

2010 Annual Report



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Greater Mankato Area United Way's Mission is to

Unite the Community to secure and invest
resources to improve people's lives.

Our Core Commitments:

CONVENE the Community.

CONNECT People and Organizations to Resources.

SECURE Resources.

LIVE UNITED™

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Every effort has been made to ensure the accuracy of the material contained in this publication.

2 Greater Mankato Area United Way apologizes for any errors or omissions.

Organizational Leadership

2010 Board of Directors

Jo Guck Bailey	Radio Mankato	Doug Peterson	Leonard, Street & Deinard
Dan Bruss	Bethany Lutheran College	Chris Powers	Abdo, Eick & Meyers, LLP
Rich Grace	Immanuel St. Joseph's -Mayo Health System	Jackie Scroggs	U.S. Bank
Shannon Gullickson	Coldwell Banker Commercial Fisher Group	Phil Slingsby	Scheel's All Sports
Karen James	Johnson Outdoors	Dr. Katie Smentek	Mankato Clinic
Mary Johnson	Mankato Area Public Schools	Renee Solomon-Wise	Community Volunteer
Kari Juni	HickoryTech	Keith Stover	South Central College
Laurel Kratzke	Social Security Administration	Larry Taylor	Taylor Corporation
Joe Hall	Verizon Wireless	Steve VanRoekel	Ridley, Inc.
Bob Meyer	Blue Earth County	Dave Wittenberg	U.S. Bank
Kevin Newman	Kato Engineering	Jonathan Zierdt	Greater Mankato Growth

Executive Committee

Jonathan Zierdt	Chair
Chris Powers	Vice Chair
Jackie Scroggs	Secretary / Treasurer / Finance Committee Chair
Laurel Kratzke	Community Impact Chair
Steve VanRoekel	Campaign Chair
Shannon Gullickson	Marketing Committee Chair

Finance Committee

Jackie Scroggs
Chris Powers
Mike Draheim
Mary McClure
John Stoffel
John Van Boening

Marketing Committee

Shannon Gullickson
Jo Guck Bailey
Marsha Danielson
Kari Juni
Jennifer Schneider
Phil Slingsby
Greg Thompson

Executive Campaign Cabinet 2010

Steve VanRoekel	Campaign Chair
Scott Felder	Major Firms
Jerhod Smithback	Medium Firms
DeeDra Vosburg	Campaign Consultants
David Wittenberg	Professional Division
Keith Luebke	Public Sector
Cathy Willette	Market Segments

Community Impact Team Chairs

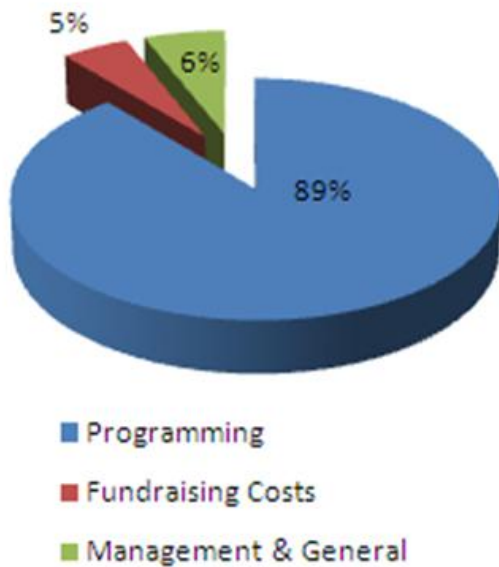
Mark Sharpless
Gail Gilman-Waldner
Kris Wuller
Deb Newman
W.C. Sanders
Jessie Beyer
Katie Nerem

Greater Mankato Area United Way Staff

Laura Bowman	President
Katie Boone	Director of Community Impact
Christi Wilking	Resource Development Director
Gwen Donev	Director of Finance & Administration
Laura Stevens	Books for Kids & Office Coordinator

Keeping Overhead Low and Service Area Map

Greater Mankato Area United Way
2010 Expenses



Volunteers provide oversight to all aspects of United Way operations, comprising of human resources, finance, marketing, strategic planning, fund raising and fund distribution. More than 400 volunteers donated more than 4,300 hours of volunteer service in 2010, empowering GMAUW to keep overhead low while maximizing impact.

