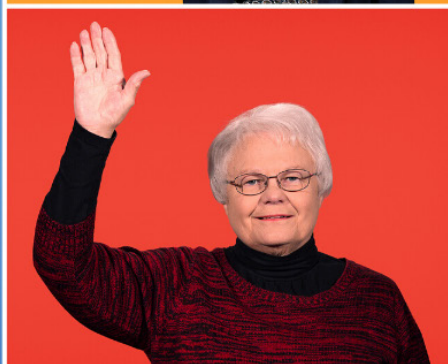


Raise
your
Hand!



2020-2021 ANNUAL REPORT

LIVE UNITED

United Way
of Central Minnesota

United
Way



TM

TABLE OF CONTENTS

MISSION STATEMENT.....1

PRESIDENT & BOARD CHAIR.....2

BOARD OF DIRECTORS.....3

COMMITTEES.....4

FINANCES.....5

INVESTMENTS.....6

EDUCATION.....7

FINANCIAL STABILITY.....8

WORKPLACE GIVING.....9

VOLUNTEER ENGAGEMENT.....10-11

RETIRE UNITED.....12

YOUNG LEADERS UNITED.....13

SMALL BUSINESS UNITED 365.....14

GRANITE SOCIETY/PLANNED GIVING.....15

LEADERS IN GIVING.....16

SPONSORSHIPS.....17

MISSION

To improve people’s lives by mobilizing the caring power of Central Minnesota.

POSITION

United Way of Central Minnesota connects resources to accelerate community wide solutions.

PRESIDENT'S MESSAGE

We spend so much looking forward, that we sometimes forget to pause and look back. I'm very proud of what was accomplished during the last year. It was a challenging year unlike any other we've faced as an organization but the lives that were changed and all that was accomplished is thanks to your support. Thanks to the safety net that we had created for our community our neighbors had access to the critical services they needed during the height of the pandemic.

Looking to the future, we will continue to prioritize those critical issues in our community like housing, and food security, without these services we cannot move forward. But we will expand upon the work our in our focus areas of health, education, and financial stability.

It has been a challenging year and I'm asking you to raise your hand for our community. Our community comes together in times of need and they will tomorrow and in the future.

Larry Olness
President & CEO
United Way of Central Minnesota



BOARD CHAIR'S MESSAGE



United Way has been connecting people and resources to address the challenges of our community for over 50 years. It's what we've always done.

Historically we have worked with schools to improve the lives of our students and families, we've worked with local organizations to provide safe child care for our community and we've worked to assist families in need with safe housing and access to food. In 2020, that worked changed. Our lives changed.

Our access to healthcare was limited, our schools closed to in-person learning, children and families no longer had access to the resources they needed. In addition to these issues, all those challenges that had existed before the pandemic still remain. But each day we are able to support our community and provide those services were needed most.

This year, I'm excited to celebrate the resiliency of the organization and the resiliency of this community. Every day we work to make our community better but United Way doesn't function on it's own, it needs you - our donors, supporters, partners and volunteers. We need each one of you, who have given a lot over the last 50 years and of course since the pandemic. Thank you for your support as we continue the work that needs to be done.

Ryan Gerads
Board Chair
Lathrop GPM

BOARD OF DIRECTORS



Ryan Gerads - Chair
Lathrop GPM



Trevor Akervik -Secretary
Marco, Inc.



Jasper Asplin - Treasurer
CliftonLarsonAllen



Melinda Gau - Past Chair
Quinlivan & Hughes, P.A.



Anessa Cheek
St. Cloud Technical and
Community College



Peter Coborn
Coborns, Inc.



Ryan Daniel
Metro Bus



Adam Heathcote
Bergen KDV



Heather Hoskins
GeoComm



Hudda Ibrahim
St. Cloud Technical and
Community College



Cathy Juilfs
AIS Planning



Tami Koosmann
CentraCare Health



Jennifer Lawrence
Vye



Lisa Maurer
Bremer Bank



Matthew Nikodym
UBS Financial Services



Mike Schlough
Park Industries



Malik Stewart
College of St. Benedict



Steve Windfeldt
Preferred Credit, Inc.

