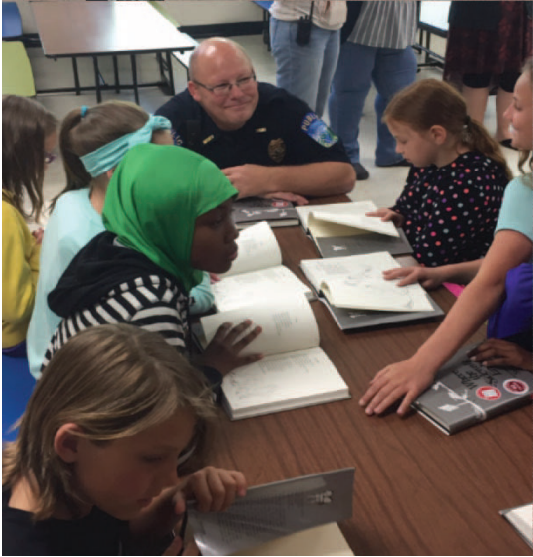




Greater Mankato Area United Way



GREATER MANKATO AREA UNITED WAY 2017 ANNUAL REPORT



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A LETTER FROM THE CEO



Dear Friends,

Greater Mankato Area United Way plays a key leadership role in the region through convening the community, connecting people and organizations, and securing resources in order to support basic needs, health and education of individuals and families of all ages. In addition to continuing to build on our past efforts, there were several new accomplishments in 2017.

These are some highlights for the year:

In 2017, our United Way began offering a Poverty Simulation experience to community groups, which is designed to help participants begin to understand regional poverty and the challenges a typical low-income family may face.

Greater Mankato Area United Way celebrated 20 years of the Books for Kids program, which has instilled the joy of reading in children by providing free books and parenting resources to families in our region since 1997. In 2017, Books for Kids provided 27,439 books to children in our region.

Additionally, United Way launched the Fourth-Grade Book Project through a grant from the Olseth Family Foundation that provided nearly 1,500 copies of Shel Silverstein's "Where the Sidewalk Ends" to fourth-grade students throughout the region. United Way staff, board and volunteers visited more than 20 schools to personally deliver the books to students while reading together and celebrating literacy.

Finally, the 2018 campaign was a success. Thanks to varied support from both corporate and community givers, we surpassed our goal of \$2,050,000.

We look forward to continue working to build a better tomorrow for all by ensuring our region stays strong and balanced.

Best regards,

A handwritten signature in black ink that reads "Barb Kaus". The signature is written in a cursive, flowing style.

Barb Kaus, CEO
Greater Mankato Area United Way



OUR MISSION

Greater Mankato Area United Way’s mission is to unite the community to secure and invest resources to improve people’s lives by focusing on the impact areas of Basic Needs, Health and Education. All of our programs must fall into at least one of these areas. By keeping these three pillars strong and balanced, we can continue to build a better tomorrow for all in our region.

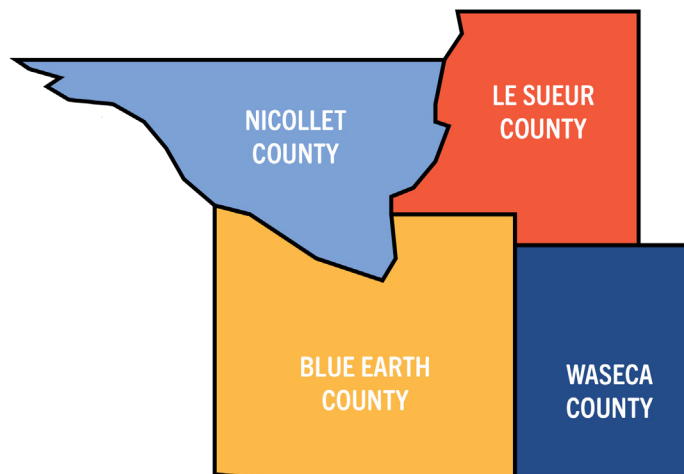
OUR IMPACT

We make every effort to ensure donor dollars are being used efficiently by utilizing volunteer resources, sponsorships and in-kind donations.

In 2017:

- More than **1,000 VOLUNTEERS** donated over **9,000 hours** of service.
- Over **6,000 INDIVIDUALS** contributed **FINANCIAL DONATIONS** toward the campaign.
- Over **30 GENEROUS REGIONAL BUSINESSES** and other community partners offered **SPONSORSHIPS** for events, supplies and more.
- Corporate and community supporters gave **IN-KIND DONATIONS** valued at more than **\$250,000**.

