

## VIEWPOINT

Business First welcomes letters to the editor

Send op-ed questions or ideas to  
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### GUEST COMMENT

# Community's support is vital to Metro United Way's impact

**T**oday, Metro United Way is no longer a community chest pass-through organization but is one that strategically invests in solutions to persistent and systemic issues to help our community achieve better outcomes.

Metro United Way supercharges organizations through capacity building, resources, training, mental health support, public policy collaboration and more.

Republic Bank and Metro United Way, both local organizations, are joined by their passion for making the Greater Louisville region equitable and strong. Both have long histories of serving our community – particularly in underserved areas – and want to make sure where we live is a better place for all.

The two are working in lockstep to encourage corporate partners and donors to meet and exceed their investments of previous years to address the urgent need in our community. The Metro United Way campaign began in August 2023 and will wrap up at the end of February 2024.

Metro United Way is investing in more nonprofits than ever before during its 100-plus year history – many “legacy” partners and new, grassroots partners that are doing innovative things to make transformational, lasting change – change that we all know we need.

Metro United Way currently invests in 174 organizations and the incredible work that they do through a variety of vehicles, initiatives and partnerships. This includes providing homeownership support, financial coaching, workforce training, basic needs and safety net services, youth-serving programs, a new initiative called Black L.O.V.E., preventing homelessness and school instability.

The Republic Bank Foundation YMCA, a \$33.5 million facility at 1720 W. Broadway, is a lasting testament to the bank's dedication to this



EM DASH PHOTOGRAPHY

In this file photo, a team from GE Appliances, a Haier company, works on a volunteer project in the West End in partnership with Metro United Way.

community. Answering the call for help from long-time partner the Louisville Urban League, a Metro United Way nonprofit partner, Republic Bank affirmed its commitment to West Louisville by forming a unique bank partnership to fund the final capital for the new Norton Healthcare Sports & Learning Center at 3029 W. Muhammad Ali Blvd.

Another prime example of the bank's support is its more than \$4 million Community Loan Fund that, since its launch through the end of 2023, has supported small businesses, promoted business development and job creation in low-to-moderate income communities.

Other Metro United Way nonprofit partners empower neighborhoods and work on social action policies, public policy efforts, create barrier-free pathways for young Black men to reach their academic and career goals and so much more.

To date, Metro United Way has provided 72 hours of training and professional development to 231 individuals representing 56 different organizations.

Republic Bank supports Metro United Way's inspirational



Logan Pichel is president and CEO at Republic Bank and Metro United Way campaign co-chair; Kristin “Dixie” Pichel is campaign co-chair; and Adria Johnson is president and CEO of Metro United Way.

work and its steadfast commitment to improving the quality of life for those in need.

Metro United Way leads a collaboration of 100-plus partners to help prepare our youngest for kindergarten. Resources include free online tools for parents to ensure their kids are developing from birth to age 5.

More than 500 partners on a cross-sector technology platform help individuals receive wrap-around services. The organization recently launched an innovative program called FundBLACKFounders that invests in under-resourced entrepreneurs and already can show fantastic results and stories from this.

As always, Metro United Way's 24/7 “2-1-1” helpline is a source of comfort and reassurance for those who need support with food, housing, utilities, transportation, health care and employment.

There are myriad of worthy causes in our community and only the Metro United Way positively impacts almost all of them. The strength of our society lies in how we treat each other. To learn more, visit [metrounitedway.org](http://metrounitedway.org).



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