



UNITED WE WIN

LIVE UNITED

2017
2018

ANNUAL REPORT



United Way of Siouxland

AGENDA FOR CHANGE

HEALTH

COMMUNITY OUTCOME

Children are born healthy and develop on track

Individuals of all ages will increase coping and life skills to achieve mental wellness

Youth and adults live a healthy lifestyle

Youth and adults live in and maintain a safe/healthy environment

SPECIAL FOCUS

Healthy lifestyles

Reduce bullying and violence

Healthy developmental growth of children through parenting

EDUCATION

COMMUNITY OUTCOME

Children enter kindergarten ready to succeed

Children are socially and emotionally prepared to succeed in school

Children are on track academically and prepared to succeed in school

SPECIAL FOCUS

Kindergarten readiness

Grade appropriate reading levels

Graduation rates

FINANCIAL STABILITY

COMMUNITY OUTCOME

People have access to resources in crisis to stabilize their situation

People have resources and skills to build financial stability

SPECIAL FOCUS

Emergency services

Basic human needs

Access to resources that build financial stability

Increase income potential

PURPOSE

UNITED WAY FIGHTS FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF EVERY PERSON IN SIOUXLAND. The Agenda for Change outlines specific outcomes associated with each of our three focus areas. All United Way of Siouxland funded programs are working to impact the issues identified. The agenda can be found on our website with the programs that are aligned with each community outcome.

A MESSAGE FROM THE BOARD CHAIR & PRESIDENT

Dear United Way Friends,

It is exciting to see how quickly things can change. Change can be scary and exciting at the same time. Our community is changing; it's growing, and we're all gaining knowledge and new friendships.

While many things have remained constant at United Way, like our dedication to accountability and finding the best ways to bring people together to make a positive, long-lasting impact throughout Siouxland, we, too, are changing with the times.

Last year, United Way of Siouxland and the Le Mars United Way provided over 42,000 services to people in our community. We did this by partnering with many local businesses, donors and nonprofit partners. The lives changed would not have been possible without the partnership of 74 funded programs.

As we all know, technology is advancing faster and faster. United Way's ePledge system has expanded significantly. This change means that over 4,000 of our nearly 13,000 pledges are now being processed online. This is an amazing accomplishment and has led to advanced training for our team members and simplified processing for our donors.

In the spirit of true change, United Way has been engaged in several new projects, including a nonprofit resource sharing collaboration where we've been actively involved in surveying and connecting nonprofit organizations throughout our community. In addition, we've helped promote Leave a Message Siouxland, an awareness campaign encouraging people to leave more than money to the next generation by leaving a message. It's inspiring to see the willingness to truly collaborate and maximize the impact we can have.

We'll keep you posted on our progress. Make sure to follow us on Facebook & Twitter.

Thank you for your continued support!



Jon Saylor

Jon Saylor

Board Chair

Senior Vice President, Iowa Nebraska State Bank



Heather Hennings

Heather Hennings

President

United Way of Siouxland

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Administrative Assistant & Receptionist

Bryan Marshall

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Administrative Assistant & Bookkeeper

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Kyle Konopasek—YOUNG LEADERS

