

# ANNUAL REPORT

**MAAC's Mission is to strengthen the social service community through Information Systems, Training, and Advocacy.**

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## INFORMATION SYSTEMS

### MAACLink: 10 Years of Networking

The MAACLink computer network went on-line in June 1994. Lee's Summit Social Services, Community Services League and Metropolitan Lutheran Ministry were the first three agencies to share real-time information about clients and services. MAAC's visionary founders understood the role that

technology could play in making social services more efficient. Before MAAC, agencies used index cards to share information. With MAACLink, every agency has the same information immediately available about clients, their families and services they have received. Clients receive a fair and accurate

assessment with an opportunity for in-depth case management. Clients are eligible for immediate assistance and are not asked to go through repeated intake interviews. MAACLink has provided a technological connection between a need and a solution in our community for 10 years.

### 15 New MAACLink agencies in the KC Metro Area, 5 New Communities:

St. Catherine's Outreach  
Johnson County Housing Coalition  
Hillcrest Ministries  
Catholic Charities on Linwood  
Kansas City Rescue Mission  
Shawnee Community Services  
Friends of Yates  
Linwood United Church  
Citizens Relief Commission  
Northland Assistance Center  
Comprehensive Mental Health Services  
St. Vincent de Paul Society  
St. Therese  
USD 500  
Johnson County Interfaith Hospitality Network

Wyandot Center for Community Behavioral Healthcare, Inc.  
Salvation Army, Lawrence, Kansas  
  
St. Joseph, MO Continuum of Care  
Charleston, West Virginia  
Continuum of Care  
City of Baton Rouge, Louisiana  
Gillette, Wyoming  
Orlando, Florida

### MAAC Information and Referral

MAAC's Information and Referral program received 17,885 telephone calls during the fiscal year from those seeking emergency assistance. The top five requests were for Gas Utility Assistance (6,500), Electric Utility Assistance (4,903), Rent/Mortgage Assistance (3,012), Food (854) Housing Deposit (845).

### MAACLink Serves 206 Agencies

MAACLink is utilized by 206 separate social service agencies in the

bi-state metropolitan Kansas City area and four other states.

**MAAC Website**

Visit the MAAC website at

[www.maaclink.org](http://www.maaclink.org)



**MAAC trained 157 case managers in the Strength-Based case management model in 13 training sessions.**

**MAAC trained 97 staff members from 55 agencies in the Kansas City metropolitan area that distribute MAAC-managed utility assistance funds.**

**This cooperative effort stretches the privately donated utility assistance funds to keep area households warm in the winter and cool in the summer.**

## **Annual Training Conference**

234 people participated in a day of workshops, panel discussions, and networking at MAAC's Annual Training Conference in June 2004. This year's conference was entitled, "Bringing Out the Best." Key-note speaker, Steve Roling, Director of Missouri's Department of Social Services, came back for a second year to update conferees about the private and public partnerships for improved social services. Twenty-three sessions in five separate tracks gave participants a wide range of information opportunities. One of the most popular sessions was a panel of ex-offenders — a growing population served by the assistance agencies. These panelists gave candid and open dialogue about how they got to prison and the reality of life outside the prison system.



## **TRAINING**

### **Utility Assistance Training**

MAAC's Utility Assistance Coordinator conducted a training session for the 55 agencies that distribute MAAC-managed utility assistance funds. The session promoted

networking among non-profit providers, maximizing public and private assistance dollars through information sharing, and eligibility guidelines for program participation.

### **MAACLink Training**

The MAACLink Training and Community Outreach Coordinator conducted 123 individual training sessions for new MAACLink users during the fiscal year.

She conducted Cluster Group Meetings across the metro area:

Midtown: 9 meetings with 15 agencies  
 Southland: 8 meetings with 10 agencies  
 Northeast: 9 meetings with 14 agencies  
 Independence: 9 meetings with 10 agencies  
 Wyandotte County: 9 meetings with 23 agencies  
 Johnson County: 4 meetings with 20 agencies  
 Clay/Platte County: 1 meeting with 11 agencies.

### **Homeless Case Management Training**

MAAC's Homeless Case Management Coordinator led 13 Strength-Based Case Management Training sessions, training 131 case managers, including 50 from the Omaha, Nebraska Continuum of Care. The Strength-Based Case Management model continues to report exceptionally successful outcomes for participants. While longer-term evaluation is important, the statistics regarding the people who benefited from this program are encouraging. In random samples, over 80% of families who secured housing in this program are still maintaining housing with little or no extra community assistance.

