



STAND UP FOR YOUR COMMUNITY

2017 ANNUAL REPORT



United Way
of West Central Minnesota
liveunitedwcm.org



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MISSION

United Way of West Central Minnesota works to improve people's lives by mobilizing the caring power of its communities to create lasting change.

I am proud to present to you the United Way of West Central Minnesota 2017 Annual Report. An annual report provides an opportunity to reflect on the past year, acknowledge our accomplishments, prepare for the challenges in the year ahead and acknowledge the great spirit of volunteerism and philanthropy that exists in our communities across west central Minnesota. I am very appreciative of the many people who have given of themselves this past year to help make a difference in our communities. They served on the Board of Directors, volunteered for service on committees, gave of their time to our partner agencies and made significant contributions of their financial resources. I am honored to serve as the Executive Director for the United Way and I look forward to the challenge this coming year of spreading the United Way of West Central Minnesota's message and the opportunities to strengthen our relationships with all of our communities.

United Way of West Central Minnesota has a solid record of success. As with any organization, it is the people that make the difference. This last year I have been surrounded by community members who move with purpose and resolve. The enthusiasm and determination displayed by our partner agencies, board members, volunteers and staff during our many annual activities has truly inspired me; your commitment to community has made the difference. We have an amazing staff of dedicated professionals working to carry out our mission of improving lives by mobilizing the caring power of our communities to create lasting change. They work daily to address individual needs and improve lives by organizing the caring and collaborative power of our communities. They are a great team and I appreciate all that they do to make United Way of West Central Minnesota a better organization. I hope you will review the material contained in this annual report and let us know if you have any questions, comments, or suggestions for the coming year. We look forward to your feedback and to the opportunity to work with you to ensure another year of success in achieving our mission.

James Miller

Executive Director, United Way of West Central Minnesota



VISION

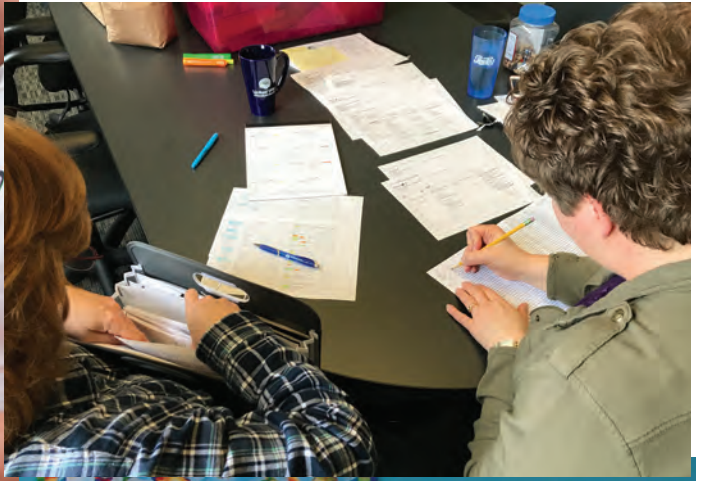
We envision communities where; everyone has equitable access to the basic necessities of life, where people are inspired to act, and where organizations have the resources to effectively support the people who need it the most.

Thank you to all who donated and volunteered their time to the United Way of West Central Minnesota. Donors and volunteers like you show what the caring power of our community can accomplish. While the need in our communities is great, so is our philanthropic spirit. With your generous support, the United Way of West Central Minnesota was able to impact the lives of people in need and help create lasting change in our communities.

You stood up for our communities and helped make them a better place. On behalf of the Board of Directors of the United Way of West Central Minnesota, thank you for your support.



Brandon Kopacek
United Way of West Central Minnesota,
Board President 2016-2017



IMAGINE A WORLD THAT FOSTERS HOPE AND OPPORTUNITY FOR EVERYONE. A WORLD WHERE ALL CHILDREN RECEIVE A **QUALITY EDUCATION** THAT OFFERS A PATHWAY TO A BRIGHTER TOMORROW.

