

ANNUAL REPORT

2025



The U4C Approach

Our Mission

We help families navigate early care and schooling options, strengthen the people who serve children, and align community resources so every child can access the quality foundation they need to thrive.

Our Vision

To Make MO a state where every child, family, and educator can connect with and confidently navigate a high-quality system of care and learning – one that removes barriers, expands opportunity, and enables all children to thrive, regardless of zip code.

Programs & Services:

Child Care Quality Program Enhancement

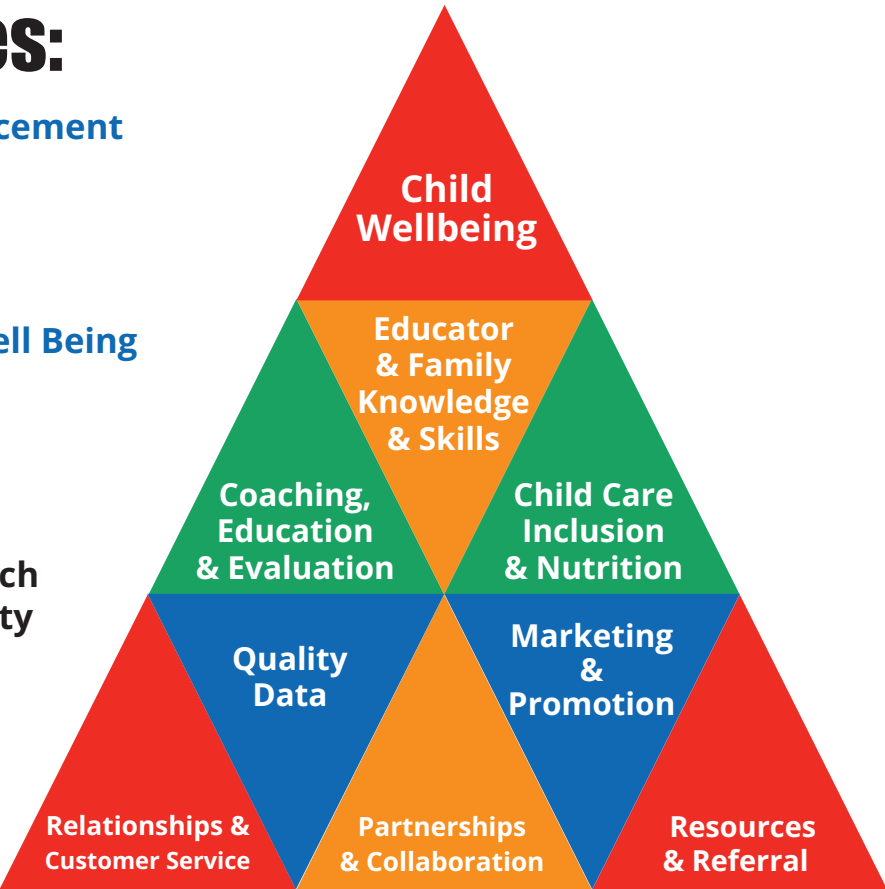
- Coaching
- Education
- Evaluation

Investing in Children’s Health & Well Being

- Inclusion/SEL
- Nutrition

Community Awareness

- Resource & Referral & Outreach
- Missouri Childhood Community Leaders
- Navigate STL



A message from our CEO

Dear Friends -

As I reflect on 2025, I’m grateful for the opportunities we’ve had to strengthen United 4 Children and expand the ways we serve children, families, and educators.

One of our greatest strengths is the community that stands beside us. Last year, we strengthened partnerships with organizations like the St. Louis Mental Health Board, Blues for Kids, Ready Readers, and the Children’s Trust Fund, each bringing unique expertise and a shared commitment to children and families.

These collaborations remind us that meaningful change happens when organizations work together toward a common goal. They have allowed us to reach more families, support more educators, and strengthen the network of services available to children across our community. None of this work happens alone, and I’m grateful for the many partners who believe in our mission and choose to invest in it.

Nothing illustrates that more clearly than the merger of Navigate STL Schools into United 4 Children in 2025. While it marked an important milestone for our organization, it was ultimately about creating greater opportunities for the children and families we serve. By bringing our organizations together, we’ve expanded our ability to connect early childhood education with continued support as children move through school, creating a more seamless continuum of care. It’s a natural extension of our mission and a meaningful step toward ensuring families have the resources and support they need at every stage of their educational journey.

We also spent time looking at how we tell our story and who we’re reaching. While we remain committed to the child care providers, educators, and families who have been at the heart of our work for more than 55 years, we know there are new audiences who need to understand the value of early childhood education and the role it plays in building stronger communities. Whether through new events, community partnerships, or expanded outreach, we’re finding new ways to connect with people who may not have known our work before while continuing to support those who have trusted us for generations.

