




UNITED TO DO THE EXTRAORDINARY

2018 ANNUAL REPORT



LIVE UNITED

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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.

Dear Friends,

United Way of West Central Minnesota invests in strategies across three focus areas - Education, Health, and Basic Needs. Our strategic investments across 41 programs, 23 agencies and community initiatives ensures that collectively, all the critical steps necessary to help individuals and families in crisis get back on their feet are in place.

The power of United Way is that we are volunteer driven. Decisions are made by volunteers who serve on our Board and committees who evaluate community needs and program outcomes. They work hand-in-hand with our United Way team year-round to deliver the greatest impact for our community.

We create that impact by bringing together the best, brightest and most resourceful partners to the table. This includes knowledgeable volunteers, partner agencies, the local workforce, corporate partners, leadership donors, foundations and more.

Early literacy initiatives, homeless intervention, hunger relief, education and access to medical care are just a few ways United Way is helping families remain healthy, strong and secure. United Way is delivering the results for our community that no single agency or program could ever achieve on its own.

This Annual Report is a testament to all United Way of West Central Minnesota has accomplished this past year and everyone who answered the call to do the EXTRAORDINARY to make it happen.

Sincerely,

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.

A big thank you to all of you who have volunteered time and donations to the United Way of West Central Minnesota. It is the generosity of all you who make the United way successful in showing the caring power of our communities. It is amazing to see and gives me a great sense of pride in our community, seeing the enthusiasm of everyone who show's up and makes a difference. It is the community that helps lift each other up and in doing so makes the United Way of West Central Minnesota that much more effective.

On behalf of the Board of directors of the United Way of West Central Minnesota, your time, talents, and donations are greatly appreciated and we thank ALL of you for your support.

Brian Paulson
United Way of West Central Minnesota,
Board President 2017-2018





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; **BOLD Schools** - BOLD School Readiness Preschool Scholarships; **Girl Scouts Lakes and Pines** - Leadership Development Pathways; **Junior Achievement** - Junior Achievement of Willmar; **Kandiyohi County Area Family YMCA** - Summer Reading Program; **Lutheran Social Services** - Community Teen Parenting Programs; **NL-S Schools** - Early Childhood Scholarship Program; **Prairie Woods ELC** - Serious FUN, Everyone Outside and YES!; **Youth for Christ** - Drop In, Not Out; **Willmar Community Ed & Rec/Willmar Schools** - 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

Atwater Area Help for Seniors - Advocacy and Engagement; **Bethesda of Willmar** - Senior Activities; **KandiWorks DAC** - Skills Building for Independence; **Lutheran Social Services** - Care Giver Support, Senior Nutrition; **Prairie Five Community Action Council** - Senior Nutrition Program; **West Central Industries** - Friend 2 Friend, 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

ATLAS of West Central Minnesota - Support Programs; **United Community Action Partnership** - Helping People Get There, Safe Harbor Emergency Shelter, Volunteer Income Tax Assistance; **Family Promise of Kandiyohi County** - Community Outreach; **MidMinnesota Legal Aid** - Legal Support Programs; **Renville County Back the Pack** - Back the Pack Program; **Safe Avenues** - Emergency Safe Shelter, Harmony Visitation Center, Project Impact; **Meeker County Emergency Food Shelf** - Emergency Food Programs; **Salvation Army** - Emergency Financial Assistance, Mobile Outreach Meals, Pathways of Hope, Homeless Voucher & Support; **Kandiyohi County Food Shelf** - Food Shelf Programs

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:



“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 2017.

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



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: Women United

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.

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 2018, Empower has granted more than \$70,000 to projects like; Willmar ECFE Kinder Camp Program, and ACGC OWL Kindergarten School Readiness programs.



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.

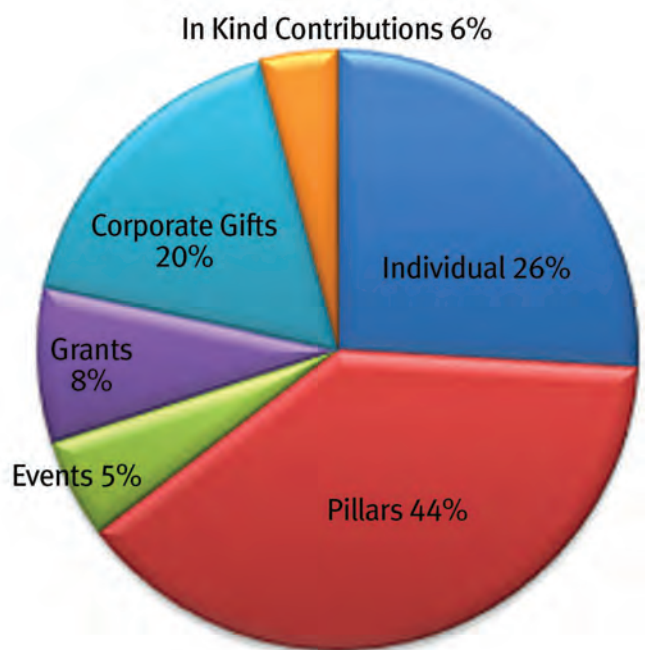


UNITED WAY OF WEST CENTRAL MINNESOTA

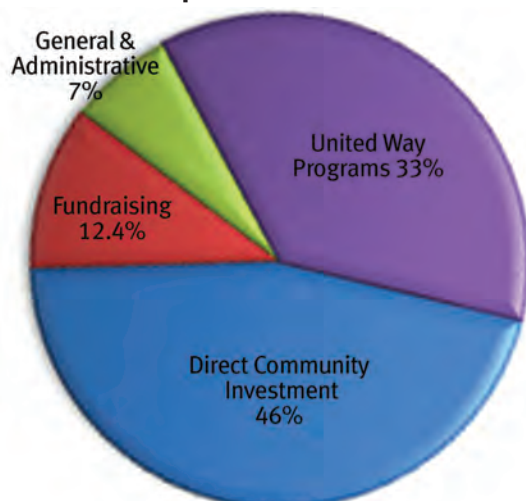
United Way of West Central Minnesota takes the business of managing your donations very seriously and our performance exceeds the Charities Review Council's guidelines. United Way invests your gift wisely and locally to get meaningful results where you live and work!

