

Holiday Outreach 2024 ANNUAL REPORT

Holiday Outreach is an annual community initiative administered by the Washington University Medical Center Redevelopment Corporation. (WUMCRC)



CONTENTS



Letter from the Director	2
About the Program	3
Participating Neighborhoods	4
2024 Program Totals	5
Another Year of Generosity and Growth	6
Thank You - Partners	7
Thank You - Donors	8
Participating Departments	9
Words of Thanks	10

Letter from the Director

The 2024 Annual WUMC Holiday Outreach was a great success due to the incredible generosity of donors and partners. This year's program allowed us to assist 105 seniors adopt 56 families. We partnered with the St. Louis Housing Authority to identify senior residents that we could assist during this holiday season. Each senior received a gift bag filled with essential household items including toiletries, warm blankets and a \$100 Walmart gift card. The St. Louis Housing Authority staff was on hand to work with the WUMC staff team to distribute the bags.

Our Holiday Outreach program was able to assist families within our service footprint with utility assistance and holiday gifts provided by our generous departments and local partners. The WUMC staff team worked tirelessly with department coordinators to match them with the right families in order to make their holidays a little brighter. The day that families showed up to receive their gifts, tears of joy flowed freely and ample hugs were given to the staff team as an appreciation from families and individuals receiving assistance this year.

On behalf of the WUMC Team, I would like to thank each of you for your generous support of our efforts. I hope that you enjoy this brief report on this year's event. Have a wonderful New Year!

Brian Phillips

Assistant Vice Chancellor & Executive Director

About the Program

The Holiday Outreach Program is an annual community initiative dedicated to supporting local residents during the holiday season and beyond. The program strives to brighten the holidays and provide peace of mind for low-income families and seniors living in the communities surrounding the Washington University Medical Campus.

With the help of generous donors and sponsors, we are able to deliver gifts to children, supply essential household items to seniors, and assist local families and individuals with utility and food expenses.

Participating departments of the Washington University School of Medicine and BJC HealthCare, along with private donations, come together to assist local families by providing utility assistance, groceries, gift cards, and items from their wishlists.