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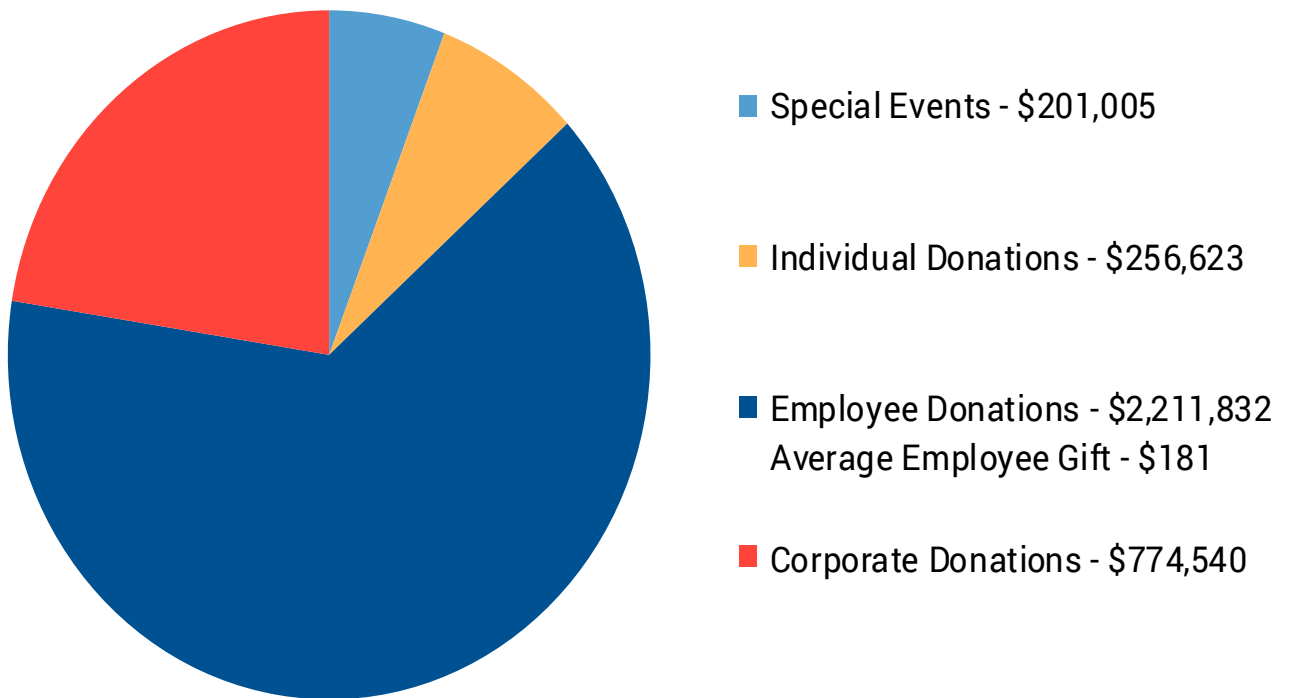
Stacy Eben—SPECIAL EVENTS CHAIR

FEH Design

United Way fights for the
Health, Education, and
Financial Stability of every
person in our community.

GIVE

The 2017-18 Campaign Chairs, Kevin McManamy and Kristie VerMulm McManamy of United Real Estate Solutions, provided excellent leadership to the Campaign Cabinet for a successful year. Thanks to the dedicated volunteers, over 400 local businesses, and nearly 13,000 individuals, we were able to raise **\$3.44M to impact Siouxland**. The success of this year's campaign ensures that critical programming and effective community initiatives will be able to move forward with continued successful outcomes.



Legendary basketball coach Phil Jackson once said, "The strength of the team is each individual member. The strength of each member is the team." This year's United Way campaign has truly been a team effort to raise **\$3.44 million**. This would not have been possible without the many United Way volunteers and staff members who made hundreds of phone calls and organized numerous events, as well as the incredible generosity of our campaign donors. We are grateful for everyone who stepped up to help with this year's United Way campaign. It has been an honor and a privilege to serve as Campaign Chairs knowing the dollars raised will do so much in the areas of health, education and financial stability. We feel blessed to be a part of this amazing, community wide effort.