Because of United Way’s volunteer involvement, nearly 90 percent of contributions go directly to help people in need in this community. With operating costs consistently near 10 percent, contributors to GMAUW can rest assured that our total administrative costs continue to be much lower than the national nonprofit average.

Greater Mankato Area United Way’s staff members provide support to volunteers in carrying out policies and helping manage the day-to-day operations of the organization.

SERVICE AREA MAP

Programs funded by Greater Mankato Area United Way provide services to your family, friends and neighbors from an approximate 30-mile radius around Mankato / North Mankato.

Here are just some of many communities that are provided services from Greater Mankato Area United Way funded programs.



CONVENE: Community Impact Division

Providing Basic Needs & Emergency Services

Mark Sharpless	HickoryTech
Mohammed Abdulkadir	Blue Earth County Employment Services
Tanya Ange	City of Mankato
Sarah Keller	Wells Fargo
Jana Klein	James R. Weir Insurance Agency
Jason Quint	Kato Engineering
Greg Tholkes	HickoryTech
John Woodwick	Minnesota Valley Action Council

Supporting Individuals & Families

Gail Gilman-Waldner	Region Nine Development Commission
Lul Ahmed	Blue Earth County Employment Services
Walt Anderson	Re/Max Area Experts
Mary Ann Donahue	Century 21 Atwood Realty
Tonya Hobbie	Fine Impressions
Chris Schull	Ridley, Inc.
Tara Snilsberg	Community Volunteer
Laura Turk	Community Volunteer

Enhancing the Lives of People with Disabilities

Kris Wuller	Navitor Inc.
Elli Fisher	CenterPoint Energy
Sarah Harstad	Bethany Lutheran College
Eric Peters	First National Bank Minnesota
Wil Risingsunj	Verizon Wireless
Kevin Velasquez	Blethen, Gage & Krause

Nurturing Children & Youth

Deb Newman	Taylor Corporation
Diane Berge	Minnesota State University, Mankato
Matt Chmielewski	United Prairie Bank
Jennifer Faust	Snell Motors
Brian Gersich	Mankato West High School
Harbi Hassan	District #77 Administration
Beth Serrill	Blethen, Gage & Krause
Mary Weller	Coldwell Banker Welcome Home Realty

CONVENE: Community Impact Division *cont'd*

Success by 6

W.C. Sanders	South Central College
Scott Bergs	Community Volunteer
Kevin Burns	Immanuel St. Joseph's - Mayo Health System
Sandy Jessen	The Children's House
Wendy Kennan	Abdo, Eick & Meyers
Dave Sunderman	BENCO Electric
Gretchen Taylor	Community Volunteer
Larry Taylor	Taylor Corporation
Ginger Zierdt	Minnesota State University, Mankato

Advisory Board

Denise Shumacher	Child Care Resource & Referral
Corrine Wesley	ECFE
Kelley Haeder	Blue Earth County
Pam Willard	Golden Heart Child Care Center

Youth Outreach

Jessie Beyer	Blue Earth County
Theresa Carlberg	Community Volunteer
Scott Danger	Abdo, Eick & Meyers
Dain Fisher	Office Space Design
Julie Foster	HickoryTech
Rashid Hussein	Blue Earth County
Kristel Lynch	Minnesota State University, Mankato
Christine Phelps	Corporate Graphics Commercial
Al Lawrence	Monroe Elementary School

Promoting Health & Wellness

Katie Nerem	Blue Earth County
Ryan Crabtree	First National Bank Minnesota
Julie Haskins	State Farm Claims
Shirley Elg	Community Volunteer
Jodi Lumsden	Dotson Iron Casting
Kevin Mock	Pawn America
Anne Willaert	Minnesota State University, Mankato
Brenda Stevermer	AgStar Financial Services

CONNECT: Year in Review

Partner Agency Allocations = \$1,330,012

Greater Mankato Area United Way provides funding to 35 local non-profit agencies and 57 partner programs annually. Every year, approximately 1 in 3 individuals in the Greater Mankato Area receive services from a United Way partner agency or program. Some of examples of the support provided by United Way partners in 2010 include:

- 3,503 individuals had access to medical and dental services, including 502 children
- 7,500 round trip rides were provided to individuals with disabilities
- 4,032 hours of mentoring have been provided to area girls by caring adult role models
- 5,000 nutritious meals were served to hungry individuals and families in the community
- 7,400 hours of parent education were provided to refugee, teen, and at-risk families

Books for Kids = \$26,603

The goal of the Books for Kids program is to instill the joy of reading in children and increase the bond between caregiver and child. Over 60,000 mailings were distributed in 2010 including newsletters, parenting resources, tips & tools, calendar of local family-friendly events, and children's books. In our most recent survey, 74% of program participant respondents reported that receiving the books regularly has made them more comfortable with reading with their child or encouraged them to read more frequently with their child. 92% of respondents reported that participation in the program has positively affected the way they spend time with their child.