SERVICE AREA MAP



BOARD OF DIRECTORS



Kay Wallerich, Chair of the Board
Tami Paulsen, Vice Chair of the Board
Marsha Danielson, Vice Chair of Communications and Marketing
Chris Powers, Interim Vice Chair of Finance
Eric Boelter, Vice Chair of Campaign
Kevin Velasquez, Vice Chair of Community Impact
Erin Aanenson
Sheri Allen
Jessica Beyer
Terry Brandt
Mike Bresnahan
Shannon Messer
Andy Nessler
Matt Norland
Jay Parker
Joe Paulsen
Brandon Scheel
Todd Snell
Greg Thomas
Tyson Twait
Ryan Walker
Jolene Wall

STAFF

Barb Kaus, CEO
Rande Baker, Resource & Development Director
Janice Berndt, Director of Finance
Sarah Dickhudt, Marketing Coordinator
Elizabeth Harstad, Director of Community Impact
Laura Murray, Community Outreach Director
Sue Pankratz, Data Support
Cindy Rothenbuehler, Office & Administrative Assistant
Tricia Stenberg, Communications & Marketing Director
Nicole Swanson, Resource & Donor Development Assistant

2017 PARTNER AGENCIES



58 PROGRAMS, 37 AGENCIES

Achieving Dreams for Disabilities

American Red Cross
Disaster Services

Arc of MN Southwest
Self Advocacy

Blue Earth County First Steps
Early Intervention
Home Visiting

Boy Scouts Twin Valley Council
Youth Programming

Catholic Charities
Common Good RSVP

Cedar Valley Services
SMART Senior Transportation

Creative Play Place

Feeding Our Communities Partners
BackPack Food Program

Greater Mankato Area United Way
Books for Kids

Greater Mankato Diversity Council
Promoting Respect Workshops

Gustavus Adolphus College
Big Partner Little Partner
Gustie Buddies

Lake Crystal Area Recreation Center
Membership Scholarships

Lake Crystal Community Education
Camp Mid-Knights Summer Enrichment

Leisure Education for Exceptional People (LEEP)

Life-Work Planning Center
Women in Transition

Lutheran Social Services
Crisis Nursery
Financial Counseling
Mental Health Counseling
My Life My Choice
Senior Nutrition

MAGFA Girls Fastpitch
Scholarships

Mankato Community Education & Recreation
Connecting Kids
Lincoln Logs Learning Center
MAPS Preschool
Ready! For Kindergarten

MAYBA Youth Baseball
Scholarships

MN Council of Churches
Refugee Services

Open Door Health Center
Integrated Clinic Operations

Partners for Affordable Housing
Welcome Home Transitional Housing
Welcome Inn/Theresa House

Project for Teens
Peer Education

Project GEM
Art/Music Youth Program

Salvation Army

Emergency Social Services
Mobile Outreach Meals
Noon Meal Program

SMILES
Assistive Technology
Recreation

St. Peter Area Food Shelf
Children's Weekend Food Program

St. Peter Community & Family Education
School Readiness

VINE Faith in Action
Adult Community Center
People to Jobs
Volunteer Caregiving

Waseca Area Neighborhood Service Center
BackPack Program
Emergency Social Services

Waseca Area Senior Citizens Center

Waseca Community Education & Recreation
Waseca Family Education Center
Waseca School Age Care
Kids in Action

YMCA
Brother/Sister Program
Chesley Roller Sports Park
Financial Assistance
School-based Mentoring
STRIDE

YWCA
Girls on the Run/Heart & Sole
Ready to Learn

FINANCIALS



As of December 31, 2017

STATEMENT OF ACTIVITIES

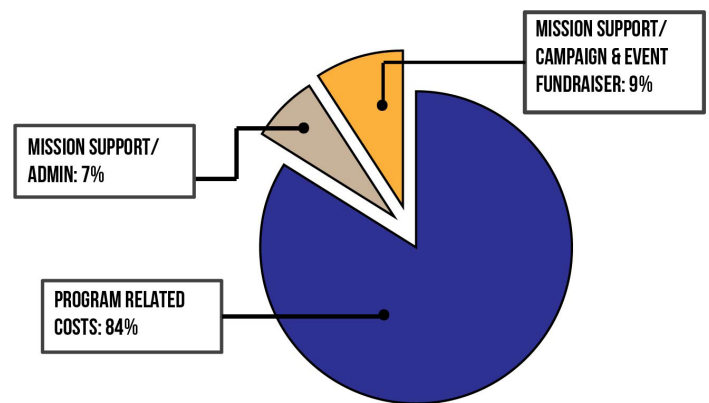
From Audited Financial Report

Total Public Support and Revenues \$2,832,021

Program Services Expenses	\$1,459,865
Community and Agency Services Provided by United Way	\$ 604,752
Management and General	\$ 196,339
Fundraising	\$ 478,547
Total Expenses	\$2,739,503
Net Income	\$ 92,518

By reducing expenses and increasing activities, we were able to raise funds to increase program allocations in the next year.

