well as programmatic contributions from Park Central.

We are extremely grateful to the medical school departments and 719 individual donors to the program this year. Because of their participation, many area families were able to celebrate this year's holiday season with food and gifts, while continuing to maintain their households during these trying times. We are extremely grateful to our community partner Park Central for providing the wrap-around services that connected our participating families and individuals with the critical resources needed during these challenging times.

We are already preparing and looking forward to next year's program and hope that we can build on the success we experienced this year. Happy

Happy New Year,

Brian K. Phillips, *Executive Director and Assistant Vice Chancellor*

About the Program

The Holiday Outreach Program is an annual community initiative administered by the Washington University Medical Center Redevelopment Corporation (WUMCRC). Our mission through this program is to aid in stabilizing the neighborhoods surrounding the Washington University medical campus.

This year, **in partnership with Park Central Development** and with the help of generous donors and sponsors, we were able to provide utility and grocery assistance to local families and elderly neighborhood residents.



Participating departments of the Washington University School of Medicine and BJC HealthCare were matched with individuals in order to provide assistance with utility payments, providing grocery store gift cards, or other potential items from their wishlist.

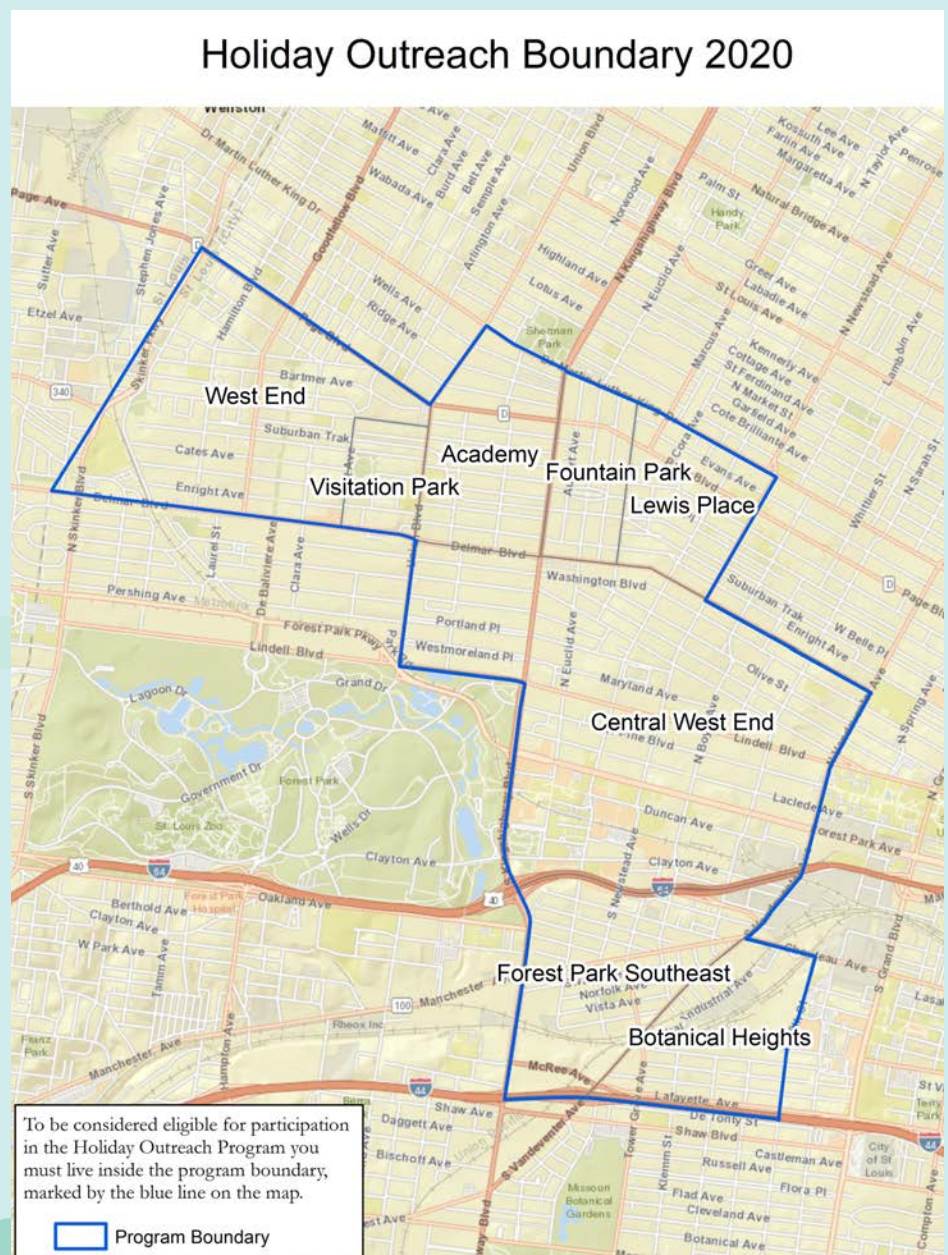
Holiday gift baskets were sourced through **Fields Foods, Golden Grocer, and Dierbergs** to provide a holiday meal along with a gift card to low-income, elderly housing facilities.