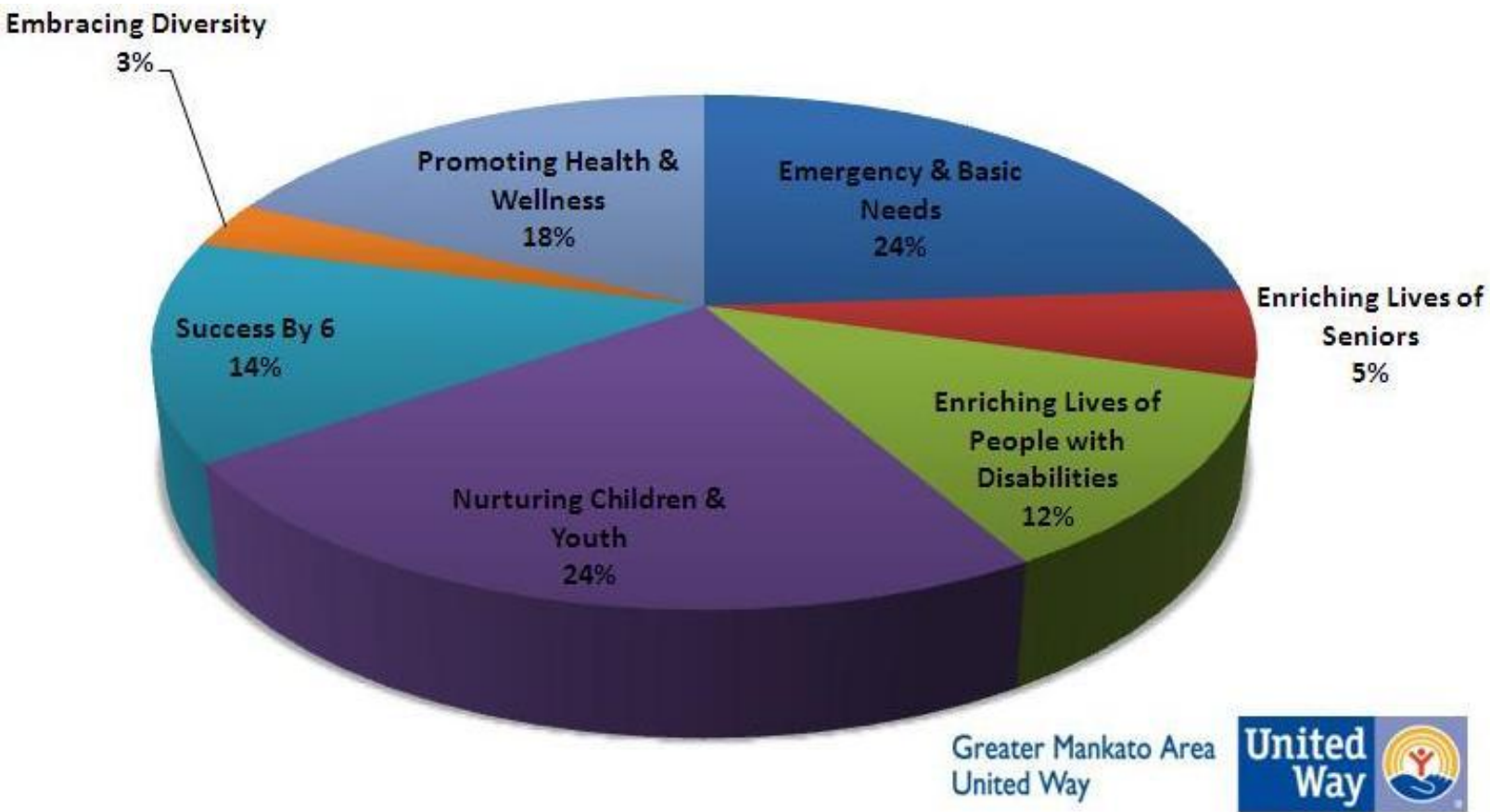
First Steps Initiative = \$58,634

United Way's 2010 Campaign Initiative was First Steps. First Steps is a home visiting program aimed at identifying at-risk, first-time parents during pregnancy. It delivers information, education and support to families during pregnancy and continuing through age three. Research shows that a young child's healthy development is most at risk when his or her family is under stress; as a result, in many such cases the child is not ready for kindergarten and has a difficult time being successful in school and life. The goals of First Steps are to help pregnant women have healthy babies, promote child health and development, and strengthen family self-sufficiency.

