



# ANNUAL REPORT

2024-2025



**United Way  
of West Central Minnesota**

## **United We Thrive**

320-235-1050

[director@liveunitedwcm.org](mailto:director@liveunitedwcm.org)

[LiveUnitedWCM.org](http://LiveUnitedWCM.org)

1601 US-12 SE Willmar, MN 56201

# WHO WE ARE

## A note from our Executive Director:

Thank you for helping make our community a better place to live and thrive!

Whether you donated money, volunteered your time, or helped build meaningful connections, *together* we accomplished so much this past year.

We got more books into kids' hands by re-instating Dolly Parton's Imagination Library. We distributed more Little Bums Diapers, Future World Changers preschool screening kits and Stuff the Bus school supplies.

We launched a new traveling exhibit for the Village Children's Museum—and we had so much fun doing it!

But we also recognize the challenges ahead. There are barriers to break through, families to reach, comfort to offer, and trust to earn.

We have hope.

Hope that we can meet these challenges.

Hope that you'll continue this journey with us.

Hope that you'll advocate for doing good—not just for today, but for the future of the kids and families in our community.

## OUR TEAM

### Heather Hanson

Executive Director  
Full-Time



### Hailey Helmin

Programs &  
Marketing Manager  
Full-Time



### Jenna Erickson

The Village  
Director  
Part-Time



### Shannon Bohlsen

Finance  
Administration  
Part-Time



# OUR BOARD

Our volunteer board is made up of selfless, dedicated leaders throughout our community. We are thankful for their commitment to our mission!

**Dr. Bill Adams**  
Board President  
Willmar Public  
Schools



**Joshua Dierks**  
Board Vice  
President  
Heritage Bank



**Lori Dinnis**  
Board Treasurer  
Home State Bank



**Griffin Leitch**  
Previous Board  
President  
Anderson Larson  
Law Office



**Mary Kjolsing**  
Board Member  
Retired-CentraCare



**Manuel Obregon**  
Board Member  
State Farm  
Insurance-  
Mick Quinn



**Tom Smith**  
Board Member  
Jennie-O Turkey  
Store



**Ken Warner**  
Board Member  
Retired-Willmar  
Lakes Area Chamber



**Carolyn Halverson**  
Board Member  
Conway Deuth &  
Schmiesing



# OUR MISSION

The United Way of West Central Minnesota mobilizes the **caring power of communities so all can thrive.**

## OUR VISION

### 01. Education

We believe that success in life requires a foundation built on a quality education.

### 02. Health

We understand how our health has an effect on every area of our lives.

### 03. Basic Needs

We know that a thriving community requires us to work together and target key issues and conditions impacting neighbors.

## Hands that Help, Hours that Matter

We had a total of 292 volunteers in fiscal year 24-25. Adding up to almost 2,400 hours of donated time.



**Together we make an impact.**

# OUR HISTORY

## WE CELEBRATED 70 YEARS!

Supporting and impacting our community.

Photo is of our ribbon cutting for our new office space. Come check it out!



### Our Journey Through the Years

1955-1962: Willmar Community Chest was formed

1962: Willmar Community Fund

1975: United Way of Willmar

1983: Local fundraising broke \$100,000

1987: United Way of Kandiyohi County

1995: Fundraising neared \$300,000

2000: Raised over \$500,000

2005: Roll out of Imagination Library

2007: United Way of West Central MN

2008: Raised \$777,000 in campaign

2009: Broadened our territory to include 19 new communities

2009: Growmobile started

2009: Campaign total reaching \$943,621

2012: Stuff the bus provided almost \$12,000 of supplies

2014: Purchased the new Growmobile

2020-21: acquired the Village Children's Museum

2021-22 acquired Little Bums of Willmar

# WHAT WE DO

## OUR PROGRAMS

### The Village Children's Museum



The Village welcomed around 10,890 visitors to play or host parties this year.

\$175 provides a family with an annual membership.



### GrowMobile



The GrowMobile visited nearly 680 children this summer to share early childhood activities.

\$30 sponsors one child's summer participation.



### Stuff the Bus



Stuff the Bus provided almost 10,000 items to all Willmar schools and 12 surrounding schools.

Around \$125 provides one child one year's worth of school supplies.