Making sure that our children come to school prepared for school, supporting them through high school, and helping people of all ages gain job skills creates a ripple effect of success throughout our United Way of West Central Minnesota communities.

Education Aspirations

Prepare children of West Central Minnesota for kindergarten and support learning opportunities for ages 0-6.

Every youth (Pre K to 12th grade) engaged in ongoing experiences that build positive life skills and receive the support they need to be successful.

Promote education to address adult needs to enhance financial stability and independence.

Partner Programs

ACGC Schools - ACGC Early Childhood; **Benson Schools** - Early Childhood School Readiness; **BOLD Schools** - BOLD School Readiness Preschool Scholarships; **Girl Scouts Lakes and Pines**, Leadership Development Pathways; **Junior Achievement of Willmar**; **Lutheran Social Services** - Community Teen Parenting Programs; **NL-S Schools** - Early Childhood Scholarship Program; **Northern Star Council, Boy Scouts of America** - Skills for Life; **Prairie Woods ELC** - Serious FUN, Everyone Outside; **Renville County West Schools** - Early Childhood School Readiness; **The Y** - Lend a Hand Mentoring Program; **Youth for Christ** - Just for Guyz; **Willmar Community Ed & Rec** - Child Guide Program, Early Childhood Scholarships

United Way Programs



Imagination Library: Monthly book program that provides one book per month to children ages birth to five. Imagination Library is provided free of charge to over 2,400 children whose parents live in west central Minnesota.



Growmobile: Mobile preschool providing on-site early education and parent education to children and families. The Growmobile focuses on math, literacy, social skills, health & parent education.

IMAGINE A WORLD THAT FOSTERS HOPE AND OPPORTUNITY FOR EVERYONE. A WORLD WHERE EVERYONE RECEIVES **EFFECTIVE HEALTH CARE** THAT IMPROVES QUALITY OF LIFE.

United Way of West Central Minnesota understands that Health is essential to quality of life. Quality health keeps children on track in school and adults productive at work.

Health Aspirations:

Promote access to affordable and quality physical, mental and dental health care.

Promote independent living and quality of life by investing in programs that help older adults and those living with disabilities.

Promote access to programs that teach healthy behaviors and promote wellness to prevent future problems.

Partner Programs

AIM Advocacy & Inclusion Matter - Community Partnership and Collaboration; **Lutheran Social Services** - Care Giver Support, Senior Nutrition; **West Central Industries** - Friend2Friend, Meals on Wheels, Meeker, Renville & Swift Family Connection, Sensory and Social Disorder Initiative



Empowering People to Lead Healthy Lives

United Way of West Central Minnesota and its partner programs provide access to health care services for uninsured and underinsured people. We help children and youth learn healthy behaviors that will help them to lead healthy, productive lives. We provide services so older adults and people living with disabilities can remain independent and in their own homes.

Healthy beginnings

Children start life with a healthy pregnancy and birth; age-appropriate, culturally competent, primary and preventive care that supports early development; and a healthy and supportive home environment.

Healthy and independent lives

Aging adults and those with disabilities will have the resources and support to live independent, vital and healthy lives.

Healthy eating and physical activity

Individuals have accessible and affordable options and pursue a nutritious diet and regular physical activity.

Access to health care

Necessary services, including preventive, mental, dental, pharmaceutical, and vision resources, are geographically, physically, culturally, and financially accessible.

IMAGINE A WORLD THAT FOSTERS HOPE AND OPPORTUNITY FOR EVERYONE. A WORLD WHERE THE CYCLE OF POVERTY AND FINANCIAL DEPENDENCE ENDS, AND **PRODUCTIVE LIVELIHOODS** BEGIN FOR EVEN THE MOST DISADVANTAGED.

United Way of West Central Minnesota works hard at building the long-term future and strength of our communities by targeting key issues and conditions that, if improved, will have profound positive and lasting impact on our region for years to come.