In addition to funds raised during the annual campaign and the allotted program allocation, United Way leveraged an additional \$68,380 in grant dollars from outside the community in order to form the First Steps Collaborative. See page 13 of this report for more information.

2010 Allocation Funding by Focus Area

The purpose of Greater Mankato Area United Way's Community Impact Division is to understand the needs and opportunities in our community and allocate campaign funds and other resources to programs and initiatives to positively affect these needs. Through this process we measure the success the programs and initiatives have on the people served. Greater Mankato Area United Way focuses on seven impact areas, which are illustrated in this pie chart by percentage of the total Partner Agency Allocation in 2010.



2010 Allocations to Community Partners

Adult Basic Ed.				
Lincoln Logs Learning Center		\$22,660	Mankato Area Girls Fastpitch Association (MAGFA)	\$8,820
American Red Cross			Mankato United Soccer Club	\$4,900
Emergency Services		\$63,519	Mankato Area Youth Athletic Association (MAYAA)	\$5,000
Heath & Safety Services		\$43,207	Mankato Area Youth Baseball Association (MAYBA)	\$19,600
The Arc Minnesota Southwest			MRCI WorkSource	
Family Connections		\$5,750	Center Based Extended Employment	\$37,485
People First		\$3,500	Employment & Social Enrichment (EASE)	\$34,729
Childcare Taskforce		\$10,000	Transportation	\$15,000
Boy Scouts- Twin Valley Council		\$82,957	Open Door Health Center	
Comprehensive Youth Development			Integrated Clinic Operations	\$56,000
Council for Heath and Promotion (CHAP)			Partners for Affordable Housing	
Project for Teens		\$3,500	Welcome Home	\$18,663
Community Assistance for Refugees (CAR)			Welcome Inn	\$25,500
Re-unification, Residency & Citizenship		\$5,000	Ready! For Kindergarten	\$25,363
Transportation		\$7,500	Retired Senior Volunteer Program (RSVP)	\$8,000
Connecting Kids		\$92,000	Salvation Army	
Courage Center			Emergency / Social Services	\$50,000
Mankato Area Day Camp		\$3,247	Mobile Outreach Meals	\$5,000
ECFE			Noon Feeding Program	\$28,970
4Kids Preschool		\$10,000	Southern Minnesota Independent Living Enterprises & Services (SMILES)	
Storyteller		\$7,000	Assistive Technology	\$7,608
First Steps Initiative		\$59,226	Recreation	\$2,666
2010 Initiative		\$15,000	TAPP Child Care Program	\$20,000
Gillette Children's Specialty Healthcare		\$11,000	Theresa House	
Girl Scouts of the MN and WI River Valleys		\$18,000	Supportive Services/Emergency Shelter	\$16,500
Greater Mankato Area United Way			VINE	
Books for Kids Program		\$28,275	Volunteer Caregiving	\$27,665
Greater Mankato Diversity Council			People to Jobs	\$39,000
Prejudice Reduction Workshops		\$17,500	Summit Center	\$68,552
Harry Meyering Center			Yellow Ribbon	
Community Connect & Activities		\$1,500	Suicide Prevention	\$4,900
Lake Crystal Welcome Memorial			YMCA	
Summer Enrichment Program		\$7,000	Brother & Sister Program	\$40,728
Leisure Education for Exceptional People (LEEP)		\$44,945	Chesley Roller Sports Park	\$14,700
Life-Work Planning Center		\$16,743	Financial Assistance	\$132,888
Peer Personal Counseling			YWCA	
Lutheran Social Service			Girls on The Run/Girls on Track	\$35,000
Crisis Nursery		\$5,000	Walking in Two Worlds	\$10,000
Behavioral Health		\$22,099		
Financial Counseling Service		\$9,232		
Guardianship / Conservatorship		\$4,822		
On My Own		\$6,000		

SECURE: Campaign

Greater Mankato Area United Way is proud to announce we have exceeded our 2011 campaign goal and raised \$1,862,152 to help support 35 agencies and 57 programs in the greater Mankato area. Over 8,000 individuals and 200 businesses pledged their support to make this campaign a success. This **accomplishment is a true reflection of the community's commitment to make the greater Mankato area a better place to work and live.**

The community as a whole really stepped up to help United Way reach our goals. Individual giving increased by 5% over last year and the average gift increased by more than \$9 per person. Corporate gifts increased by 4% and we held 40 new employee rallies this year, which raised over \$36,000.