- Kevin McManamy & Kristie VerMulm McManamy

ADVOCATE

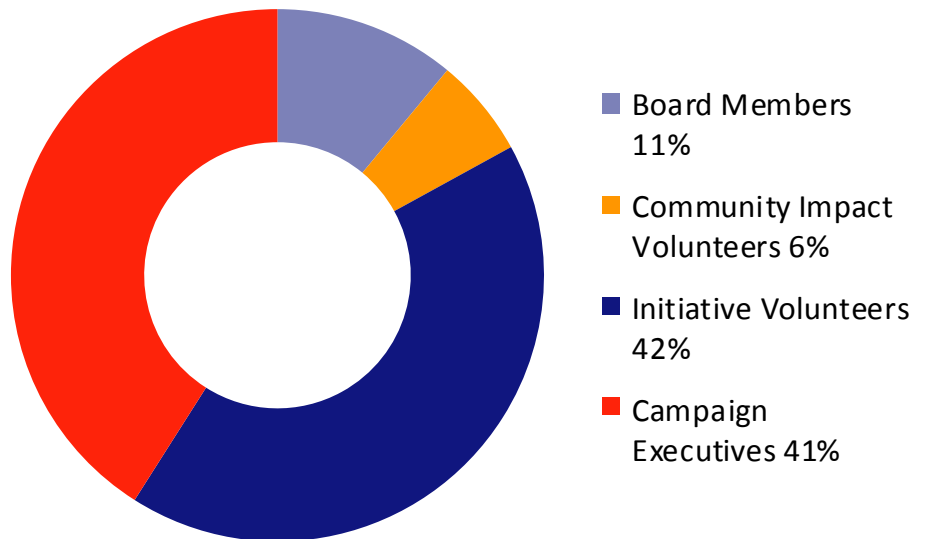
Anyone can champion a cause. Whether you write a letter to elected officials, attend school board meetings, or speak out on behalf of health, education, and financial stability in your community, you can be an advocate and LIVE UNITED.

United Way of Siouxland serves as a go-to resource for health and human service information, and our public policy efforts have created programs like Iowa Reading Corps; increased support for adult education; and brought renewed focus to the importance of children's mental health in our community. Advocacy, however, is much more than public policy. When we work together and speak with a common voice, our whole community benefits.

VOLUNTEER

United Way of Siouxland is able to create positive change in our community every day thanks to our volunteers. These community-minded people are willing to share their knowledge, skills, experience, and wisdom to create real change and improve people's lives. Our dedicated volunteers gave **12,821** hours to United Way of Siouxland last year which the Independent Sector values at a rate of \$24.14 an hour. In effect, volunteers gave a generous \$309,499 by donating their talent and time to the community. They served as Board Members, Community Impact Volunteers, Campaign Executives, and volunteers through initiatives like the Earned Income Tax Credit Program.

2017 UNITED WAY VOLUNTEER HOURS



2017 United Way of Siouxland
Day of Action Volunteers

2017 BUDGETED FINANCIALS

YEAR ENDED DECEMBER 31, 2017

PUBLIC SUPPORT & REVENUE

General Campaign Support	\$2,948,904
Corporate Champion Support	\$462,096
Less Provision for Uncollectable Pledges	\$(162,023)
Other Income	\$40,777
Total Public Support & Revenue	\$3,289,754

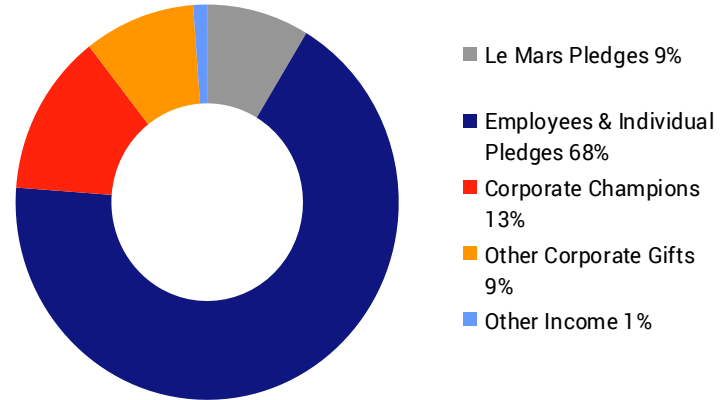
EXPENSES

Management and Fundraising	\$434,518
Capital Fund	\$12,000
Total Management & Capital	\$446,518
Unrestricted Community Impact Funding	\$1,699,913
Donor Restricted Funding	\$599,533
FOCUS & Small Grants	\$60,509
Le Mars United Way Program Funding	\$257,882
United Way Direct Community Services	\$225,399
Total Community Impact Funding	\$2,843,236
Total Operations & Community	\$3,289,754