COMMITTEES

Campaign Cabinet

Cathy Juilfs
Heather Hoskins
Mike Schlough
Tara Gronhovd
Bob Mahowald
Ryan Rothwell
Brandi Nelson
Kimberly Shoberg
Matthew Kunkel
Dusty Kerssen

Directors Council

Alexis Rian
Ann Cofell
Bobbie Mattison
Steve Pareja
Brad Kelvington
Cara Ruff
Carol Lundquist
Carole Mersinger
Carrie Stang
Charles Hempeck
Christy Isakson Benesh
Colleen Orne
Conni Orth
Deb Johansen
Gail Cruikshank
Georgann Rumsey
Greg Gack
Heather Sabin
Jackie Johnson
Janene Riedeman
Jennifer Wucherer
Jerry Sparby

John Smith
Joni Medenwald
Leigh Ann Davis
Linda Earl
Lori Eich
Lori Schultz
Lori Vrolson
Mary Swingle
Melissa Stricherz
Nancy Cashman
Nikki Kelar
Peggy LaDue
Peggy Rieland
Rachel Garaghty
Renae Sternke
Rick Nelson
Scott Anderson
Shannon Harter
Signe Miller
Tammy Biery

Finance Committee

Jason Neumann
CliftonLarsonAllen, LLP

Chris Stanz
CliftonLarsonAllen, LLP

Jayne Woehl
Bernatello's Pizza

Ryan Gerads
Lathrop, GPM

Jasper Asplin
CliftonLarsonAllen, LLP

James Bainbridge
Marco, Inc

Gretchen O'Brien
Northrisk Partners

Larry Olness
United Way President & CEO

Brittany Prellwitz
United Way Director of Finance
& Operations

Sarah DeGray
United Way Finance &
Operations Administrator

*Because change doesn't
happen alone.*

FINANCES

Visit unitedwayhelps.org to view the current 990 and audit. Information contained in these forms include a summary of the organization's activities, assets, receipts, expenditures, and compensation of directors, officers, and certain employees.

2020-2021 Financial Summary

Annual Pledges	2,753,947
Sponsorships & Fundraising Events	73,217
Grants	1,161,195
Designations & Estimate Pledge Loss	(232,032)

Net Public Support **3,756,327**

Net Investment	311,683
Other Revenue	(61,952)
PPP Loan Forgiveness	167,400

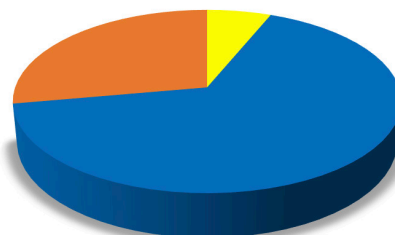
Net Resources Available **4,173,458**

Program Funding & Expense	3,019,688
Administrative Expense	247,850
Fundraising Expense	579,546
Depreciation & Capital Improvements	33,040

Total Functional Expenses **3,880,124**

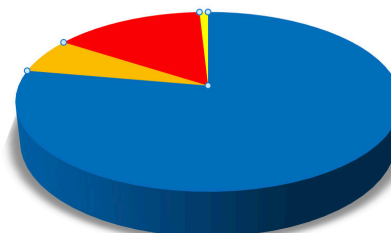
Change in Assets (Transfer to Reserves) 293,334

Total Resources Expended **4,173,458**



Total Resources

- Annual Pledges
- Grants
- Investment & Other Revenue



Total Expenses

- Program Funding & Expense
- Fundraising Expense
- Administrative Expense
- Depreciation & Capital Improvements

Visit unitedwayhelps.org to view the current 990 and audit. Information contained in these forms include a summary of the organization's activities, assets, receipts, expenditures, and compensation of directors, officers, and certain employees.



INVESTMENTS

2019-2021 United Way Investments

Homelessness

- Youth House – Catholic Charities
- Hope Community Support – Catholic Charities
- Supportive Housing for Youth (SHY) – Catholic Charities
- Domus Transitional Housing – Catholic Charities
- St. Cloud Area Crisis Nursery – Lutheran Social Services
- Church of the Week – Place of Hope Ministries
- Emergency Shelter – Anna Marie's Alliance
- Emergency Shelter – The Salvation Army
- Legal Services – Mid-Minnesota Legal Aid
- Rivercrest – Center City Housing
- Housing Build – Central Minnesota Habitat for Humanity

Access to Food

- Club Meal Program & Healthy Habits – Boys & Girls Clubs of Central Minnesota
- CROSS Center Food Shelf – CROSS Center of Benton County
- Simply Good Cooking/Cooking Matters – Reach-Up Head Start
- Emergency Services Food Shelf – Catholic Charities
- Senior Dining Meals on Wheels – Catholic Charities
- Food Pantry – The Salvation Army
- Home Delivered Meals – St. Cloud Hospital
- Food Distribution & Delivery - Retired Senior & Volunteer Program (RSVP)/ City of St. Cloud
- Community Meal Program – Helping Hands Outreach
- Supplemental Nutrition Assistance Program (SNAP) – Tri-CAP
- Summer Food Service – The Yes Network
- Community Garden Leaders – Central Minnesota Sustainability Project
- Anna Marie's Shelter – Anna Marie's Alliance