At the heart of our campaign are our Leadership Givers. More than 900 community members contributed to the campaign at the Heart Club level of \$500 or more, for a combined total pledge of over \$631,000. This is a 3% increase in total dollars pledged last year. 1,1135 further individuals contributed at the #1 Club level for a total of \$278,000. 113 firms contributed at the Corporate Heart Club level of \$500 or more, for a combined total of over \$440,000. 57 local firms also qualified for special award recognition because of the outstanding generosity of their employees whose high percentage of participation and per capita giving set the bar high.

Thanks to the generosity of all of our donors, in 2011 the Greater Mankato Area United Way will help to fund 57 programs and initiatives, including the 2011 Initiative: The Backpack Food Program. In 2011, over 56,000 meals & snacks will be provided to over 300 children, individuals with disabilities will be connected to over 3,000 hours of meaningful and enriching activities, more than 5,600 under-insured and uninsured patients will have access to over 19,000 doctor and dental visits, over 1,500 seniors will be engaged in meaningful volunteer opportunities, providing over 65,000 hours of service to the community, and thousands of other lives will be touched in the greater Mankato area.

Thank you to over 200 volunteers who contributed their time and talents to help make our 2011 Campaign a success, ensuring that we will continue to connect people and organizations to resources in the greater Mankato area, and demonstrating what it means to LIVE UNITED in the Greater Mankato Area.



Business Awards

Business of the Year Awards

The Business of the Year Awards are awarded to a company or organization that has greatly benefited Greater Mankato Area United Way through its generosity and/or its employee involvement. Businesses are divided into three categories, based on number of employees.

River Bend Business Products



For their outstanding campaign, River Bend Business Products won the Business of the Year award for companies with 1-49 employees. River Bend Business Products has consistently been a great supporter of United Way, and this year their successful campaign was no exception! With an overall increase in giving of 7.5%, an outstanding 95% of their full-time staff pledged to United Way. River Bend Business Products also had 3 Heart Club members, 6 #1 Club members and a generous corporate gift.

CenterPoint Energy

For firms with 50-149 employees, CenterPoint Energy was awarded Business of the Year. CenterPoint Energy has had amazing campaign results every year and has been very engaged in United Way's work, with numerous employees attending Agency Tours and events throughout the year. This year CenterPoint Energy had a remarkable 86% employee participation, including 7 Heart Club members and 11 #1 Club members. CenterPoint Energy increased their giving by 13.4% this year, including an unexpected additional corporate gift towards the end of the campaign to honor the increased amount of employee support to our United Way.



Perfecseal



Perfecseal was honored as the Business of the Year for companies with 150+ employees. They are a great example of an organization that engages all their employees; United Way rallies were held for all shifts - even at 3am! As a result, an outstanding 80% of Perfecseal employees contributed to this year's campaign, including 7 Heart Club members and 14 #1 Club members. Thanks to a large increase in employee giving and a \$1 - \$1 corporate match, the results were amazing: a 24% increase in dollars pledged over last year!

Individual Awards

Volunteer of the Year Award

The Volunteer of the Year Award is given to a volunteer who selflessly and generously gives of his or her time and has established a tradition of commitment to help fulfill the mission of Greater Mankato Area United Way.

Laurel Kratzke

This year's Volunteer of the Year was awarded to **Laurel Kratzke**. Laurel has served our United Way in various capacities for more than 15 years. She served on the United Way Board of Directors twice (2000 -2005 and 2009 - 2011), during which time she has served as both Secretary and Community Impact Division Chair. Laurel has been a Long-time Community Impact Volunteer, and as Community Impact Division Chair, she led and helped to facilitate numerous follow-up meetings with partners that brought about positive discussions, collaborations and recommendations that benefit our community. She has provided ongoing leadership, guidance, and support to staff by showing her commitment, energy and passion for United Way and our community.