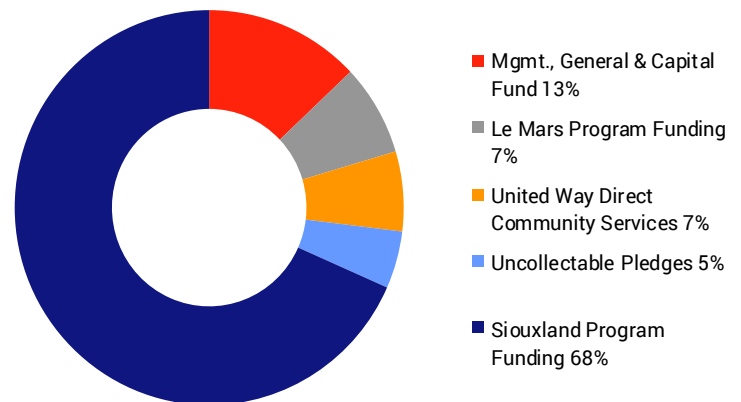
ORGANIZATIONAL ASSETS

Current Assets	\$4,342,218
Other Assets	\$1,233,686
Total Assets	\$5,575,904

2017 INCOME



2017 EXPENSES



Financials shown represent
2017 due to audit cycle

TOP 50 COMPANIES

- 1) Tyson Foods
- 2) Wells Enterprises, Inc.
- 3) Premier Bankcard
- 4) MidAmerican Energy Company
- 5) Klinger Companies, Inc.
- 6) Great West Casualty Company
- 7) Security National Bank
- 8) BPI Technology, Inc./Beef Products, Inc.
- 9) Sioux City Community School District
- 10) Scheels
- 11) CF Industries
- 12) UnityPoint Health - St. Luke's
- 13) Seaboard Triumph Foods
- 14) Chesterman Company
- 15) City of Sioux City
- 16) TEC-Corp.
- 17) American Pop Corn Company
- 18) Ag Processing, Inc. (AGP)
- 19) Wells Fargo Bank
- 20) Hard Rock Hotel and Casino Sioux City
- 21) Aalfs Manufacturing, Inc.
- 22) Palmer Candy Company
- 23) Morningside College
- 24) 1st Financial Bank USA
- 25) Sabre Industries
- 26) Woodbury County
- 27) Mercy Medical Center - Sioux City
- 28) Knoepfler Chevrolet
- 29) Nor-Am Cold Storage
- 30) Henjes, Conner & Williams, P.C.
- 31) Siouxland Federal Credit Union
- 32) United Real Estate Solutions
- 33) U.S. Bank
- 34) Five Star Call Centers
- 35) Western Iowa Tech Community College
- 36) Mills-Shellhammer-Puetz & Associates
- 37) FLSmidth USA Inc. - Sioux City Operations
- 38) Siouxland Community Health Center
- 39) Pioneer Bank
- 40) F&M Bank
- 41) Northwest Area Education Agency
- 42) CMBA Architects
- 43) Prince Manufacturing Corporation
- 44) KTIV Television, Inc.
- 45) Briar Cliff University
- 46) Sioux City Journal Communications
- 47) Wilson Trailer Company
- 48) Custom Woodworks, Ltd.
- 49) Le Mars Insurance Company, Member of the Donegal Insurance Group
- 50) Williams & Company Consulting, Inc.

More than **400 local companies** partner with United Way of Siouxland to improve the quality of life for all in our community. Thanks go to all of these organizations and their employees for raising resources through workplace campaigns, volunteering on United Way boards and committees, and sponsoring events.

Special thanks to the top **50 companies** and organizations for supporting United Way. Contributions include employee investments through workplace giving campaigns, money raised through special events and company investments of cash and in-kind services. The funding efforts of these companies resulted in more than **\$2.48M** during the 2017-18 campaign.

CORPORATE CHAMPIONS

Thanks to these companies who underwrite United Way of Siouxland's low administrative costs, donors can be assured that 100% of their gift will go directly to local programs and services.