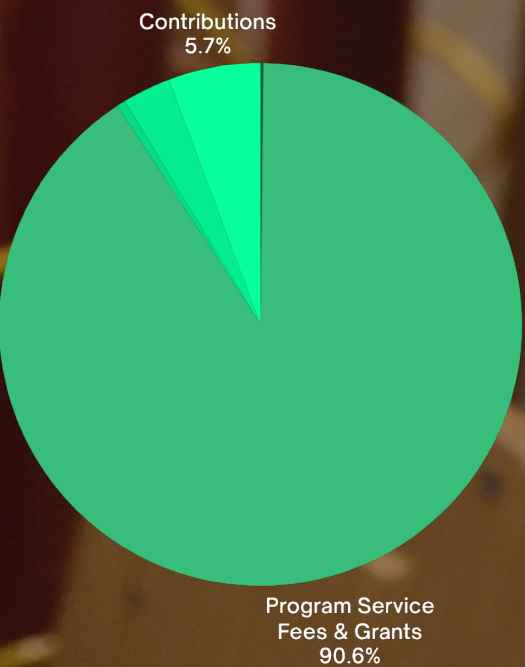
Every year brings new challenges, but it also brings new opportunities. I’m proud of what our staff, board, partners, and supporters accomplished together this year, and I’m excited about where we’re headed. Thank you for believing in our mission and for helping us ensure that every child has the opportunity to learn, grow, and thrive.

With gratitude,

Deanna Finch
Chief Executive Officer
United 4 Children

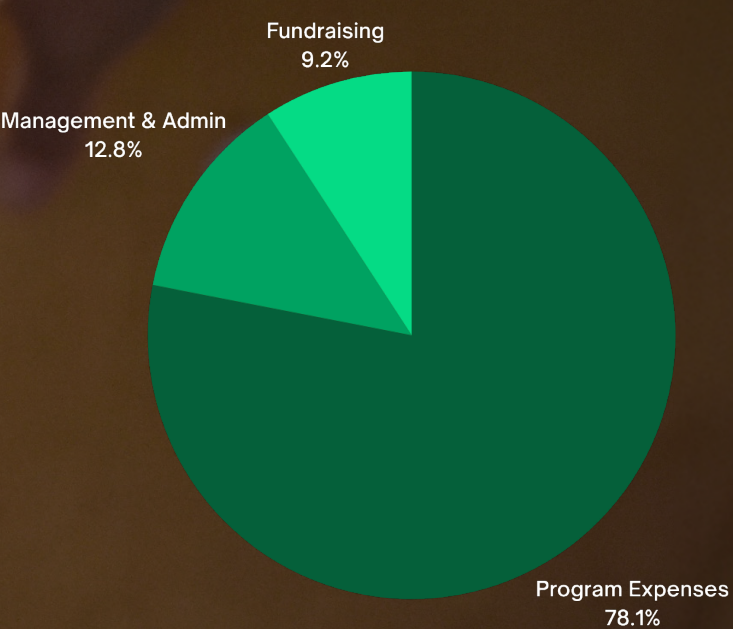
OUR FINANCIAL PICTURE

2025 Revenue Sources



Total Expenses	\$4,046,638
Program Service Fees & Grants	\$3,375,840
United Way	\$111,227
Contributions	\$212,684
Fundraising	\$6,470
Miscellaneous	\$19,736

2025 Expenses Breakdown



Total Expenses	\$4,039,266
Program Expenses	\$3,153,029
Management & Admin	\$515,357
Fundraising	\$370,880



To view United 4 Children’s audits and 990 forms visit United4Children.org/financial-information or scan the QR code.

ROI

78% of money spent was allocated directly to U4C programs

For every \$10 invested in U4C \$7.79 is returned back to the community

5,928

Children impacted by highly skilled educators increasing their foundation to thrive

6,442

Educators receiving mentoring to improve the quality of care for children across the state of Missouri

1,194,562

Meals and snacks served by educators with support from U4C

1,660

Children with elevated needs and their peers supported by highly skilled educators

709

Families connected to resources and referrals through the U4C call center



COMMUNITY

Responding in a Time of Crisis

May 2025 brought unforeseen challenges to our community, including to our very own office, which sustained damage from the tornadoes that swept through the St. Louis region. While we were grateful that no members of our team were injured, the devastation served as a powerful reminder of how deeply these events disrupt the lives of children, families, and child care providers.

Within hours of the storm, our team mobilized to help coordinate relief efforts, with a particular focus on supporting displaced child care providers and the families navigating sudden uncertainty.

We launched targeted outreach campaigns, shared critical recovery resources through our Crisis Resources Hub, and connected directly with affected providers to assess their needs and offer immediate support. Our specialists continued providing guidance, technical assistance, and referrals to help families maintain access to safe, stable child care during an incredibly challenging time.

Despite the damage to our physical office, United 4 Children remained fully operational thanks to our remote capabilities and the resilience of our dedicated team. Our commitment to serving children, families, and providers never wavered.

We are especially thankful for the collaboration of our partners through the St. Louis Early Childhood Tornado Response Team. Their partnership, compassion, and swift action demonstrated the strength of our early childhood community and ensured that critical resources reached those who needed them most.

Even in the face of adversity, United 4 Children stood strong because our community needed us to.