Financial Stability

- CareerONE – Career Solutions
- Child Care Liaison – Milestones
- Emergency Services Financial Assistance Program – Catholic Charities
- Financial and Housing Counseling – Catholic Charities
- Emergency Shelter – Anna Marie's Alliance
- Legal Services – Mid-Minnesota Legal Aid
- Money Matters – Boys & Girls Clubs of Central Minnesota
- Providing Real Opportunities for Financial Independence & Training
- (PROFIT) – Independent Lifestyles
- Self Sufficiency Program – Tri-CAP
- Third Age University – Whitney Senior Center/City of St. Cloud
- Senior LinkAge Line – Central MN Council on Aging
- Employment Services & Career Education – Avivo
- Home Owner Education – Central Minnesota Habitat for Humanity

Early Learning/Early Literacy

- Family & Caregiver Support– The Arc Minnesota
- Central MN Foster Grandparent Program – Catholic Charities
- Strengthening Families Parenting Project – 9 School District Collaborative/District #47
- Early Childhood Mental Health Services – The Village Family Service Center
- Educational Enrichment – Retired and Senior Volunteer Program (RSVP)/City of St. Cloud
- Greater St. Cloud Area Thrive - Milestones
- Kindergarten Transition Services – Reach-Up Head Start
- Latino Parent Child Group/La Fuerza de Los Padres – ROCORI School District
- MN Reading Corps in St. Cloud – ServeMinnesota
- Project Learn– Boys & Girls Clubs of Central Minnesota
- Early Literacy Project – Milestones
- Young Learners Program – Catholic Charities

Quality Out of School Time

- ARISE (A Recreational Inclusion Support Endeavor) – St. Cloud Area School District #742 Community Education
- Leadership Pathway Scholarships - Girl Scouts of MN & WI Lakes & Pines
- Girls Scouts in ACTION – Girl Scouts of MN & WI Lakes & Pines
- Youth Services – Central MN Sexual Assault Center
- Youth Development Scholarships – St. Cloud Area Family YMCA
- Academic Support and Mentoring Program – Community Grassroots Solutions
- School Youth Program & Life Choices – Anna Marie's Alliance
- KIDSTOP & Club Scholarships – Boys & Girls Clubs of Central Minnesota
- Support & Advocacy for Independent Living (SAIL) – Catholic Charities
- Scoutreach – Central MN Council - Boy Scouts of America
- Community Led Solutions – Promise Neighborhood of Central Minnesota
- Youth Mentoring – Big Brothers Big Sisters of Central Minnesota
- Mentoring & Life Skills Development – Central MN Youth for Christ
- After School Enhancement – Retired Senior & Volunteer Program (RSVP)/City of St. Cloud
- CareerONE – Career Solutions

United Way
of Central Minnesota



WORKPLACE GIVING

Who knows?!

I feel like the answer to almost every question during the entire first year of the pandemic was “who knows?!” Will we be able to be in front of employees at companies? Will we be able to collect cash at special events? Will there be special events? **WHO KNOWS!** There was so much uncertainty in March 2020, but one thing I knew is that we had to have a plan!



We typically kick off each new campaign season with a fun, high-energy training for our workplace champions. It's a favorite of ours and theirs and we knew we couldn't eliminate it – they were going to have as many questions as we did. We came up with a solution! We packaged small boxes together with all the materials, treats & even a fun token of appreciation and we held a one day door drop. Either the champions could stop here and we put the box in their trunk, or we physically dropped them off at the door of their business and for some, their homes!

The training of course happened virtually, and we brought the energy. We also had to go into our campaign with the motto “NO EXCUSES”. We brainstormed just about every scenario we could think of and planned for every “NO” we could think of to eliminate the chance that a company could say no, we can't do a campaign this year. We had videos in place of in person presentations. We wrote a weeks' worth of emails to be sent to employees. Every piece of paper we had used in the past because available digitally including our pledge form. We found ways to still run special event & how to collect money from those participating from home. We did it! It was a ton of work, but it was worth it.

With all that work and planning there were some bright shiny moments that came out of it.

- Marco found ways to still engage their employees who were all working from home by offering virtual events.
- CentraCare turned their wildly popular basket raffle into an online opportunity which allowed even more people to “see” the baskets
- Wolters Kluwer played at home BINGO
- North Risk Partners took their employees outside and celebrated their campaign results by throwing water balloons and dumping a pail of ice water on their teammate
- People still wanted to volunteer & we found ways to make it happen for them. At home DIY projects, small socially distant opportunities & outdoor projects were a success.
- Donors dug deep and continued to give! We were all experiencing things we've never navigated before & more people were in need. The community stepped up and gave.