Participating Neighborhoods

Each year, we reach out to neighborhood stakeholders to identify local families in need and distribute program applications to them. This year, families participating in the program live in:

- **Forest Park Southeast**
- **Tiffany**
- **Fountain Park**
- **Vandeventer**
- **Central West End**
- **Botanical Heights**
- **Lewis Place**
- **Academy-Sherman Park**



2020 Program Totals

Total Donations Received for Local Families in Need:

\$53,000

~\$51,000 donated online via credit card

~\$2,000 donated via cash or check

Total Donations Received for Elderly Individuals living in Housing Facilities:

\$9,388

~\$5,900 donated online via credit card

~\$3,488 in cash, check, or rollover from FY20 donated via cash or check



Grand Total Donations: **\$62,388**



CC Donations:

\$56,868

Cash/Check/Rollover:

\$5,520

Largest donation: **\$1,000**

Smallest donation: **\$5**

Average donation: **\$70**

809 total donations
received, given by
719 individual donors.

- **\$4,846** used to pay outstanding utility bills for families to Ameren and Spire.

- **\$39,851** in gift cards given to families in need via Target, WalMart, and Visa.

- **\$9,420** in gift cards given to elderly individuals in need via Target and Visa.

- **\$2,940** used to purchase Holiday Baskets to families and seniors in need.

Park Central Development contributed over \$10,000 toward the purchase of Holiday Baskets for families and seniors.



171 Holiday Gift Baskets were delivered to elderly individuals living in housing facilities.

50 Holiday Gift Baskets were delivered to local families in need.

In total, we were able to serve **80 local families and 171 seniors** this holiday season.

Food baskets contained ingredients to cook a holiday meal, snacks, and sanitary items for the winter.



Notes from Families


* May your holiday be full of the joy
and wonder of the season. *

Our family is more than grateful
for your tremendous help this
holiday season, this card couldn't
add up but we ~~are~~ sending our
love + thanks

**Your kindness
means so much.**

THANK YOU FOR THE GIFT
basket + gift CARD. This
help may my GRAND baby
A WONDERFUL Christmas. I
WAS ALSO ABLE to pay on
A Bill. MAY God bless
you.

"Just wanted to drop a note of
thanks to all who gave through/with
the Washington University Medical
Center Redevelopment Corporation.
We certainly did not expect such a
lavish gift! Your generosity has
made it possible for us to have a
Merry Christmas indeed, as well as
start an emergency savings fund.
Thank you and God Bless You all for
your love and kindness.