Unsung Hero Award

The Unsung Hero Award is given to a human service professional who is committed to inspiring hope and creating opportunities for individuals in our community, and is an example of what it means to Live United.

This award was developed to recognize a person who works behind the scenes each and every day to advance the common good of our community; one child one individual; one family at a time.

Dr. Sarah Sifers

This year's **Unsung Hero Award** was presented to **Dr. Sarah Sifers**. Sarah was instrumental in gathering and assessing the research which led to the Girls on the Run Program in the greater Mankato area. She continues to facilitate the evaluation processes for that program and is an invaluable resource in leading and facilitating the evaluation processes for the Backpack Food Program and the First Steps Collaborative. Her work is often behind the scenes, but her invaluable contribution of time and expertise help organizations gather and compile information to facilitate the design of programs and systems and to continually grow and enhance the programs to better serve those they work with. She plays a pivotal role in assessing the effectiveness of these programs and in helping us tell the story of these programs through the lens of those participating.



Coordinating the First Steps Collaborative

In addition to United Way's efforts to secure financial resources from within our community each year through our annual campaign, during the spring of 2010, Greater Mankato Area United Way coordinated efforts to leverage several large grants from outside our community in order to build the First Steps Collaborative (FSC). **The FSC's mission is to develop a comprehensive system to identify, refer, assess, and care for families that will ensure that as a regional community we identify families and children early, monitor that children are developmentally on track, connect families to resources, and develop and utilize a global tracking tool.** The FSC places great value on being culturally sensitive in our delivery of quality family education/parenting support and keeping fidelity of the model throughout all home visiting partners.

In 2010, Greater Mankato Area United Way secured grants totaling \$68,380 from Southern Minnesota Initiative Foundation (SMIF), the BlueCross/Blue Shield Foundation of Minnesota (BC/BS Foundation of MN) and Children's Defense Fund Minnesota. **The SMIF grant provided the resources we needed to train the region's home visitors on the same curriculum, which was the momentum that we needed to start to build the infrastructure to develop a permanent and sustainable system to monitor the health of pregnant women and youth children throughout our region.** SMIF also provided additional grant dollars to underwrite our marketing efforts for this program. The BC/BS Foundation of MN grant allowed us to access the resources to help us in the design and implementation of a regional model, further setting the tone for future sustainability of home visiting and aligning our region for additional resources from reimbursable sources. **Children's Defense Fund Minnesota's grant dollars enabled us to purchase laptops and ongoing wireless internet connections, so that home visitors would be able to access the online Bridge to Benefits tool, to more easily get families connected to available resources.**

With our sights set on securing more grant money to further the efforts to strengthen the FSC, it is an exciting time in our region. Greater Mankato Area United Way is continuing the role of convening stakeholders, connecting people and organizations, and securing resources to improve lives through the FSC.



Loyal Contributors

For the first time in 2010, Greater Mankato Area United Way set out to find and recognize our Loyal Contributors; those donors who have given for **10 years or more** to United Way at any dollar amount. These Loyal Contributors have provided the foundation of United Way for decades and are often our community's unsung heroes. In 2010 we asked these donors to let us know who they are. Over 500 local community members raised their hands and in 2010 alone, this group accounted for a total of over \$216,000 in pledges to our campaign. Having a group of consistent donors that United Way can count on year after year is essential to our ability to continue to impact our community for years to come.

Greater Mankato Area United Way wants to extend a heartfelt thank you to all of our dedicated Loyal Contributors, as well as to those on their way to becoming Loyal Contributors.



Women With Heart



In its inaugural year, the Women With Heart Event was a huge success. The purpose of this event was to educate women in our community about **United Way's work in the greater Mankato area**. This event focuses on women who do not have the opportunity to learn about United Way in a traditional workplace campaign. The 2010 luncheon centered around **United Way's role in addressing hunger in the greater Mankato area** through supporting programs like The Backpack Food program and **Salvation Army's Mobile Outreach Meals (MOMs)**. In its first year, Women with Heart had over 225 attendees and raised an additional \$13,000+.

Greater Mankato Area United Way is excited to make Women with Heart an annual event to raise awareness and funds for essential programs in our community.

