



Keyway
center for
diversion & reentry

**IMPACT
REPORT
2024**

FISCAL YEAR
**July 1, 2023 - June 30, 2024*

FROM THE **EXECUTIVE DIRECTOR**

Dear Keyway Supporters,

As I reflect on the past year, I am both humbled and inspired by all we've accomplished together at Keyway. Our commitment to supporting women as they transition from incarceration to thriving within their communities has never been stronger. The impact of our work is clear, not just in the lives we've touched, but in the **ripple effect of change** we are creating.

This year, we focused on **innovation and sustainability**, strengthening partnerships and enhancing our comprehensive support services. At Keyway, we go beyond reentry, breaking cycles of recidivism and fostering long-term stability for the women we serve, empowering them to rewrite their stories.

One of our most significant achievements this year is our 5% one-year recidivism rate—a strong testament to the effectiveness of our approach. By providing stable housing, emotional wellness services, financial literacy training, and job readiness programs, we've empowered women to reclaim their lives and forge brighter futures. These initiatives have not only transformed lives, but also **saved taxpayers over \$1.3 million** this year by reducing reincarceration and allowing women to contribute meaningfully to their families and communities.

Our progress is made possible by the steadfast support of individuals like you, as well as our corporate and community partners. Together, we launched initiatives like financial literacy programs with local credit unions, empowering women to achieve financial independence. We also built stronger relationships with employers who see the potential in the women we serve, providing them with **meaningful opportunities to rebuild** their careers and lives.

Looking back on this past year, I am excited for what lies ahead. The reentry journey is complex and often challenging, but with your ongoing support, we are creating pathways for more women to achieve **lasting stability, dignity, and independence**. Your belief in our mission fuels the work we do every day, and I am profoundly grateful for your partnership in this important journey.

Together, we are **making a lasting difference**—one life, one family, and one community at a time.



April Foster
Executive Director



Our Mission

To advocate for and assist women in the criminal justice system to support their successful transition to family and community.

Our Impact

140 PARTICIPANTS SERVED

99 %

Did not recidivate*
(*were not reincarcerated or reconvicted within 6 months of program admission)

68 %

Remained 100% sober

78 %

Gained employment

69 %

Reduced trauma symptoms



I came here because I had to, not because I wanted to. But once I got here -- the staff, the program -- **it's shown me who I really am.** A mom. A nana.

- Keyway Participant



17,359 Nights

spent in safe, supportive housing



\$34,968

provided in grocery assistance



\$4,514

provided in transportation assistance



\$7,286

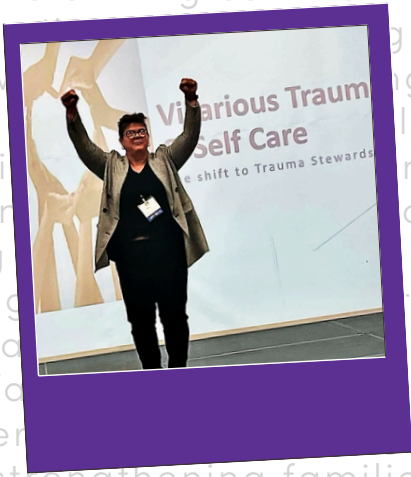
provided in medical care assistance

I would have been nothing without Keyway.

This place has brought me such a long way in such a short period of time.

- Keyway Participant

Community Education



Keyway's Organizational Development Specialist, Maggie Burke, visited several organizations this year to lead staff development trainings. These sessions focused on equipping professionals with the skills needed to support our most vulnerable community members while prioritizing their own well-being in this challenging work.

Maggie presented on a range of impactful topics, such as trauma-informed housing, interpersonal violence and incarcerated women, and self-care and keys to career longevity.

In total, Maggie **trained more than 240 professionals**, sharing industry-recognized insight into best practices for diversion and reentry while highlighting Keyway's mission. Her sessions emphasized Keyway's holistic approach to empowering women, strengthening families and transforming communities.

Community Partnerships

The Transformative Workforce Academy (TWA) & Building Union Diversity (BUD)

With the **support of nearly 200 second-chance employer partners** who look beyond applicants' criminal histories, countless Keyway participants have successfully answered the call of "help wanted." These opportunities are made possible through programs like The Transformative Workforce Academy (TWA), an interdepartmental collaboration through St. Louis University designed to support justice-involved individuals on their journey of securing and retaining gainful employment. TWA has been a Keyway partner since 2020.

Since 2019, Keyway has also partnered with the Building Union Diversity (BUD) program under the **Missouri Works Initiative**, a nonprofit dedicated to removing barriers to economic opportunities. This five- to six-week construction pre-apprenticeship program **introduces participants to careers in over 15 construction trades**, offering hands-on training and connections to industry-recognized pathways. BUD prioritizes inclusivity, providing traditionally underrepresented populations with a strong entry point into the skilled trades.