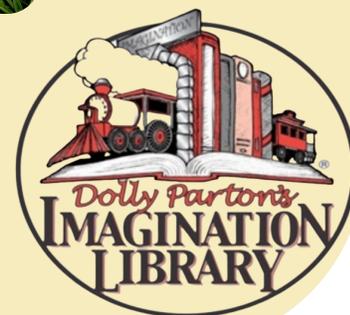


### Dolly Parton's Imagination Library



Since 2005 we've served 13,371 children by providing nearly 500,000 books.

We reinstated this program, with just over 2,000 children in our service area.



# WHAT WE DO

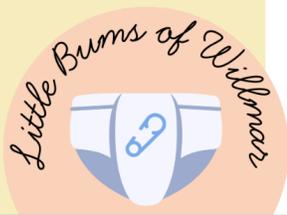
## OUR PROGRAMS

### Little Bums of Willmar



Around \$900-\$1,200 provides diapers for one baby for one year.

In partnership with UCAP & WCI, Little Bums of Willmar hosted two diaper drives. Giving out 7,600 diapers.



In partnership with UCAP & WCI

### Future World Changers



Future World Changers provided 1080 kits filled with tools and activities to preschoolers throughout 13 school districts.

\$10 provides one child with a preschool readiness kit.



### 2-1-1 Call Line



Provides 24/7 access to a confidential professional to help find local resources related to mental health support.

Also, resources related to food and transportation.

# 2-1-1

of UWWCM

### Who Can Be There



Powered by the Willmar Area Community Foundation, this platform connects volunteers to the organizations who need them.