Participating Neighborhoods

West End

Visitation Park

Academy

Fountain Park

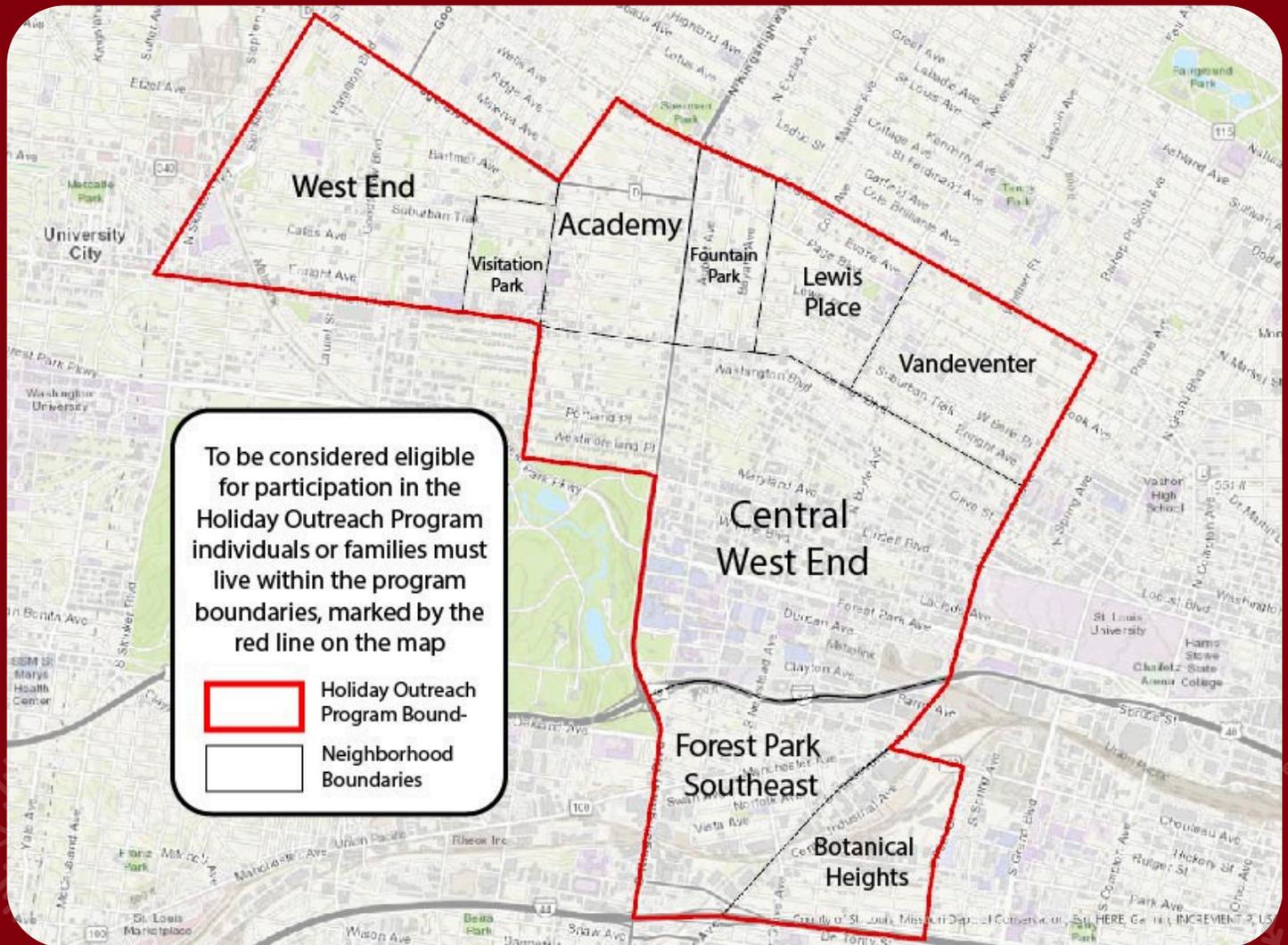
Lewis Place

Vandeventer

Central West End

Forest Park Southeast

Botanical Heights



2024 Program Totals



Adoptions

56 families were adopted by **17** WashU and BJC departments, **two** nonprofits, and **one** private individual.



Donations

We were able to assist families in need with **\$2,350** in utility bill assistance.



Care Packages

We delivered personal care packages, holiday gifts, gift cards, groceries, and catered lunches to **105** lower-income seniors at a value of **\$16,960** above the program total.



Gift Cards

Because of the generous donations received, every participant received a variety of gift cards to be used at their discretion.

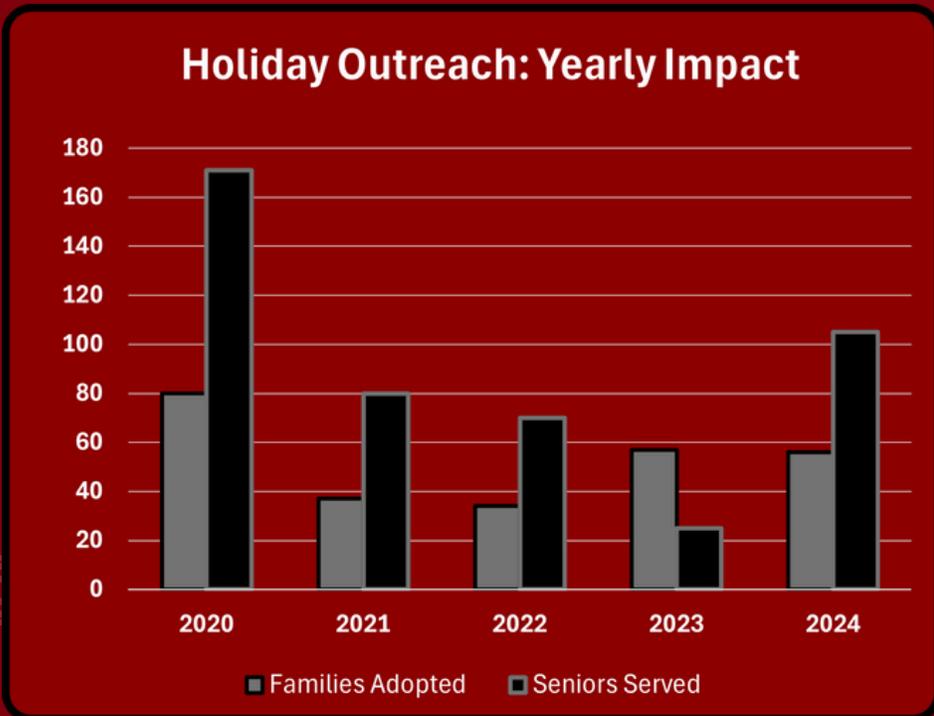
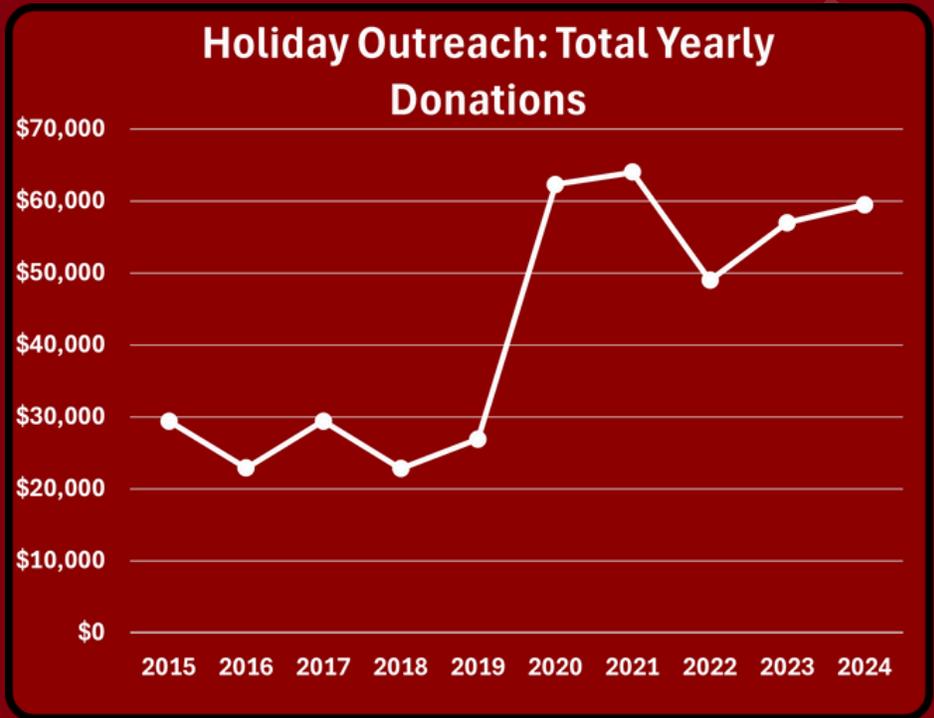