Basic Needs Partner Programs

United Community Action Partnership -

Helping People Get There, Safe Harbor Emergency Shelter, Volunteer Income Tax Assistance; **Faith Lutheran Church** - The Link, Local Advocacy & Resource Network; **Mid-**

Minnesota Legal Aid

- Legal Support Programs; **Renville County** - Back the Pack Program; **Safe Avenues** - Emergency Safe Shelter, Harmony Visitation Center, Project Impact; **Salvation Army** - Emergency Financial Assistance, Mobile Outreach Meals, Pathways of Hope, Homeless Voucher & Support; **Kandiyohi County Food Shelf**

United Way Programs



United Way 2-1-1: Get help by dialing 2-1-1. An easy to use phone number for information on health and human service needs, 24 hours a day, 7 days a week.

Get Connected Volunteer Center: Connects volunteers across our area with opportunities through our easy to use website and referrals. United Way also coordinates:



Business Projects: Work to match business teams with volunteer opportunities that fit their schedule and philanthropic interests.



“Stuff the Bus” School Supply Drive: Host “Stuff the Bus” to raise school supplies for area students in need. Collected over 12,000 supplies, valued at \$14,309 in August of 2016.



United Way of West Central Minnesota

We are working to improve people’s lives by mobilizing the caring power of our communities to create lasting change. Our focus is on Education, Health, and Basic Needs - the building blocks for a good quality of life. United Way of West Central Minnesota recruits people and organizations that bring the passion, expertise and resources needed to get things done. We invite you to be part of the change. You can give, you can advocate and you can volunteer. That’s what it means to **LIVE UNITED**.



Kandiyohi County: Atwater, Blomkest, Kandiyohi, Lake Lillian, New London, Pennock, Prinsburg, Raymond, Regal, Spicer, Sunburg and Willmar.

Meeker County: Cosmos, Darwin, Grove City and Litchfield

Swift County: Clontarf, Benson, DeGraff, Murdock, Danvers and Kerkhoven

Chippewa County: Clara City & Maynard

Renville County: Sacred Heart, Renville, Danube, Olivia, and Bird Island





Empower

United Way of West Central Minnesota's Empower: Women United focuses women's leadership to effectively prepare our community's children for kindergarten. Presently there are two Empower groups under the umbrella of United Way of West Central MN, Empower of Kandiyohi County and Empower Litchfield. We know that these two Empower groups are making a positive difference in their communities. We have received positive feedback from local school districts and their staff along with the newest state data stating that 70% of Minnesota children are now prepared for the first day of school up from under 37% just 10 years ago.



Growmobile

A mobile preschool providing access to early childhood and parent education for children, families and childcare providers across the community. Expanded Growmobile site visits for the summer and 5th year winter childcare visits.

Imagination Library

Funding Imagination Library to ensure books are in the hands of children at an early age to promote literacy.

Preschool Screen Packs

Early Learning Screening Packs filled with educational materials and learning activities for parents and kids given out at early learning screenings across the region.

Sponsorships

100+ Sponsors networking and creating lasting community change for our community's children. Since Empower's inception, we have raised more than \$950,000 to help prepare children for school. As of April 2017, Empower has granted more than \$70,000 to projects like; Willmar ECFE Kinder Camp Program, and ACGC OWL Kindergarten School Readiness programs.

