

Greater Mankato Area
United Way



2015 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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HELPING PEOPLE IN NEED The core of United Way is the people we help. By addressing root causes of problems and providing a better quality of life for all, we help our community to thrive.

CONNECTING ORGANIZATIONS TO SUCCEED United Way funds quality nonprofits and builds partnerships to raise awareness and address key community issues.

SECURING RESOURCES TO ACHIEVE United Way mobilizes donors and volunteers to address the needs in our community.

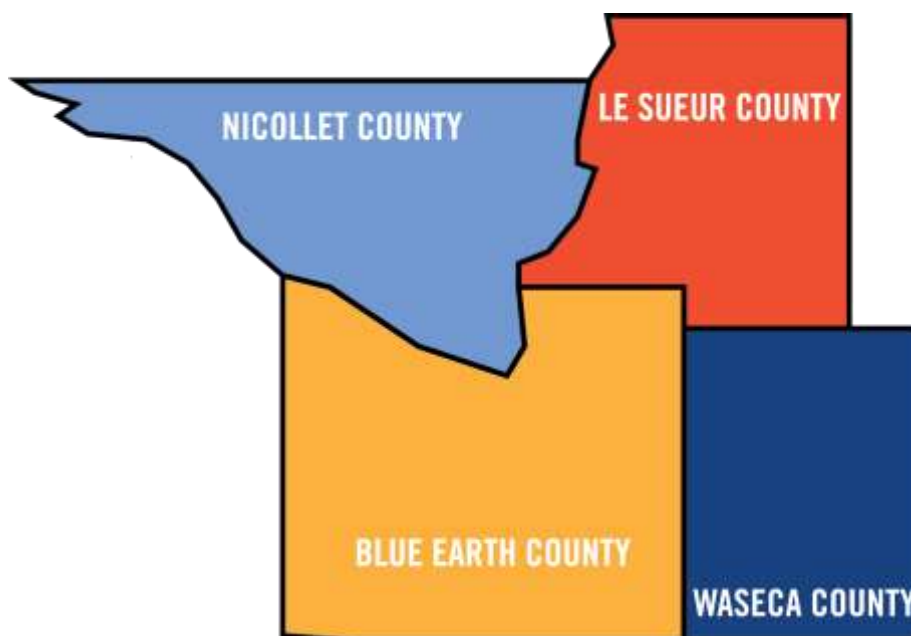
More information about our work can be found on our website at www.mankatounitedway.org.

Maximizing Impact & Service Area Map

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 650 volunteers donated over 6,000 hours of volunteer service in 2015, empowering GMAUW to keep overhead low while maximizing impact.

Because of United Way's volunteer involvement, **nearly 87 percent of contributions go directly to help people in need in this community.** 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.

Residents in communities throughout Blue Earth, Nicollet, Le Sueur and Waseca counties receive services from Greater Mankato Area United Way-funded programs.

Organizational Leadership

Board of Directors

Sheri Allen	District 77	Andy Nessler	Wells Fargo Home Mortgage
Tanya Ange	City of Mankato	Jay Parker	Taylor Corp.
Jessica Beyer	Blue Earth County	Joe Paulsen	TBEI
Mike Bresnahan	First National Bank	Mark Sharpless	Consolidated Communications
Marsha Danielson	South Central College	Todd Snell	Snell Motors
Gail Gilman	MN River Area on Aging	John Stoffel	Alerus Retirement Systems
Mike Hudspith	Ridley, Inc.	Greg Thomas	Enterprise Minnesota
Dr. Gregory Kutcher	Mayo Clinic Health System Mankato	Jolene Wall	U.S. Bank
Andrea Luedtke	Kato Engineering	Kay Wallerich	Minnesota State University, Mankato
Marie McVenes	Verizon Wireless		
Shannon Messer	Walmart Distribution		

Executive Committee

Andy Nessler	Chair
Kay Wallerich	Vice Chair
Andrea Luedtke	Secretary / Treasurer / Finance Committee Chair
Tanya Ange	Community Impact Chair
Todd Snell	Campaign Chair
Marsha Danielson	Marketing Committee Chair
Greg Thomas	Past Chair

Finance Committee

John Stoffel
Mike Draheim
Jackie Scroggs
Andrea Luedtke
Mike Bresnahan
Chris Powers
Phil Slingsby

Marketing Committee

Shannon Gullickson
Jo Guck Bailey
Marsha Danielson
Phil Slingsby
Greg Thomas
Jessica Beyer
Jennifer Schlauderaff
Jennifer Faust
Anne Wolff

Community Impact Team Chairs

Patrick Baker	Eric Peters
Craig Hanson	Trisha Rosenfeld
Tonya Hobbie	Kevin Velasquez
Larissa Mrozek	Katie Smentek