2018 United Way of West Central Minnesota Consolidated Revenue

We are so grateful and amazed at the generosity of individuals in our community. 70% of United Way funding is provided by individual giving. Pillar givers (those that give \$500 or more during the campaign year) make up 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!



2018 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 19.4%. 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, 2017 and 2018

	2018	2017
Assets		
Current assets	618,206	579,8461
Equipment	35,489	42,299
Total Assets	653,695	622,145
Liabilities and net assets		
Liabilities		
Current liabilities	39,302	23,116
Agency Funding Payable	350,161	350,145
Fiscal Sponsorship Payable	132,058	103,197
Total liabilities	521,521	476,458
Net assets		
Unrestricted	51,323	55,857
Temporarily restricted	80,851	89,830
Total net assets	132,058	145,687
Total liabilities and net assets	653,695	622,145

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

As of June 30, 2017 and 2018

	2018	2017
Revenue		
Contributions	802,297	824,961
Investment Income	2,457	1,798
In Kind Contributions	48,087	36,584
Net Assets Released from Restrictions	0	0
Total revenue	852,841	863,343
Expenses		
Community Impact Grants & Small Grants	366,093	388,473
Growmobile	71,455	60,507
Imagination Library	61,741	53,352
Other Program Expenses	184,663	209,147
Total program expenses	683,952	711,479
General and administrative	66,836	59,346
Fundraising	115,566	93,549
Total support services	164,662	152,895
Total Expenses	866,354	864,374
Change in net assets	<13,513>	<1,031>
Net assets beginning of the year	145,687	146,718
Net assets end of the year	132,174	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 2017–2018 Corporate Partners!

Increased Giving Awards

GOLD [20% OR GREATER INCREASE]

West Central Steel/Central MN Fabricating
Lutheran Social Services
Target
Integrated Power Service
Westberg Eischens PLLP
Wal-Mart
Anderson, Larson, Saunders, Klaassen & Dahlager
Life Science Innovations
US Bank
Bennett Office Technologies

SILVER [10-19% INCREASE]

Lake Region Bank

BRONZE [1-9% INCREASE]

Border States Electric
Christianson PLLP
Concorde Bank
Auto Owners Insurance
CenterPoint Energy
Johnson, Moody, Schmidt & Kleinhuizen
Home State Bank
Northern Factory Sales
ACGC Schools

Top 10 Total Giving

[corporate + employee contributions]

Jennie-O Turkey Store
Carris Health
Conway, Deuth & Schmiesing, PLLP
Willmar Public Schools
Christianson, PLLP
Heritage Bank
AgCountry - Farm Credit Services
Bremer Bank
Northern Factory Sales
Life Science Innovations

Top 10 Employee Giving

[employee contributions only]

Jennie-O Turkey Store
Carris Health
Conway, Deuth & Schmiesing, PLLP
Willmar Public Schools
Heritage Bank
Christianson, PLLP
AgCountry - Farm Credit Services
Life Science Innovations
Kandiyohi County Employees
Northern Factory Sales

All Additional Corporate Partners:

Blue Stem Wealth Partners, BNSF, Case IH Benson, Cash Wise Foods, CenturyLink, City of Olivia, City of Willmar, Fischer Laser Eye Center & Janning ENT Center, Family Practice Medical Center, Hanson-Fonkert Dental Clinic, Harvey Anderson & Johnson Funeral Home, Impact Innovations, JCPenney, Kandiyohi County Area Family YMCA, Lake Region Bank, Lakeland Broadcasting Company, Marketing Concepts, Mid MN Development, North American State Bank, Northern Natural Gas, Northern States Supply Inc., Rural Computer Consultants, State of Minnesota, Target, United Way of West Central Minnesota, UPS, Wells Fargo Bank, West Central Industries, West Central Tribune, Willmar Lakes Area Chamber, Willmar Work Force Center, Woodland Centers

In-Kind Contributors

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

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.

Thank you to our 2017–2018 Pillar's Club!

TOCQUEVILLE SOCIETY

Harvey & Delores Pierce
Steve & Janae Bell
Glenn & Tori Leitch
Scott & Jada Norling

EMERALD LEVEL

John & Tracy Dammermann
Patrick & Catherine Kelly
Lachlan & Kathryn Smith
2 donors wish to remain anonymous

SAPPHIRE LEVEL

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Gary & Nancy Geiger
Craig & Lori Schellberg
1 donor wishes to remain anonymous

RUBY LEVEL

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James & Theresa Rieth
1 donor wishes to remain anonymous

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Brent Wessels
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Kevin & Sandi Unger
Ken & Janine Warner
11 donors wish to remain anonymous



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Kari Goldschmidt

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James Miller

Executive Director

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