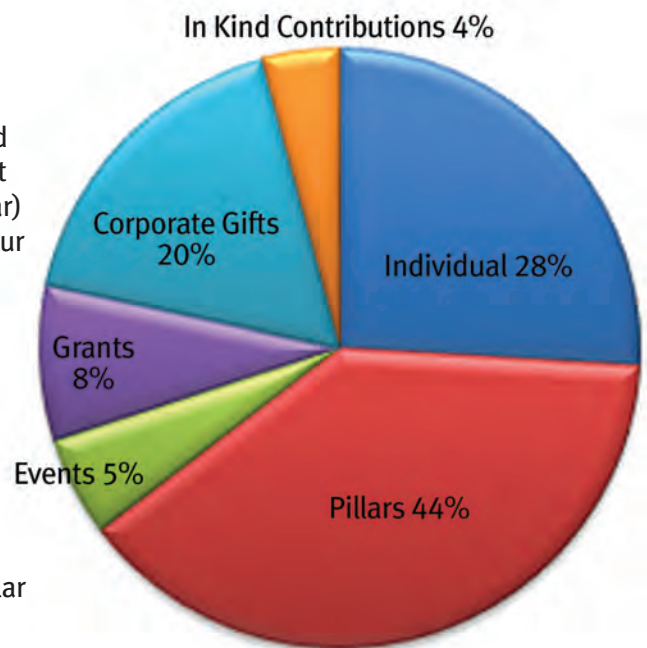


UNITED WAY OF WEST CENTRAL MINNESOTA

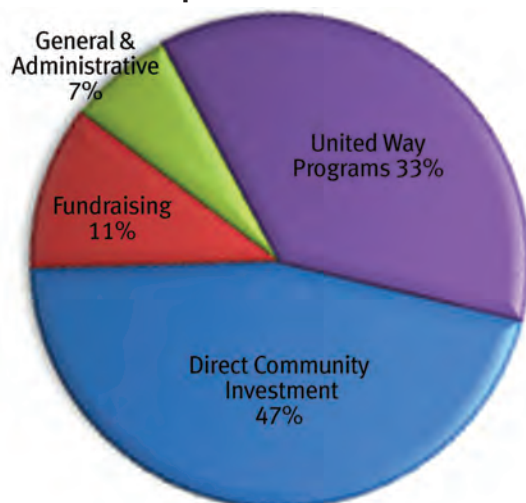
United Way of West Central Minnesota takes the business of managing your donations very seriously and our performance exceeds the Charities Review Council's guidelines. United Way invests your gift wisely and locally to get meaningful results where you live and work!

2017 United Way of West Central Minnesota Consolidated Revenue

We are so grateful and amazed at the generosity of individuals in our community. Over 70% of United Way funding is provided by individual giving. Pillar givers (those that give \$500 or more during the campaign year) make up over 44% of our total campaign! Our community businesses also play a vital role in United Way's funding structure by providing 20% of our campaign dollars and also by engaging their employees in their philanthropic beliefs by running corporate campaigns on behalf of United Way. 81% of individual and Pillar donations are made via in-house corporate campaigns. Grants Make up 8% and Events 5% of our revenue. Every donor, every supporter and every dollar makes a difference!



2017 United Way of West Central Minnesota Consolidated Expenses



Your United Way works diligently with the gifts it receives. The Charitable Review Council's guideline for nonprofits is 30% or less for fundraising and administration. Your United Way is at a 17.6%. United Way of West Central Minnesota programming includes Imagination Library, Pre-school screening backpacks, Stuff the Bus, Little Free Libraries, Get Connected and the Growmobile program, 33% of our expenses. United Way of West Central Minnesota Direct Community investment includes funding 40 agency programs, Community Investment grants, Empower grants (Kandiyohi County) and Litchfield Empower grants, 47% of our expenses.

**United Way of West Central Minnesota
Condensed Consolidated Statements of Financial Position***

As of June 30, 2016 and 2017

	2016	2017
Assets		
Current assets	586,983	579,8461
Equipment	46,045	42,299
Total Assets	633,028	622,145
Liabilities and net assets		
Liabilities		
Current liabilities	25,390	23,116
Agency Funding Payable	375,345	250,145
Fiscal Sponsorship Payable	85,575	103,197
Total liabilities	486,310	476,458
Net assets		
Unrestricted	63,252	55,857
Temporarily restricted	83,466	89,830
Total net assets	146,718	145,687
Total liabilities and net assets	633,028	622,145