1st Financial Bank USA
 Aalfs Manufacturing, Inc.
 American Pop Corn Company
 Avery Brothers Sign Company
 BNSF Railway
 CF Industries
 Chesterman Company
 CMBA Architects
 FLSmidth USA Inc.—Sioux City Operations
 Gelita USA—Sioux City
 Great Southern Bank
 Great West Casualty Company
 Klinger Companies, Inc.
 Knoepfler Chevrolet
 KTIV Television, Inc.
 Mercy Medical Center - Sioux City
 MidAmerican Energy Company
 Palmer Candy Company
 Pioneer Bank
 Scheels
 Security National Bank
 Sioux City Brick & Tile Company
 Sioux City Journal Communications
 Siouxland Federal Credit Union
 Stone Group Architects, Inc.
 Tyson Foods
 U.S. Bank
 Union Pacific Railroad
 UnityPoint Health - St. Luke's
 Wells Enterprises, Inc.
 Wells Fargo Bank
 Williams & Company Consulting, Inc.

The primary goal of the Health focus is to improve the physical and mental health status of our community by providing access to resources and interventions that reduce unhealthy behaviors while also increasing the ability of citizens to live healthy and safe lives. The following programs help us to achieve these goals.

HEALTH

Boys and Girls Home and Family Services, Inc., *Outpatient Therapy*

Provides professional, therapeutic outpatient services addressing mental health concerns in children and adults. Treatment of individuals' mental health results in overall well-being.

Catholic Charities, *Healthy and Safe Families*

Provides mental health services, counseling, outreach, and education to families and individuals of all faiths and socio-economic backgrounds to support families, provide safety, and instill hope.

Council on Sexual Assault & Domestic Violence, *Safety for All Residents*

Provides safe shelter, along with advocacy and counseling, to adults and children who are at risk of harm from a current or former partner.

Crittenton Center, *HOPES Program*

Healthy Opportunities for Parents to Experience Success provides family support through intensive home visiting services from pregnancy to age five, ensuring health and development.

Lutheran Services in Iowa, *Parent Education*

Parenting education program provides support, education and community resource information to pregnant and parenting teens enrolled in Siouxland high schools.

Norm Waitt Sr. YMCA, *Wellness Program*

Wellness programs improve quality of life as individuals cope with physical and health challenges, chronic diseases, and aging through research-based exercise, education and support.

Siouxland CARES, *Prevention*

Assists youth and adults to live healthy lifestyles and avoid risky behavior by providing community-wide awareness, resources, education, skill building, collaboration, and support to eliminate substance abuse and violence.

Siouxland Center for Active Generations, *Enhancing the Lifestyles of Older Adults*

Through movement arts, including group/individual exercise, and socialization programs, including group activities and facilitated conversations, adults improve their ability to live healthy independent lifestyles.

The ARC of Woodbury County, *Summer Program*

A six-week summer school program teaches coping and life skills appropriate for the intellectually and developmentally disabled individuals ages three through 25.



EDUCATION

The primary goal of the Education focus area is to prepare children for success in school to become productive citizens. To achieve this we focus on kindergarten readiness, fourth grade reading proficiency, keeping children on track academically, and social and emotional preparation to succeed in school and beyond. The following programs help us achieve these goals.

Beyond the Bell, *After School Program*

Provides before and after school care at all Sioux City elementary schools, three middle schools and Sacred Heart school. In South Sioux City, BTB is provided at five elementary schools.

Big Brothers Big Sisters, *Mentoring Youth*

Provides one-to-one mentoring relationships for children in need, based on a proven model that includes support for mentors, youth and parents/guardians.

Boys and Girls Clubs of Siouxland, *After School Program*

Offers after school and summer programming for ages 7-18. They offer recreation, healthy lifestyles, arts, and educational programming for \$10 a year.

Crittenton Center, *Stella Sanford Child Development Center*

A quality early learning program serving children ages 0-5, creating an environment that builds children's social and emotional strength while enhancing cognitive, literacy, and physical development.

Girl Scouts of Greater Iowa, *Girl Scout Leadership Experience*

Helps girls learn skills such as problem solving, decision-making, team building, and healthy relationships, which all positively support academic achievement.

Girls Inc., *After School and Summer Program*

Innovative, comprehensive after-school/summer programs which prepare girls to be academically, socially/emotionally successful, and healthy.

Mary Elizabeth, *Child Care and Preschool*

Provides a quality preschool education and encourages children's success in all skill areas so they are prepared for kindergarten.