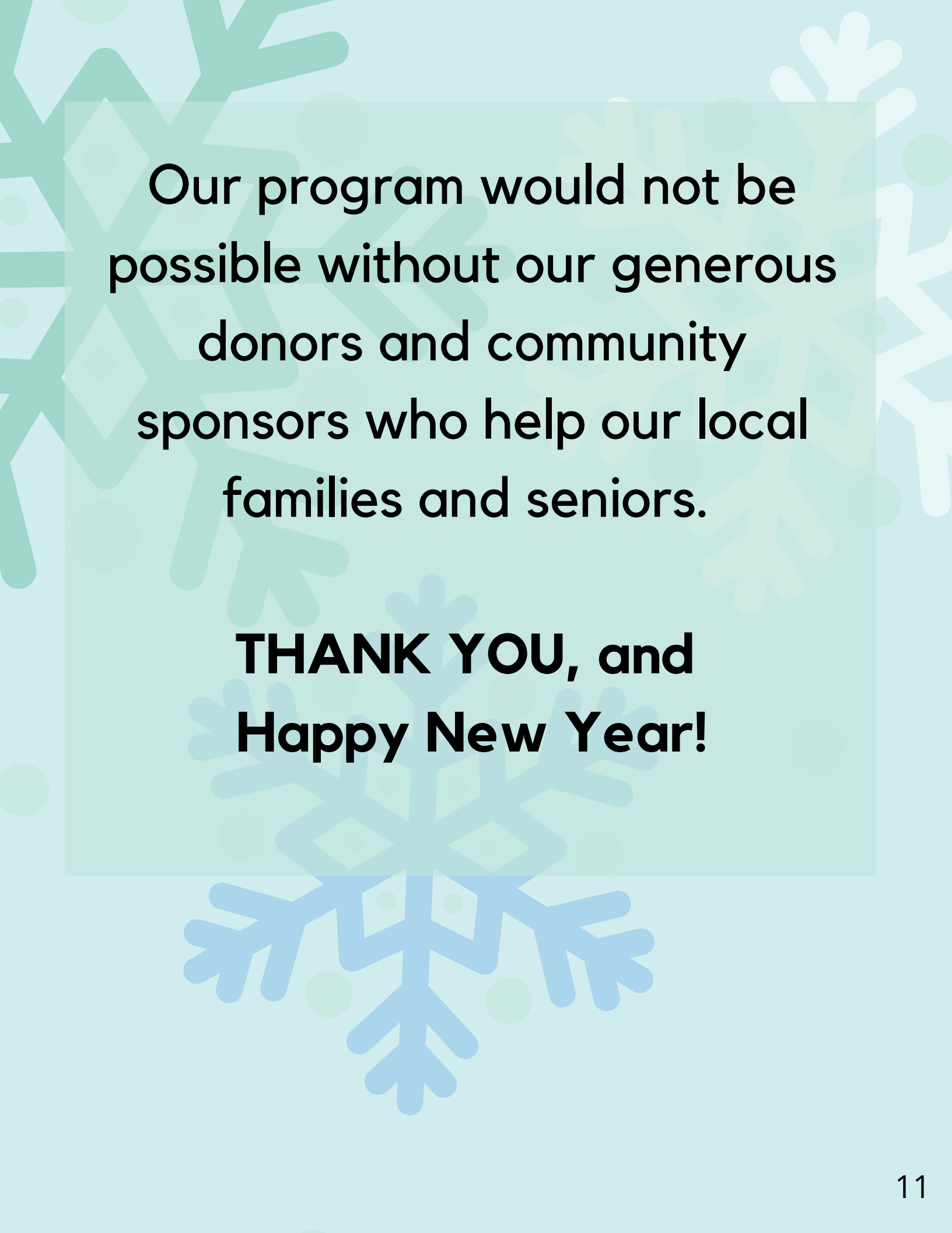
Merry Christmas and Happy New
Year!"



Participating Departments

Thank you to our partners for your contribution to this wonderful program and for helping us provide utility and grocery assistance to our families and seniors this holiday season!

- **Biostatistics**
- **CC**
- **Clinical Translational Research Unit**
- **Dean's Office**
- **Department of Anesthesiology**
- **Department of Medicine - Office of the Chair**
- **Department of Neurology**
- **General Medical Sciences**
- **Girl Scout Troop 828**
- **Hood Family**
- **Institute for Informatics**
- **Keeley Development Group**
- **Missouri Foundation for Health**
- **Molecular Microbiology**
- **Neurology**
- **Neuroscience**
- **Ophthalmology and Visual Sciences**
- **Otolaryngology**
- **Pathology and Immunology**
- **Pediatrics APM**
- **Physician Billing Compliance**
- **Physicians Billing Service**
- **Program in Occupational Therapy**



Our program would not be possible without our generous donors and community sponsors who help our local families and seniors.

**THANK YOU, and
Happy New Year!**