**United Way of West Central Minnesota and Subsidiaries
Condensed Consolidated Statements of Activities***

As of June 30, 2016 and 2017

	2016	2017
Revenue		
Contributions	789,661	824,961
Investment Income	1,885	1,798
In Kind Contributions	51,331	36,584
Net Assets Released from Restrictions	0	0
Total revenue	842,877	863,343
Expenses		
Community Impact Grants & Small Grants	392,951	406,310
Growmobile	58,588	60,507
Imagination Library	47,199	53,352
Other Program Expenses	191,222	209,147
Total program expenses	689,960	711,479
General and administrative	57,109	59,346
Fundraising	107,553	93,549
Total support services	164,662	152,895
Total Expenses	854,622	864,374
Change in net assets	<11,745>	<1,031>
Net assets beginning of the year	158,463	146,718
Net assets end of the year	146,718	145,687

*For complete financial information please see United Way of West Central Minnesota's Financial Statements and IRS 990 as prepared by Westberg Eischens, PLLP available online www.liveunitedwcm.org or by written request.



The greatest gift we can give is that of a hand up to a neighbor in need, strengthening our community one dollar, one gift, one day at a time.

Thank you to our 2016–2017 Corporate Partners!

Increased Giving Awards

GOLD [20% OR GREATER INCREASE]

Kandiyohi Power Cooperative
Impact Innovations
Blue Stem Wealth Partners
United Prairie Bank
Life Science Innovations
Herberger's
State of Minnesota Employees
CenterPoint Energy
WCI

SILVER [10-19% INCREASE]

Lake Region Bank
The Y
Family Practice Medical Center
Northern Factory Sales
Willmar Lakes Area Chamber
AgCountry Farm Credit Services
BNSF
Christianson, PLLP
Northern Natural Gas

BRONZE [1-9% INCREASE]

CenturyLink
Cash Wise Foods
UPS
Chappell Central
Kandiyohi County Employees
JMSK Law
MACCRAY Schools
Auto Owners Insurance
West Central Tribune
Willmar Municipal Utilities

Top 10 Total Giving

[corporate + employee contributions]

Jennie-O Turkey Store
Affiliated Community Medical Center
Conway, Deuth & Schmiesing, PLLP
Willmar Public Schools
AgCountry Farm Credit Services
Christianson, PLLP
Heritage Bank
Bremer Bank
BNSF
Cash Wise Foods

Top 10 Employee Giving

[employee contributions only]

Jennie-O Turkey Store
Affiliated Community Medical Center
Conway, Deuth & Schmiesing, PLLP
Willmar Public Schools
AgCountry Farm Credit Services
Heritage Bank
Christianson, PLLP
Cash Wise Foods
BNSF
Rice Memorial Hospital

All Additional Corporate Partners:

Anderson Larson Saunders, Klaassen & Dahlager, Auto Owners Insurance, Bennett Office Technologies, Border States Electric, Case IH Benson, City of Olivia, City of Willmar, Concorde Bank, Fischer Laser Eye Center & Janning ENT Center, Family Practice Medical Center, Hanson-Fonkert Dental Clinic, Harvey Anderson & Johnson Funeral Home, Impact Innovations, JCPenney, Lake Region Bank, Lakeland Broadcasting Company, Marketing Concepts, Mid MN Development, Northern States Supply Inc., Perkins Lumber & Construction, Rural Computer Consultants, Target, United Way of West Central Minnesota, US Bank, Wal-Mart, Wells Fargo Bank, West Central Industries, West Central Steel/Central MN Fabricating, West Central Tribune, Willmar Lakes Area Chamber, Willmar Work Force Center, and Woodland Centers

In-Kind Contributors

Eagle Creek Golf Course
Jennie-O Turkey Store
Kandiyohi Power Co-Op
Kandiyohi County Public Health
Lakeland Broadcasting
Microsoft
MinnWest Technology Campus
Premium Waters
Stacy's Nursery
Torry Norling
Willmar Bus Company
Willmar Conference Center
West Central Sanitation
West Central Tribune
Westside Liquor
Willmar Public Schools

Thank you to our 2016–2017 Pillar's Club!