# ADVOCACY

## Advocating for Low-Income Utility Customers

**IN THE KANSAS CITY METROPOLITAN AREA, 43% OF THE HOUSEHOLDS THAT REQUIRED ASSISTANCE FROM MAACLINK AGENCY WERE GETTING HELP FOR THE VERY FIRST TIME.**

- **43% of first time recipients were White,**
- **35% of first time recipients were Black.**
- **20% of first time recipients were Hispanic.**
- **6,766 people stayed in emergency shelter, including 1,395 children.**

MAAC participates in the Committee to Keep Missourians Warm (CKMW) and Low-Income Utility Customers of Kansas (LUCK) advocacy groups. These groups are comprised of representatives of utility companies, State Departments for weatherization and social

services, state offices representing utility consumers, and social service agencies – working together to address issues facing low-income utility customers.

MAAC distributes privately donated utility assistance to low-income residents of the Kansas City metropolitan

area and in service territories of KCP&L and MGE. MAAC-managed utility assistance funds provided \$847,815 to households during the past fiscal year. Following is a report on the 8 utility assistance funds that provided funding in cooperation with MAAC:

Fund Name	Source	Amount	Households
Dollar Aide	KCP&L Customers	\$169,811	1,158
Dollar Aide Credits	KCP&L Match	\$88,853	637
Neighbors Helping Neighbors	MGE Customers	\$128,650	883
Neighbors Helping Neighbors Credits	MGE Match	\$62,356	432
MGE Extra Help	Unspent funds from Pilot Program	\$237,166	792
Energy Aid	Aquila Customers and Company	\$33,870	206
Warmth & Light	Project Warmth donations	\$114,571	749
Jackson County Energy Assistance Program	GKCCF fund begun by Jackson County	\$12,538	65

### Advocating for Homeless Families

MAAC’s Homeless Case Management Coordinator conducted 18 support groups involving 50 case managers from 28 agencies during the past fiscal year.

### Advocating for Homeless Children

Children whose parents participate in MAAC’s Homeless Case Management Program are eligible for the Back to School Clothes program.

**MAAC received the 2nd year proceeds of a 3-year HUD grant for \$130,000. The grant is providing Training for Kansas City, Jackson County's Continuum of Care Agencies.**

**MAAC invested \$97,498 in hardware and software enhancements to MAACLink during the fiscal year.**

**MAAC received \$727,166 in restricted utility assistance funds and \$96,316 in funds to assist homeless case management program participants.**

## FY 2003-2004 FINANCIAL RESULTS

MAAC completed its Fiscal Year ended June 30, 2004 with total general fund assets of \$435,946, including cash of \$71,821. In addition, MAAC held \$215,321 in assets designated for utility assistance and homeless case management. Designated funds are allocated to KCMO area direct social service agencies that distribute funds to eligible low income program participants.

The table and charts below depict the General Fund Support and Revenues and Expenses for MAAC for the fiscal year ended June 30, 2004.

### Mid America Assistance Coalition General Fund, FY 2003-2004

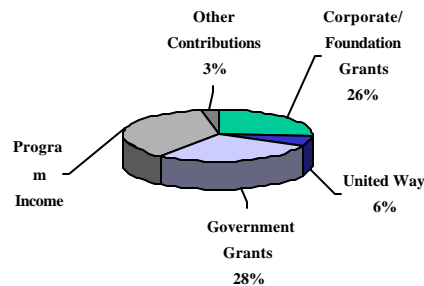
#### Support and Revenues

Corporate and Foundation Grants/Contributions	\$148,256	26%
Other Contributions	17,980	3%
United Way Support	35,573	6%
Government Grants	160,824	28%
Program Revenue	210,116	37%
Other Income	2,615	0
<b>Total Revenue and Support</b>	<b>\$575,364</b>	<b>100%</b>

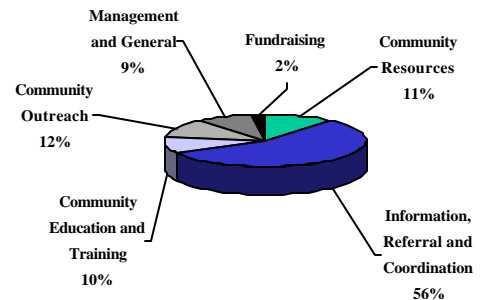
#### Expenses

<b>PROGRAM SERVICES</b>		
Community Resources	\$75,673	11%
Information, Referral, MAACLink	385,573	56%
Community Education/Training	69,381	10%
Community Outreach	85,156	12%
<b>Total Program Services</b>	<b>\$615,783</b>	<b>89%</b>
<b>SUPPORTING SERVICES</b>		
Management and General	\$59,860	9%
Fundraising	15,226	2%
<b>Total Support Services</b>	<b>\$75,086</b>	<b>11%</b>
<b>Total Expenses</b>	<b>\$690,869</b>	<b>100%</b>