## WHO CAN BE THERE

# WHAT WE DO

## OUR PROGRAMS

### The Village Children's Museum



### Growmobile



### Stuff the Bus



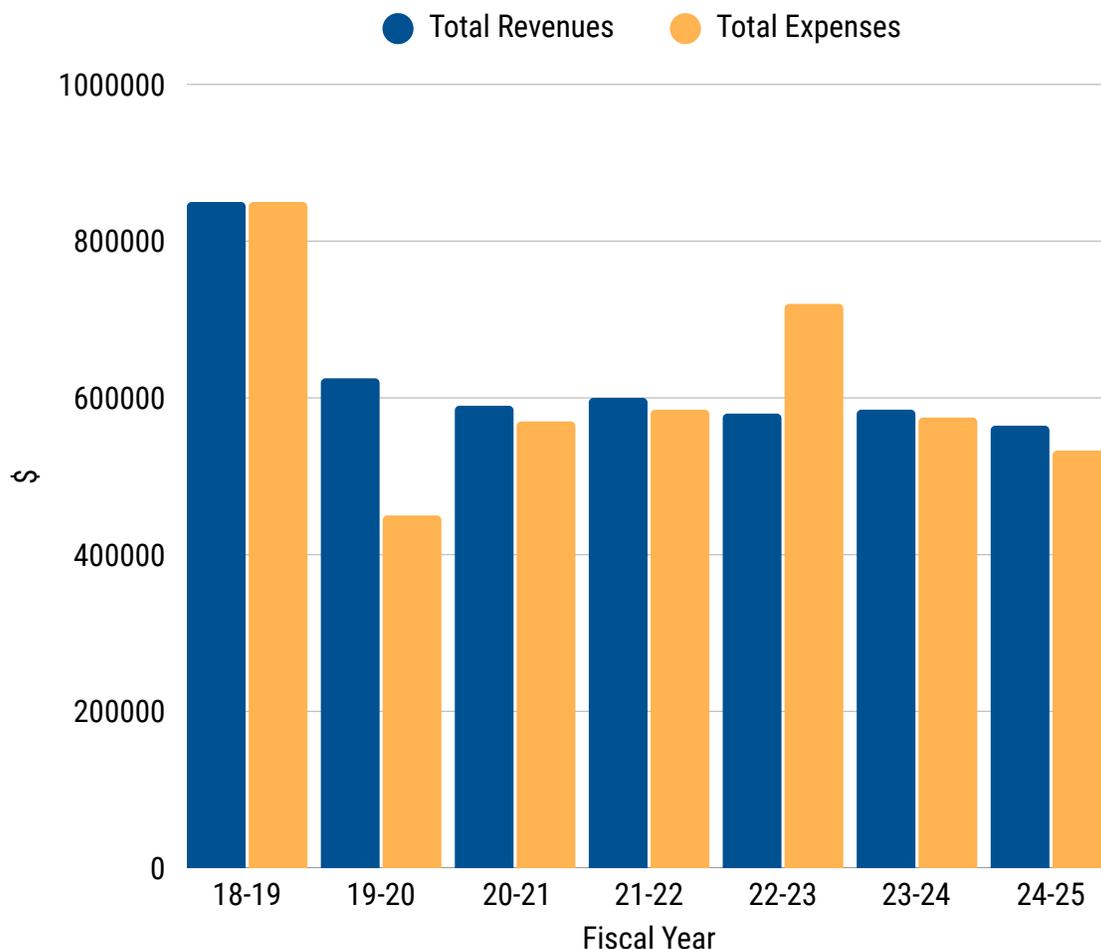
### Dolly Parton's Imagination Library



# A YEAR IN REVIEW

Over the last year we've been able to restart a program that was on hold. With our new fundraising strategy in place, we're excited to continue growing and strengthening our impact. We're deeply grateful to the many individuals and businesses who have stood by us over the years, and to those now welcoming us back into the community. Below is a look at our revenue and expenses since 2018. A simple snapshot of where we've been and where we're heading.

### Comparing Revenues & Expenses 2018-Today



# HEARTFELT THANK YOU

## PILLAR'S CLUB: BUSINESS PARTNERS

### Top Workplace Employee Giving

Conway Deuth & Schmiesing, PLLP  
AgCountry Farm Credit Services  
Willmar Public Schools  
Anderson Larson Law Office  
Jennie-O Turkey Store  
CentraCare  
Bremer Bank  
Xcel Energy  
Lake Region Bank  
Home State Bank  
Harvey Anderson Funeral Home  
Heritage Bank  
Kandiyohi County  
Coborn's Inc.  
Concorde Bank  
Northern Radiator  
Doosan Bobcat Co.  
Willmar City Employees  
Caterpillar Foundation  
New London-Spicer Schools

### Top Total Giving Combined (Business & Employees)

Conway Deuth & Schmiesing, PLLP  
Jennie-O Turkey Store  
AgCountry Farm Credit Services  
Lakeland Media  
Willmar Public Schools  
FM Bank  
Anderson Larson Law Office  
Heritage Bank  
Bremer Bank  
Lake Region Bank  
CentraCare  
Northern Radiator  
Kandiyohi County  
Xcel Energy  
Calvary Lutheran Church  
Home State Bank  
Burlington Northern Santa Fe  
Dooley's Petroleum  
West Central Sanitation  
Harvey Anderson Funeral Home

### Top Increased Giving Combined (Business & Employees)

Northern Radiator  
Walt's  
Falcon National Bank  
Willmar Noon Lions  
Zorbaz on Green Lake  
Harvey Anderson Funeral Home  
Dooley's Petroleum  
FM Bank  
Anderson Larson Law Office  
Xcel Energy  
Heritage Bank  
Automotive Repair Specialists  
Calvary Lutheran Church  
Janning ENT Center  
Meeker Cooperative Light & Power Assoc.  
Minnesota Association of Professional Employees (MAPE)  
Our Savior's Lutheran Church  
Marcus Construction  
Cub Foods  
Middle Fork Cafe

### Foundation or Community Fund Giving

Celebrate the Light of the World  
Willmar Area Community Foundation  
Southwest Initiative Foundation

## PILLAR'S CLUB: INDIVIDUALS

### Tocqueville \$10,000 +

Leitch Family Charitable Fund  
Jeff & Amy Schmidt  
Ken & Alix Behm

### Ruby \$5,000 +

Griffin & Laura Leitch  
Drs. Steve & Janae Bell  
Scott & Dorrie Larison  
Norling Foundation- Palmer Family

### Platinum \$4,000+

Rick & Norma Conway

# HEARTFELT THANK YOU

## PILLAR'S CLUB: INDIVIDUALS

### Gold \$2,500 +

Beth Hamilton  
Brett & Kathy Aamot  
Gary & Nancy Geiger  
Richard & Mary Huesing  
Clark Vollan  
Regina Duval  
Drs. Anthony & Mary Amon  
Trent & Hope Thompson  
Drs. Michael Hanson & Jodi Fonkert-Hanson  
Dr. Ronald & Etta Holmgren  
Janet & the Late David Parker