LEADERSHIP GIVERS OF THE UNITED WAY OF WEST CENTRAL MINNESOTA ARE AMONG THOSE WHO INVEST AT THE HIGHEST LEVEL TO IMPROVE LIVES ACROSS OUR COMMUNITIES. THE POSITIVE EFFECTS OF LEADERSHIP GIVING IN OUR COMMUNITY GROW EXPONENTIALLY. EVERY DOLLAR INVESTED IN EDUCATION, HEALTH AND BASIC NEEDS INITIATIVES OF THE UNITED WAY OF WEST CENTRAL MINNESOTA ARE CREATING A LASTING CHANGE FOR THOSE IN NEED. LEADERSHIP GIVERS INSPIRE OTHERS TO REACH THEIR POTENTIAL OF FINANCIAL COMMITMENT TO THE WORK OF THE UNITED WAY OF WEST CENTRAL MINNESOTA.

LEADERSHIP GIVERS ARE GENEROUS INDIVIDUAL SUPPORTERS THAT GIVE AN ANNUAL GIFT OF \$500 OR MORE TO THE UNITED WAY OF WEST CENTRAL MINNESOTA. FOR THEIR GENEROSITY, LEADERSHIP GIVERS ARE ACKNOWLEDGED AS MEMBERS OF UNITED WAY OF WEST CENTRAL MINNESOTA'S PILLARS CLUB. THESE CAN BE INDIVIDUAL GIFTS OR COMBINED WITH A SPOUSE'S GIFT.

TOCQUEVILLE SOCIETY

Glenn & Tori Leitch
Harvey & Delores Pierce

EMERALD LEVEL

Marc & Barb Knisely
Lachlan & Kathryn Smith
John & Tracy Dammermann
Patrick & Catherine Kelly
Florence Kerkhoff
Scott & Jada Norling

SAPPHIRE LEVEL

Rick & Norma Conway
Gary & Nancy Geiger
Craig & Lori Schellberg
Don & Carol Williamson

RUBY LEVEL

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Steve & Nancy Linder
Steve & Jenifer Leitch
Roger & Ruth Gauquie

PLATINUM LEVEL

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Javier & Tamara Valenzuela
Anthony & Brittany Stern
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Dennis & Colleen Okland
Craig & Lori Holmgren
John & Gayle Martens
Joel & Patty Gratz
Randy & Linda Sather
Dr. KerriAnn E. Mahon
Greg & Ann Stehn

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Walt & Raeanna Gislason
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Steve & Amber Vick
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Brent Wessels

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John & Chris Vraa
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Jerry & Eileen Sweep
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Ron & Dee Erpelding

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Karl & Susan Kaufman
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Corey & Elissa Nelson
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Jamie & Heather Thompson
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Ron & Dee Erpelding
Dr. Andrew & KaLee Hoffmann
Scott & Kerry Johnson
Karl & Susan Kaufman
Bob & Janet Saulsbury
Brent Wessels

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Craig & Kelly Pickle
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Anne Polta
Michael & Kim Anderson
Kevin & Joan Quinn
Rolf & Joyce Standfus
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Mitchel Duke
David Ellwood
Brian Engelbrekt
Kent & Erika Gjerde
Riley & Sarah Gustafson
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Erick & Jill Hedman
Frances Hendershott
Jeffrey & Eileen Holm
Frederick & Kathryn Hund
Gil & Cathy Idso
Scott & Kerry Johnson
Tom & Lynn Johnson

PILLAR'S CLUB

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Mavis Ledeboer
Loren & Smitty Luschen
Dee Paradis
Brent & Sheri Pederson
Chuck & Judy Raske
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Roger & Kim Rhody
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Finance Director

Amelia Ryan

Success by 6 Coordinator

Kari Goldschmidt

Community Impact & Engagement Director

James Miller

Executive Director

United Way of West Central Minnesota

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