Greater Mankato Area United Way Staff

Barb Kaus	CEO
Elizabeth Harstad	Director of Community Impact
Coralyn Musser	Resource Development Director
Tricia Stenberg	Director of Marketing & Communications
Janice Berndt	Director of Finance & Administration
Laura Murray	Community Outreach Director

Year in Review: *Organizational Highlights*

Highlights in Community Impact

- Through the Allocation Review Process, 69 volunteers spent 700+ hours reviewing partner funding applications. There was \$39,900 in increased funding and \$55,900 in decreased funding for a \$0 change in overall 2016 allocation budget. After successfully surpassing the 2016 campaign goal, an additional \$49,000 was approved to be allocated out to programs.
- United Way was able to increase funding to 15 programs including funding four new program.
- Approximately 600 people attended Project Community Connect, a free event United Way helped to sponsor, which works to reduce poverty and homelessness by connecting people to resources.
- United Way hosted its second Reading Festival aimed at prompting literacy and celebrating reading. The “expo style” event was sponsored by Capstone and held at the Mankato YMCA. Over 400 people attended and children participated in activities provided by 15 different organizations.

Highlights in Campaign

- Greater Mankato Area United Way raised over \$2,000,000 for the 2016 campaign.
- \$49,000 in additional funds were distributed to meet funding requests.
- 48 new employee rallies
- 38 new corporate gifts and 65 increased corporate gifts

Highlights in Marketing / Branding

- United Way GMC Terrain SUV donated by Snell Motors for increased exposure
- Organization reinvention to increase donor engagement with fun events and increased social media
- Worked with local media for free ads and air-time
- New pledge forms allowed us to gather more donor information and connect with them better
- Continued using Get Connected as a way to rally volunteers for events

Highlights in Finance / HR / Administration

- Greater Mankato Area United Way strives to be financially solvent so that in the event of an extreme emergency, as a result of an economic downturn or due to the loss of a major company, we are able to continue to provide financial support for programs and services in the community. At the same time, GMAUW’s intent is to annually distribute the highest percentage of dollars raised directly back into the community. With these two goals in mind, it is United Way’s goal to reach a 60 day designated reserve over the next 10 years.

Year in Review: *Program Highlights*

Partner Agency Allocations = \$1,387,150

The 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 8,000 individuals and businesses in the Greater Mankato Area during the annual campaign. More than 650 volunteers donated over 6,000 hours of volunteer service in 2015, enabling United Way to keep overhead low while maximizing impact. The 2015 campaign helped provide funding to 51 programs within 34 agencies including increase in funding to the following partner programs:

- District 77 Community Ed & Rec: Connecting Kids
- Feeding Our Communities Partners: Backpack Food Program
- Blue Earth County: First Steps Early Intervention

One new program received funding in 2015:

- MN Council of Churches: Refugee Community Services

Books for Kids = \$33,000

Books for Kids is a Greater Mankato Area United Way program designed to instill the joy of reading in children by providing free books and parenting resources to families who live and work in greater Mankato. Since 1997, this program has helped build children's home libraries, encourage literacy skills, and foster school readiness. In 2015, United Way distributed approximately 25,120 Capstone books via mail to more than 5,300 children ages 2 months through 4 years, 11 months. Families also received the monthly *First Steps* and *Early Learning Digest* newsletters, which provide research-based parenting,

2015 Initiative

Greater Mankato Area United Way focused on all three impact areas, Basic Needs, Education, and Health, for the 2015 initiative to raise awareness of how United Way makes a difference through balancing all three of these areas. The campaign video specifically highlighted 4Kids Preschool and Salvation Army stories to provide examples of how partner programs impact the lives of individuals and families. When it comes to the financial stability, education and health of the neighborhoods in our region, United Way works with local communities and organizations to determine what this place needs and to help bring about real change.

Our Impact Areas: *Basic Needs*

Greater Mankato Area United Way's work focuses on three main areas of need, Our Impact Areas: Basic Needs, Education, and Health.

Basic Needs

United Way stabilizes families in need and gives them tools for success.

- **Reducing Hunger**— Hunger can cause individuals to have health problems and social problems that result in higher healthcare costs and poorer education outcomes. In 2015, United Way programs provided 6,200 meals to low-income children, 24,500 well-balanced lunches, over 850 students with meals and snack packs



- **Providing Emergency Services**— Emergency assistance is needed every day throughout the community by many people for many reasons. In 2015, United Way programs provided disaster response to nearly 140 families and individuals, emergency childcare services to over 50 children, and emergency assistance to 4,000 people



- **Increasing Self-Sufficiency**— The path to financial stability—and out of poverty—starts with helping people increase their earnings. In 2015, United Way programs provided 60 women with scholarships to enhance work skills, over 625 individuals with financial counseling, over 6,300 trips to and from work and daycare for individuals who need this support. And 170 refugees received basic needs, transportation, job placements, and community support.