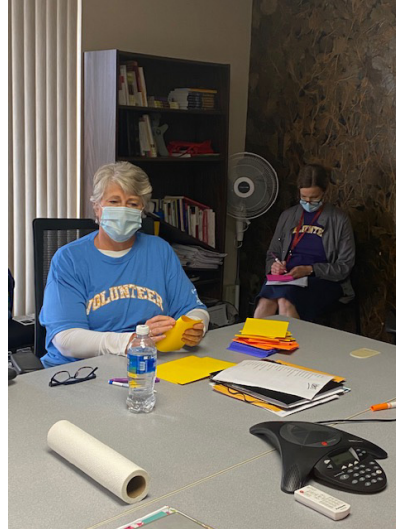
Is this our new normal? Will we get back to dunk tanks, chili cook offs and bake sales? **WHO KNOWS!** I will say, that I'm continually impressed by our community and how we find ways to do things different, meet the needs & even have some fun along the way.

Jessica Houle
Senior VP of Development & Engagement

VOLUNTEER ENGAGEMENT

Day of Caring Highlights September 14 -17, 2020

Over 300 volunteers completed 58 projects for 15 area nonprofits. That is truly amazing! With the uncertainty, we are thankful that volunteers showed our community that you care! It takes everyone in the community working together to create a brighter future.



Device Drive October 24, 2020

This year has been challenging for our students while they transition to learning from home. When we started hearing stories of families sharing one device between multiple children and adults we jumped in. By partnering with Minnesota Tech for Success we collected 247 donated devices to refurbish and redistribute them to students and schools in need. Equipment was distributed to three Distance Learning Centers, Promise Neighborhood, Too Much Talent, and Higher Works Collaborative.



School Supply Drive July & August, 2020



Students learning from home still need school supplies!

Our School Supply Drive this year was another success. Thanks to donations from our community, nine school districts received school supplies and/or money to purchase needed items. And through our partnership with Impacks, over 100 packs of school supplies were donated to District 742.

Day of Action Highlights June 23, 2021

19 volunteers completed 72 hours of work to complete deck repair.

A local, 72 year old Veteran and his wife have been waiting four years to have their deck repaired so they could enjoy the outdoors.

They were unable to complete the projects on their own because of age, poor health and lack of funds. They were overjoyed and please with the results. She was super happy to be able to enjoy the sunshine on her bench that is located on the deck.

"Many hands make light work. Thanks to everyone who came and picked up a rake, drill, or paintbrush. It looks awesome!" ~Dave S

"What a fun and rewarding first week at United Way of Central Minnesota! ~Reva V



RETIRE UNITED

Retire United directly addresses the older adult workforce population in our communities. By working with our workplace giving businesses, we are able to create a transition-type program for retirees who wish to remain tethered to our cause and efforts. It's both an opportunity for individuals to participate in volunteer projects and support programs vital to the entire community. From a company's perspective, it's a chance to continue to reward loyalty and culture even through retirement.

Committee Members

Karen Ahles
Karen Bellmont
Libbie Brunsvold
Steph Jussila
Lisa Maurer
Greg Reigstad
Scoop Reif
Joyce Schlough
Bob Thueringer



*Retire***UNITED**
United Way of Central Minnesota

Our goal is to always ensure our volunteers and supporters know of the opportunities presented and how we can best raise our hands together to continue to advocate and create change.

Interested in joining? Email info@unitedwayhelps.org for more information

YOUNG LEADERS UNITED

Our goal with Young Leaders United is to connect young people to the causes and interests they have a desire to be part of and introduce them to the greater community in which they live, work, and raise families. The group of 35 and under aged people support the work of United Way Central Minnesota through fundraising, volunteer projects, and networking events. This dynamic, tireless group is making lasting change across Central Minnesota and having fun along the way. It's inspiring and a great reminder of what happens when we realize the collective power of network and shared vision.



YLU events have included adventures like Canvas Painting for a Cause, Cribbage for a Cause, Kick Summer Hunger Kickball Tournament, Toys for Tots, Backpack Bash, and much more.