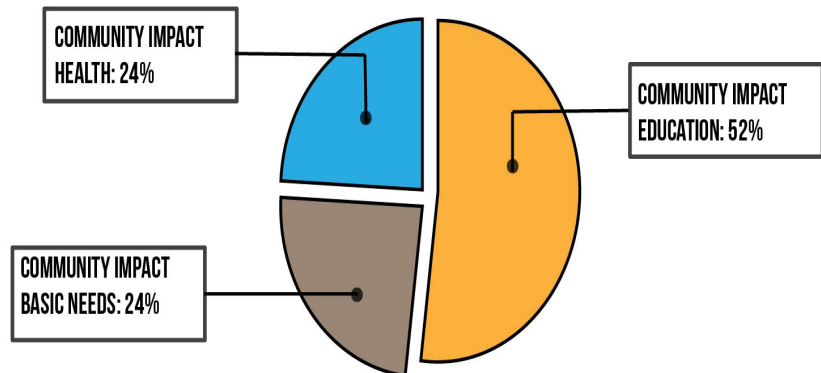
USE OF FUNDS



STATEMENT OF FINANCIAL POSITION

Current Assets	\$2,439,970
Fixed Assets	\$ 13,165
Total Assets	\$2,453,135
Current Liabilities	\$ 82,742
Net Assets:	
Unrestricted	\$ 594,658
Temporarily Restricted	\$1,775,735
Total Net Assets	\$2,370,393
Total Liabilities and Net Assets	\$2,435,135

MAJOR PROGRAM COSTS BREAKDOWN



Audited financial statements and IRS Form 990 available upon request.

CORE COMMITMENTS

Greater Mankato Area United Way's core commitments are to Convene the Community, Secure Resources, and Connect People and Organizations to Resources. United Way secures resources by successfully soliciting over 12,000 individuals and businesses in the Greater Mankato Area during the annual campaign. By successfully receiving over \$2,069,000 in donation pledges, our United Way provided funding to 58 programs within 35 local nonprofit agencies in 2017. This included an initial increase in funding to 13 partner programs and new funding to 12 programs. After surpassing campaign goal, an additional increase in funding was provided to 12 programs. United Way helps to improve peoples lives by supporting basic needs, health and education.

COMMUNITY IMPACT: BASIC NEEDS

United Way stabilizes families in need and gives them tools for success. The focus of Basic Needs supports advancing the common good by providing basic needs like food, clothing, shelter and emergency services. This focus area also supports programs to increase the self-sufficiency through building systems of support for individuals and families. These programs served over 6,104 people in 2017.

COMMUNITY IMPACT: HEALTH

United Way helps people live healthy, independent lives. The focus of Health supports increased independence through building systems of support for older individuals, support for individuals with disabilities to live their lives fully engaged in our communities and supporting vulnerable families and individuals by providing them tools to maintain all aspects of healthy living. These programs served over 20,782 people in 2017.

COMMUNITY IMPACT: EDUCATION

The focus area of Education is structured to building systems of support for parents and young children to ensure that all children are ready for kindergarten, ensure youth have healthy growth and development opportunities and that youth have access to quality youth development programs that foster positive experiences. These programs served over 24,935 youth in 2017.

CONVENING THE COMMUNITY

In addition to securing resources to fund programs, United Way convenes the community to identify needs, bring awareness to topics, and facilitate action around community issues.

In 2017, Greater Mankato Area United Way brought together community members, organizations and leaders of all levels for discussion, awareness and future action around issues such as early childhood development (e.g., Adverse Childhood Experiences) and youth activity opportunities.

In 2017, United Way began offering a Poverty Simulation experience to community groups, which is designed to help participants begin to understand regional poverty and the challenges a typical low-income family may face.

Greater Mankato Area United Way also connects people and organizations to resources through tools such as Get Connected, an online volunteer management system utilized by regional organizations and volunteers, as well as 2-1-1, a community helpline.

United Way serves as leadership for Project Community Connect, an annual expo-style event that offers resources to people who are homeless or low-income. In 2017, this event welcomed more than 600 regional guests in need of services that ranged from housing and employment to haircuts and childcare.



COMMUNITY ENGAGEMENT

LIVE UNITED



**VOLUNTEER THANK YOU EVENT
MEN'S EVENT
COMMUNITY FORUMS
SUCCESS BY SIX FORUMS
COMMUNITY IMPACT TEAMS
ACES TRAININGS
ECL TRAININGS
TOP EXECUTIVE LEADERSHIP
LUNCHEON
USED EQUIPMENT DRIVE
PROJECT COMMUNITY CONNECT
RAW FUSION 2017 BENEFICIARY
WEEK OF ACTION
HUMAN FOOSBALL
TOURNAMENT & BLOCK PARTY**

**SUMMER PARADES
WOMEN WITH HEART LUNCHEON
TOCQUEVILLE SOCIETY
CAMPAIGN KICKOFFS
EMPLOYEE CAMPAIGNS
UNITED CIRCLE GATHERING
STUDENT PLANNING EVENTS
READING FESTIVAL
POVERTY SIMULATION
EMERGING LEADERS UNITED
RETAILER ROUND-UPS
VOLUNTEER CONNECTIONS
BUSINESSES OF GIVING
FIRE & ICE BALL**



**Greater Mankato Area
United Way**

507-345-4551

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