- **Increasing Housing Stability**— People living in poverty experience multiple challenges, and losing housing is a crucial obstacle to becoming self-sufficient. In 2015, United Way programs provided emergency shelter for 170 individuals, and safe and secure housing for 24 households



Our Impact Areas: *Education*

Greater Mankato Area United Way's work focuses on three main areas of need, Our Impact Areas: Basic Needs, Education, and Health.

Education

United Way provides solutions to help kids be successful in school & life.

- **Early Learning**— Early learning is the beginning of a child's education. In 2015, United Way programs provided tools and skills to help prepare children in greater Mankato to be ready for Kindergarten, including sending parenting newsletters every month and books every other month to the homes of approximately 5,100 children; providing classes and learning environments for over 5,100 children; and 1,850 hours of intensive home visiting for at-risk families.
- **Out-of-School-Time Programs**— Participation in afterschool programs has been shown to reduce risky behavior among youth. In 2015, United Way programs provided over 3,000 youth with scholarships to participate in positive developmental activities, and over 2,400 youth with mentor and development relationships.



Our Impact Areas: *Health*

Greater Mankato Area United Way's work focuses on three main areas of need, Our Impact Areas: Basic Needs, Education, and Health.

Health

United Way helps people live healthy, independent lives.

- **Access to Health Care**—Access to quality health services is important in increasing the quality of life for everyone. In 2015, United Way programs provided counseling to over 390 individuals and children, provided over 7,600 patients with medical, dental and other health services
- **Increase Healthy Behaviors**—The cost of poor health to society includes higher emergency room costs not covered by insurance, lower academic achievement, and increased need of social services. In 2015, United Way programs provided providing financial assistance to over 3,100 individuals for health club membership.
- **Enhance Lives and Maximize Independence**—Independence builds self-respect, character and self-esteem. In 2015, United Way programs provided access to health and wellness programs to 380 aging individuals, household support to 3,900 aging individuals, assistive services, recreational activities and programs and classes to over 1,800 individuals with disabilities.



2015 Allocations to Community Partners

American Red Cross			
Emergency Services		\$55,000	
ARC of MN Southwest			
Family Connections		\$5,700	
People First/Self-Advocacy		\$3,500	
Blue Earth County			
First Steps Home Visiting		\$58,700	
Greater Mankato Area United Way			
Books for Kids		\$33,000	
Boy Scouts			
Youth Programming		\$82,200	
Catholic Charities			
Common Good RSVP		\$7,000	
Committee Against Domestic Abuse			
Therapeutic Counseling		\$13,500	
Creative Play Place			
General Operations		\$2,200	
Dist 77 Education & Recreation			
Connecting Kids		\$108,100	
ECFE 4Kids Preschool		\$9,900	
Lincoln Logs Learning Center		\$42,300	
Ready! For Kindergarten		\$10,000	
Feeding Our Communities Partners			
BackPack Food Program		\$70,000	
Girl Scouts			
ConnectZ		\$12,000	
Greater Mankato Diversity Council			
Prejudice Reduction Workshops		\$17,400	
Gustavus Adolphus College			
Big Partner Little Partner		\$4,000	
Harry Meyering Center			
Community Enrichment		\$1,500	
Lake Crystal Wellcome Memorial			
Little Knights Summer Enrichment		\$7,000	
Leisure Education for Exceptional People (LEEP)			
Recreation		\$44,500	
Life-Work Planning Center			
Women in Transition		\$19,900	
Lutheran Social Services			
Crisis Nursery		\$5,000	
Mental Health Counseling		\$24,700	
Financial Counseling		\$9,200	
On My Own		\$6,000	
Mankato Area Girls Fastpitch Association (MAGFA)			
Scholarships		\$9,000	
Mankato Area Youth Baseball Association (MAYBA)			
Scholarships		\$12,000	
Mankato/North Mankato Youth Football (MNMYF)			
Scholarships		\$7,000	
MN Council of Churches			
Refugee Community Services		\$22,300	
MRCI			
EASE		\$30,000	
Nicollet County			
Senior Transportation		\$3,000	
Open Door Health Center			
Integrated Clinic Operations		\$61,500	
Partners for Affordable Housing			
Welcome Home		\$18,500	
Welcome Inn/Theresa House		\$43,600	
Project for Teens			
Peer Education		\$6,250	
Project GEM			
Special Ed In-Class Arts Education		\$3,200	
Salvation Army			
Mobile Outreach Meals		\$5,000	
Basic Social Services		\$49,500	
Noon Feeding Program		\$28,700	
SMILES			
Assistive Technology		\$9,900	
Recreation		\$3,300	
St. Peter Area Food Shelf			
Children's Weekend Food Program		\$10,000	
VINE Faith in Action			
Adult Community Center		\$67,900	
People to Jobs		\$38,700	
Volunteer Caregiving		\$34,400	
YMCA			
Brother/Sister Program		\$40,400	
Chesley Roller Sports Park		\$14,600	
Financial Assistance		\$131,600	
School Based Mentoring		\$8,000	
YWCA			
Girls on the Run		\$43,000	
Ready to Learn		\$33,500	