Total

Over **\$59,000** was donated by the outstanding members of our community to the Holiday Outreach program this year.

Another Year of Generosity and Growth

For the second consecutive year, our program saw an increase in total donations. Since 2020, total donations have **more than doubled** when compared to the previous five years.



This year, the program saw an above-average number of families and seniors supported compared to annual figures since 2020, resulting in a significant increase in community impact.

Thank You

All donations, no matter how small, can have a transformational impact on the lives of our program participants

Partners

Thank you to our community partners for your contributions to this wonderful program and for helping us deliver gifts to our families and seniors!

Maureen Patterson

Missouri Foundation for Health

St Louis Housing Authority

Uplift Foundation of Greater St. Louis

Donors

We appreciate our generous donors who helped local families and seniors this holiday season.

Total Number of
Donating Groups

24

Largest Amount Raised

\$12,607

Average Amount Raised

\$1,993



Thank You

General Fund Donors

We would like to acknowledge the generous donors to our General Fund to support Local Families and Seniors in need this past year.

THANK YOU ALL!

Mark Rubin

Samantha Royston

Guy Slay

Mindi Rodden

David Chunn

Tony Leong & Lori Kristjansson

Rich Liekweg

Nicholas Benschhoff

Milton & Donna Rothschild

Tatyana Telnikova

Lyndon Cornell

Jeneane Braden



Thank You

Participating WUMC, WUSTL & BJC Departments

- **Anesthesiology**
- **Biochemistry & Molecular Biophysics**
- **Clinical Studies**
- **Dean's Office**
- **Finance**
- **General Medicine & Geriatrics**
- **McKelvey Graduate Student Services**
- **Molecular Microbiology**
- **Neurology**
- **Neuroscience**
- **Operations & Facilities Management**
- **Occupational Therapy**
- **Office of Health Information and Data Science**
- **Ophthalmology & Visual Sciences**
- **Otolaryngology**
- **Pathology & Immunology**
- **Pediatric Pulmonary & Allergy**
- **Physicians Billing Service**
- **Physicians Billing Compliance**
- **Planning, Design & Construction**

Words of Thanks

“I lost my job and one of my 6 children is sick. I realized that my children would not have a Christmas then, I got this. It's been really hard but my children getting chosen and giving them a Christmas is a big blessing.”

“I am a cancer patient with numerous ailments. Thank you for helping me care for my 11 year old granddaughter.”

“I am a single mother of 4 and their father passed away. It's very hard trying to do everything on my own and this assistance has made all of the difference for my family. Thank you so much!”



Happy Holidays!



Happy Holidays from your friends at the
Washington University Medical Center
Redevelopment Corporation