In 2023, 82% of Keyway's participants obtained employment thanks to vocational programs like TWA and BUD.



“Keyway made my dream of reuniting with my twin sister come true.”

- Keyway Participant

Neighbors Credit Union

In February of 2024, Keyway partnered with Neighbors Credit Union to bring **financial literacy and money management education** directly to its campus. Twice a month, Neighbors team members lead free, small-group classes designed to equip Keyway participants with practical budgeting skills and everyday banking knowledge. Topics covered include payment methods, expense tracking and categorization, understanding credit scores and reports, vehicle purchasing and financing, and the benefits of financial institution membership.

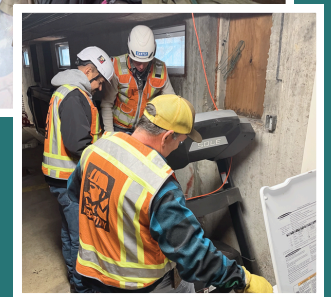
To date, this program has reached over 120 Keyway participants, providing them with essential tools to build financial stability and confidence —another step toward achieving lasting independence.



McCarthy Holdings, Inc.

For 160 years, McCarthy Holdings, Inc. has proudly built the communities where we live and work. Beyond its industry expertise in construction, McCarthy is deeply committed to giving back to the vibrant communities it serves, helping to make our communities stronger. This commitment came to life earlier this year when McCarthy Holdings, Inc., the parent company of McCarthy Building Companies, Inc. and Castle Contracting, LLC, served as the presenting sponsor for Keyway's A Million Dreams Gala & Auction. **Their support played a vital role in helping us host one of our largest and most impactful events to date**—an evening dedicated to celebrating our mission and the inspiring journeys of our participants.

McCarthy's support extends far beyond the gala. Throughout the year the company demonstrated its ongoing dedication to Keyway with a **winter clothing drive and countless volunteer hours**, making a tangible difference in the lives of those we serve.



Lexitas



Since 2006, Lexitas, a legal and corporate aide service, has been a proud supporter of Keyway. The **inaugural sponsor of Keyway's Adopt-an-Apartment program**, Lexitas assisted in not only painting and furniture assembly in April, but also in countless other areas of need related to our transitional housing, **ensuring our participants feel safe and supported from the second they arrive.**

With a mighty team of 15+ volunteers over a two-day period, they helped make the impossible possible. Lexitas has already committed to sponsoring another apartment next year. Additionally, Debbie Weaver, their Vice President of Community Relations and a Keyway Board Member, has generously pledged to sponsor an additional apartment, amplifying their life-changing contributions.

Community Partnerships

Missouri Appleseed

Every spring, **Keyway's Advocacy Advisory Board** organizes a day for Keyway staff, participants, and board members to travel to Jefferson City and meet with state legislators, advocating for bills that would positively impact the lives of Keyway participants and the St. Louis community at large. This year, we were thrilled to partner with **Missouri Appleseed**. A fellow St. Louis-based nonprofit, Missouri Appleseed's mission is similar to ours -- to create impactful change that results in stronger families and reduced recidivism.

"Missouri Appleseed's partnership with Keyway informs and strengthens our research and advocacy efforts. We always look forward to talking to lawmakers about legislation that improves the health and safety of Missouri's women and children." - Liza Weiss

Missouri Appleseed Executive Director



ADVOCACY DAY



This past year, we focused on:

- **H.B. 1777** : Eliminating the SNAP felony ban, ensuring adequate nutrition for pregnant incarcerated women, and banning shackling for pregnant people in jails.
- **S.B. 1098** : Bill to cap inmate phone call costs.

SLU Transitions Clinic

Since 2023, St. Louis University's (SLU) Transitions Clinic, led by SLU Associate Dean of Health Systems Science's Dr. Katherine Mathews, has provided **patient-centered, hands-on care** to Keyway participants. Through weekly visits to the Baker and Schirmer Houses, the clinic has assisted 40 Keyway participants in gaining access to essential health services, including connecting with physicians, obtaining necessary medications, and accessing psychiatric care.

Funded by the St. Louis City Office of Violence Prevention through a subcontract with the Integrated Health Network, these services are available to Keyway participants at no cost, **ensuring that justice-involved individuals can prioritize their health on their journey to stability and self-sufficiency.**

Missouri Women in Trades (MOWIT)



This past June, with the help of Missouri Women in Trades (MOWIT), Keyway completed Phase 3 of its four-phase transitional housing renovation project. A longstanding Keyway partner, MOWIT is a local nonprofit **dedicated to serving, recruiting and promoting women in the union building trades**. During this phase, MOWIT focused on Baker House, leading critical improvements, including complete demolition and renovation of two apartment bathrooms.