**General Fund Expenses  
And Revenue**

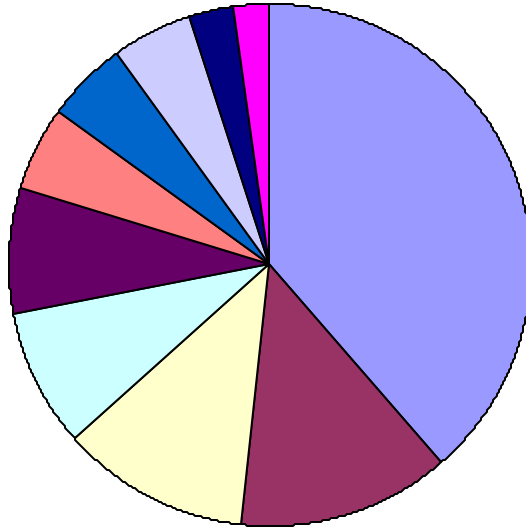


**General Fund Expenses**



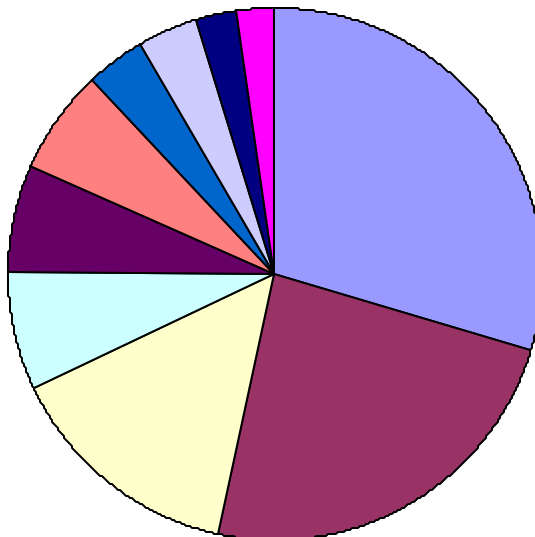
# MAACLink Data for FYE 2004

## Top Ten Services during Fiscal Year by Dollar Value



- Food - In Kind (groceries)
- Christmas Gifts
- Utility - Electric
- Housing - Rent
- Utility - Gas
- Christmas Basket
- Food - Commodity
- Clothing - Items
- School Supplies
- Bed Night

## Top Ten Services by Number of Services



- Meal
- Bed Night
- Food - In Kind (groceries)
- Hygiene Kits
- Showers
- Food - Commodity
- Linens
- Clothing - Items
- Personal Items - Other
- Christmas Gifts

## Foundations

American Century Foundation  
Anonymous Donor (through GKCCF)  
Atterbury Family Foundation  
Bank of America Fund (GKCCF)  
Mary Ford Maurer (GKCCF)  
Diane/Paul Shumaker (GKCCF)  
GKCCF Homelessness Fund  
Hall Family Foundation  
Herman Family Foundation  
Jewish Community Foundation-Sosland Fund  
Jewish Heritage Foundation  
William T. Kemper Foundation  
Kauffman Foundation  
Victor Speas Foundation  
Henry Wurst Family Foundation  
Social Venture Partners

## Businesses

Peterson Manufacturing  
Missouri Gas Energy  
Seaboard Corp.  
Massman Construction Co.  
Kansas City Power & Light  
Aquila, Inc.  
Wilson Chapman Re  
Polsinelli Shalton Welte  
Century Business Services

## Religious Organizations

Community Christian Church  
Immanuel Lutheran Church  
Northeastminster Presbyterian  
Village Presbyterian Church  
Faith Friends  
St. Peters United Church of Christ  
Visitation Catholic Church  
Grace Fellowship

## Service Organizations

American Society for Quality  
United Way

## Individuals

Cathy Connealy  
Richard & Betty Athey  
Susan Black  
Loxie Stock  
James Long  
Phyllis & Kenneth Bartlett  
Mary Lou Greim  
Lynn & Bob Monroe  
Rita Leifhelm & Lonnie Shalton  
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Priscilla Reckling  
Mary Ford Maurer

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## Utility Assistance Donors

KCP&L  
MGE  
Aquila  
Project Warmth (Kansas City Star and KCTV-5)  
Jackson County Energy Assistance Fund (GKCCF)  
KPRT Fundraising Drive  
Williams Family Trust  
Jeremiah Cameron  
Mabel and Floyd Winburn  
Gloria and Irving Schlossenberg  
John Maiale  
Antioch Christian Church

## Government

U.S. Department of Housing & Urban Development  
Jackson County Housing Resources Commission

City of Kansas City, Missouri—  
CDBG

## Family to Family Gifts

Clara & Everett Midkiff  
Reynold Davis  
Melissa Pendarvis  
June Cohen  
Juneil Parmenter

## BACK TO SCHOOL

### Individuals

Robert and Elizabeth Arnold  
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