Mary J. Treglia Community House, *Youth Programs*

Ensuring English-language learning preschoolers start kindergarten ready to succeed.

Mid-America Council, Boy Scouts, *Strong Youth*

Helping youth become leaders and productive members of society by teaching life skills, character development, responsibilities of citizenship, and developing personal fitness.

Native American Child Care Center, *Age Appropriate Development Program*

A comprehensive early childhood development program for preschool children. The focus is to prepare them for kindergarten success.

Norm Waitt Sr. YMCA, *Summer Camp*

An eight-week summer camp dedicated to stopping summer learning loss and keeping kids active through a rich variety of academic, social and health-focused experiences.



Sanford Community Center, *Delinquency Prevention*

Provides positive role models, which has resulted in 85% attendance, retention of students, ability to understand appropriate behavior and successful tutoring.

United Way of Siouxland Initiative, *Beyond the Bell Jump Start*

The program provides an eight-week summer program to help ensure children enter kindergarten ready to succeed by targeting children most in need through referrals from principals, teachers of the Sioux City Preschool Initiative, Beyond the Bell staff, and kindergarten registrations.

United Way of Siouxland Initiative, *Imagination Library*

Children birth to five can be enrolled to receive age-appropriate books every month in the mail until they reach the age of five to ensure that all children have books in their home regardless of income.

United Way of Siouxland Initiative, *Iowa Reading Corps*

This statewide initiative helps make sure all Iowa students are on track to read at grade level by the end of 3rd grade. The program places AmeriCorps members, trained as Elementary Literacy Tutors, to implement prescribed literacy interventions for students who are just below proficiency in reading.

FINANCIAL STABILITY

The primary goal of the Financial Stability focus area is to ensure self sufficiency for all in Siouxland. To achieve this we focus on making sure that people have access to basic needs in crisis situations, and access to education and resources to increase income potential and build financial skills. The following programs help us to achieve those goals.

American Red Cross, *Emergency Services*

Supports local military families and provides relief to victims of disaster by strengthening our communities for immediate response, recovery and readiness.

Center for Siouxland, *Economic Stability Resources*

Programs foster self-sufficiency through budgeting, money management, and debt reduction; pre- and post-purchase homeowner counseling/education; and stable housing and supportive services for the homeless.

Mary J. Treglia Community House, *Immigration and Translation Services*

Immigrant education and assistance programs help our area's newcomers learn English, become U.S. citizens, and access life and income-stabilizing resources.

Salvation Army, *Pathway of Hope*

Provides targeted services to families which support and coach them as they overcome hunger and homelessness, and chart a course out of poverty.

Siouxland Family Community Center, *Basic Needs for Families in Crisis*

Provides emergency food baskets, translation services, and educates individuals regarding employment. Also provides access to community resources, thereby empowering self-sustainability.

United Way of Siouxland Initiative, *Earned Income Tax Credit Outreach*

This program focuses on education and awareness of the earned income tax credit and offers free tax preparation assistance in Siouxland to qualifying individuals and families. The initiative helps them keep more of what they earn and ensures these dollars do not go unclaimed.

Women Aware, *Economic/Emotional Stability*

Helps single parents and marginally employed individuals reach maximum earning capacity through thoughtful planning and greater access to support services that foster stability and future growth.



ADDITIONAL GRANTS

FOCUS GRANTS

Jackson Recovery Center, *Women and Children's Center*
 Mid-Step Services, *The Pier Center for Autism*
 Siouxland Human Investment Partnership, *Bridging and Overcoming Obstacles through Service and Training*



SMALL GRANTS

Heartland Counseling, *Drug Prevention*
 Sunnybrook Church, *Night to Shine Prom*
 Support Siouxland Soldiers, *Care Package Program*

WOMEN UNITED GRANTS

Brighter Futures Grants:

Mary J. Treglia Community House, *Community Garden Kitchen*
 Center for Siouxland, *Bridges West Transitional Housing*

Program Grants:

Mary J. Treglia Community House, *Preschool Program*
 LaunchPAD Children's Museum, *Early Learner Robotics*
 Girls Inc., *The Walking Classroom*

Starting in 2016, United Way of Siouxland expanded our outreach by providing new grants.