Financials

**GREATER MANKATO AREA UNITED WAY, INC.
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2010 AND 2009**

	ASSETS	<u>2010</u>	<u>2009</u>
CURRENT ASSETS			
Cash and Cash Equivalents		\$ 507,932	\$ 403,052
Investments		-	75,000
Prepaid Expenses		3,851	3,079
Other Receivables		700	4,273
Pledges Receivable Net of Allowance for Uncollectible Pledges of \$98,000 and \$109,000 for the Years Ended December 31, 2010 and 2009		<u>1,331,782</u>	<u>1,251,366</u>
Total Current Assets		<u>1,844,265</u>	<u>1,736,770</u>
EQUIPMENT			
Furniture and Equipment		21,822	25,383
Less Accumulated Depreciation		<u>12,300</u>	<u>17,859</u>
Furniture and Equipment, Net		<u>9,522</u>	<u>7,524</u>
Total		<u>\$ 1,853,787</u>	<u>\$ 1,744,294</u>
LIABILITIES			
CURRENT LIABILITIES			
Accounts Payable		\$ 9,819	\$ 6,659
Accrued Payroll Liabilities		2,161	-
Deferred Revenue		31,978	-
Designations Payable Net of Allowance for Uncollectible Pledges of \$702 and \$1,134 for the Years Ended December 31, 2010 and 2009		44,129	41,713
Current Portion of Capital Lease Obligation		<u>1,085</u>	<u>969</u>
Total Liabilities		<u>89,172</u>	<u>49,341</u>
LONG-TERM LIABILITIES			
Long Term Capital Lease Obligation		<u>884</u>	<u>1,970</u>
Total Liabilities		<u>90,056</u>	<u>51,311</u>
NET ASSETS			
UNRESTRICTED			
Undesignated		118,651	120,533
Designated		60,463	60,463
Expended for Furniture		<u>7,553</u>	<u>4,585</u>
Total Unrestricted Net Assets		<u>186,667</u>	<u>185,581</u>
TEMPORARILY RESTRICTED			
		<u>1,577,064</u>	<u>1,507,402</u>
Total Net Assets		<u>1,763,731</u>	<u>1,692,983</u>
Total		<u>\$ 1,853,787</u>	<u>\$ 1,744,294</u>

These financials are in DRAFT form as the 2010 financial audit is currently awaiting United Way board approval. A copy of the most recent audit by LarsonAllen LLP is available upon request.

Financials

**GREATER MANKATO AREA UNITED WAY, INC.
STATEMENTS OF ACTIVITIES
YEAR ENDED DECEMBER 31, 2010**

	Unrestricted	Temporarily Restricted	Total
PUBLIC SUPPORT AND REVENUES			
Annual Campaign	\$ 166,474	\$ 1,718,412	\$ 1,884,886
Less:			
Uncollectible Pledges	-	(98,000)	(98,000)
Contributions by Donors to Specific Agencies	(9,681)	(45,348)	(55,029)
Net Campaign Revenue	156,793	1,575,064	1,731,857
Campaign Contributions Released from Restriction for Current Campaign	1,503,402	(1,503,402)	-
Other Contributions Released from Restriction	2,000	(2,000)	-
In-Kind Contribution	425,000	-	425,000
Special Events	1,564	-	1,564
Community Impact	40,438	-	40,438
Other Revenue	9,672	-	9,672
Sponsorship	8,460	-	8,460
Investment Income	2,442	-	2,442
Service Fees	2,091	-	2,091
TOTAL SUPPORT AND REVENUES	2,151,862	69,662	2,221,524
EXPENSES			
Program Services:			
Gross Agency Allocations	1,330,012	-	1,330,012
Less Donor Designated Contributions	(33,227)	-	(33,227)
Community and Agency Services Provided by United Way	622,463	-	622,463
Support Services:			
Management and General	102,668	-	102,668
Fund Raising	110,905	-	110,905
United Way of America Dues	17,955	-	17,955
TOTAL EXPENSES	2,150,776	-	2,150,776
INCREASE IN NET ASSETS	1,086	69,662	70,748
NET ASSETS - BEGINNING	185,581	1,507,402	1,692,983
NET ASSETS - END	\$ 186,667	\$ 1,577,064	\$ 1,763,731

These financials are in DRAFT form as the 2010 financial audit is currently awaiting United Way board approval.
A copy of the most recent audit by LarsonAllen LLP is available upon request.

**Greater Mankato Area
United Way**



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