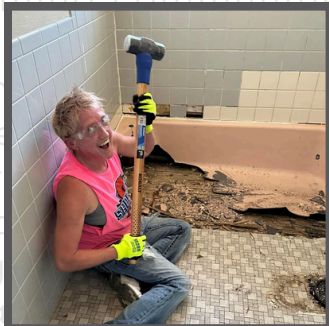
As a result of this collaborative effort, two current Keyway participants have successfully completed their trades program training and signed with local unions. **Keyway's trades pipeline programming is generously supported by Sisters of Mercy**, further enhancing opportunities for justice-involved women to build sustainable futures.

Volunteers

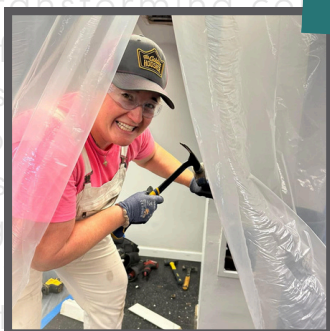
Our volunteers showed up in *huge* ways this past year. With an incredible **152 unique volunteers** serving a collective **1,618 hours**, no challenge proved too difficult for our community of supporters.

We could not do what we do without our volunteers and they continued to show up for our participants and mission. Highlights include:

- Annual trip to Jefferson City for Advocacy Day with our **Advocacy Advisory Board**.
- A **switch out of all 65 beds** across our 3 housing sites.
- The demolition and remodel of 2 bathrooms (in partnership with MOWIT) and an entire apartment renovation, sponsored by Lexitas as a part of our **Adopt-An-Apartment program**.
- Relocating our main office, which meant **a complete move and reorganization of all supplies and furniture**.
- Freshly painted offices, seasonally organized clothing in our Boutique, and storage rooms reorganized as part of our **MLK Jr. Day of Service** (in partnership with McCarthy).



152
total unique volunteers



1,618
total volunteer hours

“I’ve been locked up in every county in Missouri multiple times. **Keyway is where I need to be.** I had a feeling this is where I needed to be.”

- Keyway Participant



25 Hours Honoring 25 Years

In celebration of longtime **Keyway Advocacy Director Barbara Baker's** 25 years of Keyway service, Keyway hosted a virtual giving campaign, lovingly called **Empowered to Thrive: 25 Hours Honoring 25 Years** in February. In just 25 hours, donors, in partnership with a \$15,000 gift from our fundraising partners at the **We Raise Foundation**, raised an outstanding **\$52,981!**

Of 170 total donors, **44% were first-time givers** to the organization.



Keyway offered me a platform to be a voice for the voiceless, to let other women see that change is possible.

A heartfelt and extra special thank you to KSDK's **Mary Caltrider**, who not only hosted our *A Million Dreams* gala but also took the time to feature Barbara Baker's incredible and selfless service to Keyway on **Show Me St. Louis** in February! We are deeply grateful for the opportunity to shine a spotlight on Barbara's inspiring dedication and the meaningful impact she has made within our community.



A Million Dreams Gala

Presented by McCarthy Holdings, Inc., Keyway hosted its gala Saturday, May 4, 2024, at the River City Casino & Hotel. This year's theme, **A Million Dreams** (inspired by the song from *The Greatest Showman*) lent itself to "under the big top" decor and served **a reminder of what the world could be, and the endless dreams each of us can make come true, when we work together.** With over 200 attendees, Keyway raised nearly \$200,000 for its programs and participants.

The **2024 Community Impact Award** honored **Doug Burris**, St. Louis County Policy Advisor, and **Scott Anders**, former Department of Justice Services Director, and special recognition was given to Keyway's own Barbara Baker for her 25 years of service.



445
unique donors supported
Keyway last year!

Grants

In January, Keyway was one of the inaugural recipients of a special \$550,000 multi-year grant from the **Shephard McCaskill Foundation**. Joseph Shepard and former U.S. Senator Claire McCaskill chose Keyway as a recipient because of its holistic approach to supporting women transitioning out of incarceration and its success rate with reducing recidivism.

A few months later, Keyway welcomed a new funding partner, the **St. Louis County Port Authority**, united by a shared vision of fostering positive economic impact in the region. Keyway drives economic growth by reducing recidivism, which in turn lowers the costs of incarceration. Our comprehensive services address the root causes of recidivism at half the cost of incarceration. **With a 79% reduction in one-year recidivism compared to the state's average, Keyway saves the community nearly \$1 million annually.** Additionally, 78% of our participants secure employment, further strengthening the local economy through their contributions. We are grateful for the Port Authority's support and its commitment to building a stronger, more robust local economy.