"I had a wonderful experience. One of the workshops really helped me develop a better approach for having difficult conversations with parents. Anytime I'm dealing with United 4 Children, I learn something. That's always something I can look forward to."

— LaShonna Dumka, Lead Teacher, Williams Academy STL

CONFERENCE

United 4 Children's Early Childhood Educator Conference

In 2025, United 4 Children reimagined its Annual Early Childhood Educator Conference with one goal: to create an affordable, high-quality professional development experience that truly met the needs of Missouri's early childhood workforce.

More than 125 educators from across the state gathered at our St. Louis headquarters for a full day of learning, connection, and encouragement. Together, they earned nearly 700 Missouri Professional Development (MOPD) hours while participating in workshops designed to strengthen classroom practices, improve communication with families, and support children's social-emotional development.

Recognizing the demands placed on early childhood educators, the conference centered on a theme of self-care. In a profession where long hours, limited resources, and high expectations are the norm, we wanted educators to leave feeling not only better equipped for their work, but also appreciated for the difference they make every day.

Unlike many conferences that cost hundreds of dollars to attend, United 4 Children's conference remained intentionally accessible. For just \$25, participants received 5.5 MOPD-approved training hours, breakfast and lunch, classroom resources, hands-on activities, giveaways, and opportunities to connect

with peers who share their passion for early childhood education.

The response spoke for itself.

"The conference was great. I have been involved with United 4 Children for years. They're genuine with helping us, and I'm really grateful to be a part of this."

— Quincetta Long, Owner & Operator, M.O.S.S. Academy

"I had a wonderful experience. One of the workshops really helped me develop a better approach for having difficult conversations with parents. Anytime I'm dealing with United 4 Children, I learn something. That's always something I can look forward to."

— LaShonna Dumka, Lead Teacher, Williams Academy STL

As Missouri continues to face significant challenges in early childhood education, investing in the people who care for our youngest learners has never been more important. The success of the 2025 conference reaffirmed our commitment to providing accessible, affordable professional development and laid the foundation for expanding these opportunities in the years ahead.

Because when educators are supported, children thrive.

PARTNERSHIP

BLUES 4 KIDS

United 4 Children's partnership with Blues for Kids continued to make a lasting impact on children and early childhood programs across the St. Louis region. Together, we delivered social-emotional learning resources—including toys, games, calming tools, and classroom furniture—to more than 30 child care centers and schools, equipping educators with practical resources that help children build emotional resilience, strengthen relationships, and succeed in the classroom.

"Supporting educators with the right tools means supporting every child they serve. These resources help create classrooms where children can build confidence, manage emotions, and thrive."

— Deanna Finch, CEO, United 4 Children

One of the year's most memorable moments came when Louie, the St. Louis Blues' beloved mascot, joined United 4 Children for a special resource delivery at Williams Academy. His visit transformed the day into a celebration, bringing smiles and excitement to children, educators, and families while highlighting the importance of investing in children's mental health and well-being.

The partnership also received significant media attention, with coverage from KSDK, KMOV, and syndicated national news outlets, helping raise awareness about the critical role social-emotional learning plays in early childhood education and the collaborative efforts underway to support educators and children throughout our community.

By combining the generosity of Blues for Kids with United 4 Children's expertise in early childhood development, this partnership continues to create more supportive learning environments where every child has the opportunity to feel safe, connected, and ready to learn.



"Supporting educators with the right tools means supporting every child they serve. These resources help create classrooms where children can build confidence, manage emotions, and thrive."

— Deanna Finch, CEO, United 4 Children



OUR COMMITMENT TO EXCELLENCE



United 4 Children is committed to transparency, accountability, and responsible stewardship of every dollar entrusted to us. In 2025, we earned a 100% Four-Star Charity rating from Charity Navigator and were recognized by Candid with our Gold Seal of Transparency, reflecting our commitment to openness and organizational excellence.



These recognitions and transparency efforts reflect our promise to operate with integrity and maximize every investment in children, families, and educators.

THANK YOU TO OUR PARTNERS, FUNDERS, & SPONSORS



U4C STAFF



"Team photo taken at U4C's 2025 Early Childhood Educator Conference."

U4C Leadership Team



Deanna Finch
Chief Executive Officer



Christina Cathcart
Senior Manager Operations

BOARD OF DIRECTORS



Beth Csengody
Chairman



Chris Rowland
Vice Chairman & Treasurer



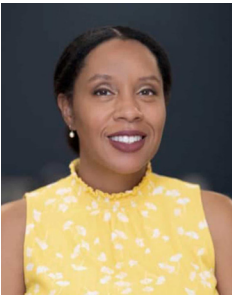
Joe Mintzer
Advancement Chair



Danny Lewin
Governance Chair

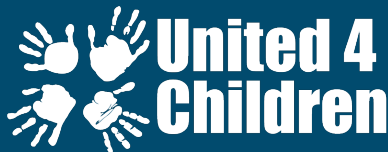


Calvin Dantley
Secretary



Mia Henderson
Board Member

THANK YOU FOR SUPPORTING U4C AND ENSURING EVERY CHILD HAS THE FOUNDATION TO THRIVE!



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