### Silver \$1,000 +

Ed & Tara Ulmaniec  
William & Debra Paterson  
Joel & Ann McCann  
Steve & Kristi Maher  
Helen Behrends  
Stan Carlson  
Chris & Laura Duinick  
Bev Engleson  
Gregg & Linda Hanson  
Steve & Jenifer Leitch  
Marvin & Suzanne Napgezok  
Dr. Steve & Kathy Nedrelow  
Wayne & Linda Nelson  
Tom & Mary O'Malley  
Don & Karen Rinke  
Jon & the Late Linda Saunders  
Craig & Lori Schellberg  
Rolf & Joyce Standfuss  
Dr. Julie M. & Mark Thompson  
Dion & Laura Warne  
Evan & Melissa Wilson  
Dr. Lachlan & the Honorable Kathryn Smith  
Drs. Tim & Debra Peterson  
2 donors are wishing to remain anonymous

### Bronze \$500+

Jacob & Lori Reich  
Dan Hanson & Deb Zinda-Hanson  
Wallace & Amanda Titus  
Kent & Ann Rupp  
Jim & Pat Solheid  
Mike & Jamie Malone  
Javier & Tamara Valenzuela  
Bob & Dona Haines  
Matt & Teresa Behm  
Russ & Sandi Bennett  
Christopher & Carla Buzzeo  
Chuck & Lori Dinnis  
David Ellwood  
Brent & Datriana Mahn  
Kevin & Lennett Savchuk  
Travis & Kristie Haefner  
Deb Van Buren  
Mark & Lynn Stier  
Brandon & Heather Hanson  
Charles & Christina Woltjer  
Charles & Chris Martins  
Kelly O'Farrell & Bradley Pederson  
Sherman & Karen Schuler  
Paula Vollan  
Mike & Kim Anderson  
Tim & Teresa Johnson  
Troy & Pam Haverly  
John & Brenda Madsen  
Dave & Mary Baker  
Rollie & Judy Boll  
Dr. Tim Pieh & Mary Breen Pieh  
Kristal Dahlager  
Aaron & Sara DeRoo  
Richard & Sheryl Engan  
Roger & Ruth Gauquie  
Mike & Keri Gramm  
Barb Halvorson  
Stephanie Hendrickson  
Dr. Robert E. Hodapp  
John & Mary Lindstrom  
RJ & Laura Ortsen  
Ben & Kendra Saunders  
Brad J. & Cheryl Schmidt  
Dr. Josie Syverson  
Dr. James & Marilyn Tiede

### Silver \$1,000 +

Shane & Linnae Johnson  
Larry & Marcia Knutson  
Mary & Kamille Kjolsing  
Rick & Jody Loseth  
Dr. Burnell & Beth Mellema  
Mike & Linda Nitchals  
Joesph Norling  
Dee & the Late Robert Rosenbrook  
Terry & Kristen Tone  
Dr. Dave & Christine Newcomer  
James & Lisa Rudnick  
Matt & Joanna Schrupp  
Dr. Kristel & Roque Arcilla  
Kevin & Corrine Dahl  
Art & Annette Benson  
Nathan & Wendy Streed  
Bradley Welsh  
Adam Rybaski  
David Moody & Mary Catherwood  
Dr. Thomas & Vickie Mueller  
David Opsahl  
Dr. Gabrielle Vencel-Olson & Grant Olson  
Barry & Lyn Bakker  
Craig & Renee Johnson  
Larry & Marilyn Stulen  
Jennifer Lownsbury  
Jeffrey & Kristen Nuytten Charitable Trust  
Aaron & Kari Buttenhoff  
Kendra A Berger  
Dr. Jayme & Sarah Van Beek  
Brad & Ann Gardner

### Bronze \$500+

Kelly & Janet Demuth  
Shane & Kari Steinbeisser  
Ron & Dee Erpelding  
Scott & Tracy Lundy  
Daniel Nolan  
David & Christel Corneil  
James & Wendy Holle  
Brian & Shelly Ziemer  
Tom Venaas  
Ann Kirn  
Ryan & Angie Michelson  
Erick & Jill Hedman  
Jami & Heather Thompson  
Jon & Tara Hinderks  
Matt Erickson & Bridget Revier  
Larry & Delphine Thiery

# JOIN US

Donate. Volunteer. Sponsor.



## EMAIL

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## WEBSITE

[LiveUnitedWCM.org](http://LiveUnitedWCM.org)



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