Interested in joining? Email info@unitedwayhelps.org for more information

*To live better,
we must **LIVE UNITED.***

SMALL BUSINESS UNITED 365

Small Business United 365 (SBU365) is a group of local small business owners who are committed to investing in ongoing, impactful, and meaningful work in Central Minnesota through United Way. While United Way of Central Minnesota has been bringing business, individuals, and organizations together to advance the common good for more than 50 years, a new initiative is starting in an effort to make philanthropy easier and more rewarding for small businesses throughout Central Minnesota.

Committee Members

Amy Funk
Andy Noble
Bennie McWilliams
Brenda Eisenschenk
Bri Knowles
Chris Dolney
Chris Duke
Dana Fischer
Eileen Theisen

Justin Wampach
Kelly Cook
Kristin Hannon
Mason Schirmer
Michelle Henderson
Nate Brown
Nathan Goebel
Rachael Sogge
Rhoda Paurus

Sammi Shand
Sara Cuperus
Tara Gronhovd



Interested in joining? Email
info@unitedwayhelps.org for
more information

GRANITE SOCIETY

The Granite Society is a community of United Way supporters who are making future gifts through bequests, trusts and other life income gifts. These members are committed to the United Way promise: to better the Central Minnesota communities we live in long into the future.

Thank you to these Granite Society members for their legacy gift:

Rick and Helga Bauerly
Jason Bernick
Mark Bernick and Kathleen Crawford Bernick
Dick and Mimi Bitzan
JoAnn Cagle
Pam Christianson
Jason and Lori Eich
Michael and Robin Ferrian
Melinda Gau
Brad and Lisa Hanson
Adam and Tiffany Heathcote (401K for UW)
Mark and JoAnn Henry

Dan Hollenhorst and Juliana Elchert
Murdoch Johnson and Dianne Tuff
Jim and Janet Knoblach
Chris LeDuc and Adam Whitten
Gary and Jane Marsden
James Mueller
Scoop Reif
Jon and Joy Ruis
Christopher Shorba
Kevin and Anita Spellacy
George Torrey
Virgil Truenow

Build Your Legacy

If United Way of Central Minnesota is already in your estate plan or to find out more information about how making a planned gift could benefit you and the community, please call United Way, 320-229-3501.

PLANNED GIVING

Thoughtful, intentional planning helps make a significant difference for future generations and ensures our Greatest Needs fund is a safety net stronghold. Our pillars of focus including education, health, and financial stability all benefit from the care and fortitude of planned giving.

A single endowment or a planned schedule of donations can be tailored to anyone's specific wishes or arrangements. United Way of Central Minnesota's Planned Giving team is honored to assist you and your advisors in the best legacy decision anyone can make. Your planned giving also benefits you and your family by:

- Offering tax reductions
- Conserving wealth
- Increasing income
- Fulfilling philanthropic goals
- Fostering special interests
- Promoting lineage

Committee Members

Adam Heathcote
Mike Mavetz
Penny Schmitt
Keith Finstad
Malik Stewart
Greg Misterman
Bill Worzala

LEADERS IN GIVING



As this year's Leaders in Giving Co-Chairs, we want to thank each of you personally for your commitment to our community. S

ince the beginning of the pandemic, we have watched people helping their neighbors, sharing fun ways to keep busy and positive, and reaching into their pockets for those who needed a helping hand. Above all we have witnessed kindness and hope.

Thank you for all you do for our community and the care you have for one another. We are thankful to be a part of the Central Minnesota community.

Best,

Pat and Joy Plamann
2020 Leaders in Giving Co-Chairs

LEADERS IN GIVING CABINET



Bob Sabo
David Schlough
Doreen Meier
Eric Reisinger
Elizabeth Reisinger
Greg Reigstad
Jenica Cmelik
Laura DeSpain
Michelle Beeman
Pat Plamann
Joy Plamann
Renee Theisen
Ron Brandenburg
Steve Schwegman
Troy Cameron

SPONSORSHIPS AND IN-KIND

IMAGINATION LIBRARY PROGRESSIVE DINNER

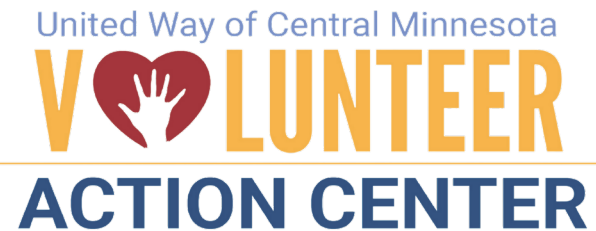



John & Nancy Bartlett
Jim & Kathy Parsons
Thrivent Financial
Jacob & Trista Overman

AMAZING-EST RACE



COMMUNITY CELEBRATION



Sponsored by  Vye

THANK YOU FOR YOUR SUPPORT!