- Funding Opportunity to Connect and Uplift Siouxland (FOCUS) Grant: The first step for local program(s) to be considered for annual funding
- Small Grants: Providing support for community projects, programs, or initiatives in need of a small, one-time grant

SUCCESS STORIES

United Way of Siouxland works to better the lives of people in our community. We fund programs that work to fight for health, education, and financial stability in Siouxland. The services provided allow for success stories like Alex's.

Alex's mother was very young when she got pregnant and had not graduated from high school. When he was born, he struggled with some developmental delays. His mother was advised to enroll him into the Infant Center at West High School in order to support his development.

With no education or income, Alex's mother faced several barriers. What she did have, however, was the determination to make a better life for her and her child.

Read Alex's story along with other success stories at www.unitedwaysiouxland.com/success-stories



Alex with Stella Sanford Center
 Director, Erika McWell

LE MARS UNITED WAY

LIVE UNITED

LIVE UNITED

The Le Mars United Way is administered through the United Way of Siouxland as a community partnership. Funds raised in Le Mars stay in that community. Last year, nearly **\$297,418** was awarded to 31 programs run by local agencies that serve Le Mars and Plymouth County.

LE MARS FUNDED PROGRAMS

CHILDREN GROW INTO SUCCESSFUL ADULTS

Bethany Christian Services, *Kids First*
Big Brothers Big Sisters, *Mentoring Program*
Boy Scouts of America, *Scouting Program*
Council on Sexual Assault & Domestic Violence,
Violence Prevention Education
Gehlen Catholic School, *Transitional Kindergarten*
Imagination Library, *Free Books to Children Ages*
Newborn to 5 Years Old
ISU Extension & Outreach, *STEM Camps for Youth*
Le Mars Collaborative, *Preschool Program*
Le Mars Community High School, *Summer School*
Le Mars Community Middle School, *Summer School*
Le Mars Area Family YMCA, *Healthy Programs, Apple*
Tree Camp
Mid-Sioux Opportunity, *Child Safety*
Noah's Ark, *Preschool*
Plymouth County Sheriff, *D.A.R.E*
Rock Solid Assembly, *Strength of a Single Mom*
Rotary Club of Rock Valley, *Foster Grandparent*
Program of Greater Siouxland
Siouxland Youth for Christ, *City Life Program*
St. Mary's Schools, *Academic Interventions to*
Support At-Risk Kids

PROVIDE SAFETY NET SERVICES

American Red Cross, *Emergency Services & Service to*
the Armed Forces
Center for Financial Education, *Needs & Care for*
Le Mars
Center for Siouxland, *Financial Stability through VITA*
Council on Sexual Assault & Domestic Violence,
Domestic Abuse Outreach
Le Mars Backpack Program, *Food for Backpacks*
Le Mars Fire & Rescue, *Trench Rescue Equipment*
Lucky Leprechauns, *Clothing, Books, School Supplies*
for Kids
Merrill Lions Club, *School Supplies, Book Bags and*
Snacks for Kids
Mid-Sioux Opportunity, *Emergency Services*
Plains Area Mental Health, *The Meeting Place*
Rejoice Choice, *Food Pantry*
Rotary Club of Rock Valley, *Senior Companion*
Program of Greater Siouxland
S.T.A.R.S., *Plymouth County Therapeutic Riding*
Sponsorship Funds

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Joe Kessenich
Community Volunteer

Micah Lang
American Bank

Marissa Molland
Nor-Am Cold Storage

Brenda Nohava
Nohava Construction

Kent Pauling
Community Volunteer

Joe Strub
Primebank

Alex Szczech
Walmart Supercenter

Marlys Van Otterloo
Floyd Valley Healthcare

Mike Van Otterloo
Plymouth County Sheriff's
Department

Lisa Wagner
Century 21 ProLink

Kris Westhoff
AgriVision Equipment Group



UNITED WAY OF SIOUXLAND

Thank you for LIVING UNITED

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www.unitedwaysiouxland.com