**Shepard
McCaskill
Foundation**



ST. LOUIS COUNTY

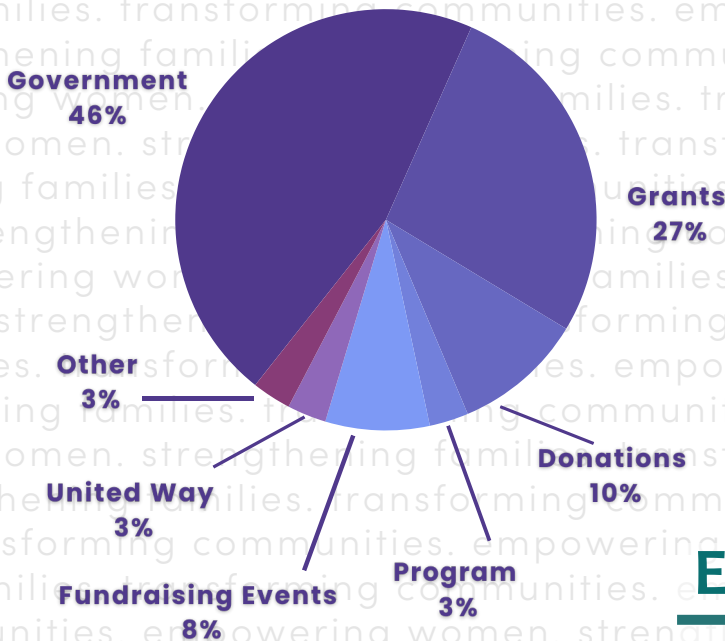


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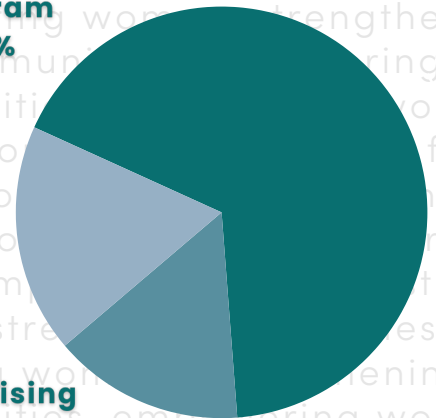
Finances

Total: \$2,260,361 REVENUE

Unaudited Fiscal Year 2024 Represented
July 1, 2023 - June 30, 2024



**Program
67%**



EXPENSES Total: \$2,210,805

Expenses include amount funded by multi-year grant.

Acknowledgements

Corporations & Organizations

American Direct Marketing Resources
Bayer
Boeing Employee Community Fund
Case Engineering
Commerce Bancshares Foundation
The Federation of the Congregations of the
Sisters of St. Joseph of the United States
FM Global
Franciscan Sisters of Mary
Housing Authority, City of Columbia
Kirberg Roofing
Kreilick Family Foundation Inc
Laborer's Union Local No. 110
Lexitas
The Marian Foundation
Martone Legal

Mary, Mother of the Church
McCarthy Holdings, Inc.
Mercy Ministries
Missouri Athletic Club
Missouri Residential Care, LLC
Power CFO
Preservation Management
Reinsurance Group of America
River City Casino & Hotel
Sisters of Mercy of the Americas, Inc.
St. Louis Community Credit Union
St. Mary's Institute of O'Fallon
Strengthen Thy Sister
Wells Fargo
Western Holding

Grants

Affordable Housing Commission
- City of St. Louis
ARPA
Department of Health
- City of St. Louis
Garden Club of St. Louis
Gates AG One
Hermann Family Foundation
Lutheran Foundation of St. Louis
Missouri Department of Corrections
Missouri Department of Mental Health

Office of Violence Prevention
- City of St. Louis
Shepard McCaskill Foundation
Sisters of Mercy
- South Central Community
Sisters of St. Joseph of Carondelet
St. Louis Community Foundation
St. Louis County Port Authority
United Way of Greater St. Louis
Trio Foundation of St. Louis
We Raise Foundation

“Keyway is going to change my life...It already has. - Keyway Participant

Board of Directors

*July 1, 2023 - June 30, 2024 Represented

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“ **For the first time in my life, I was actually given the assistance and the tools I needed to succeed.**

- *Ashlee, Keyway Participant*



“ **Keyway made my dream of getting off the streets come true.**

- *Carlene, Keyway Participant*



“ **I have learned how to save money. I have learned how to look to the future and prepare for what's next.**

- *Jennifer, Keyway Participant*



“ **Without Keyway, I would have never been able to finish my outpatient treatment or complete probation.**

- *Stacy, Keyway Participant*

*empowering women.
strengthening families.
transforming communities.*



314.771.5207



keywaycenter.org



5017 Washington Place, Suite 202, St. Louis, MO 63108