Men's Event



Greater Mankato Area United Way hosted its inaugural Men's Event on March 5 at the Kato Ballroom, sponsored by MTU-Onsite Energy. The goal of the Men's Event is to introduce men of all ages to the mission of Greater Mankato Area United Way and its work in the region.



Tickets included food and beverage samples from local vendors. Attendees could play competitive games such as poker, hoops, pool and darts for the chance to win prizes. Over \$1,600 of Scheels gift cards were distributed. Attendees could also participate in a raffle, meat raffle and two exciting silent auction packages. It was a great night of fun and fellowship.



Top Executive Leadership Luncheon

Greater Mankato Area United Way held its Top Executive Leadership Luncheon on Tuesday June 2, 2015, with Glen Taylor's keynote focusing on the theme "Growing Up Strong." This luncheon brought together regional leaders and featured a keynote address by Glen Taylor on the importance of keeping our community strong by building a better tomorrow. Mankato native Tiana Woitas spoke on the impact of programs supported by United Way. Event sponsored by Snell Motors.



Events in 2015

Week of Action

During the week of June 15–19, 2015, thousands of people across the country participated in United Way’s National Week of Action. In our region, Greater Mankato Area United Way connected more than 130 individuals to various volunteer opportunities at our partner agencies and other nonprofits. This event encourages us all not only to take action during this week of service but also to engage in the well-being of our community year round.



Women With Heart



Each year hundreds of women from across the community join together to be inspired and united behind a cause at our annual Women With Heart Event. The event gives women an opportunity to learn about a need in our community, rally around it and pledge their support.

In 2015, more than 500 women attended the 6th annual Women With Heart event, raising more than \$70,000. Mankato native Tiana Woitas and Dance Express owner Mitzi Roberts shared their stories about how United Way is funding programs to ensure all children have the opportunities to “Grow Up Strong.”



Events in 2015

Human Foosball



United Way's inaugural Human Foosball Tournament & Block Party took place on the newly renovated South Front Street on July 15, 2015, presented by Jack Links. Thirty teams competed in the double-elimination tournament on donated courts designed and built by John Fritz Construction and Goodrich Construction with donated materials by Lloyd Lumber. The event featured food and other activities, along with music by Radio Mankato.

Community members of all ages enjoyed the beautiful summer day of foosball and fun. Westman Freightliner's team won the championship game to take home the trophy.

2016 Campaign Kickoff

Greater Mankato Area United Way kicked off its 2016 campaign outdoors, on September 2, 2015 at the Intergovernmental Center Plaza. The event was free and open to the public and sponsored by United Prairie Bank. Keynote speakers were Scott and Lisa Wojcik and their family, who have worked with several United Way partner agencies. Other speakers include United Way president Barb Kaus and campaign chair Todd Snell.



Reading Festival

United Way hosted its second annual Reading Festival on November 14, 2015 at the Mankato Family YMCA. Through activities, booths and displayed information, we partnered with local nonprofits and organizations to promote literacy and celebrate reading. Capstone provided free books to attendees, while Mankato Clinic offered free snacks. Other organizations set up expo-style booths with crafts, games and activities for children and guardians.



Fire & Ice Ball

Stifel presented the inaugural Fire & Ice Ball benefiting Greater Mankato Area United Way on December 4, 2015 at Snell Motors. This sold-out, black-tie event honored local United Way Tocqueville Society givers while celebrating United Way's work in the region and helping us reach our 2016 campaign goal. Attendees experienced specialty food and beverages, unique live auction items and red carpet photos. A short program was followed by live music from Boogie Wonderland.



Income Statement

Income Statement

Total public Support and Revenues	\$2,666,864.00
Program Services Expenses	\$1,321,801.00
Community and Agency Services	\$645,345.00
Management and General	\$174,985.00
Fundraising	\$287,537.00
Total Expenses	\$2,429,668.00
Net Income	\$237,196.00

*By reducing expenses and increasing fundraising activities we were about to raise funds to increase program allocations in the next year

Balance Sheet

Current Assets	\$2,296,124.00
Fixed Assets	\$2,725.00
Total Assets	\$2,298,849.00
Current Liabilities	\$55,178.00
Net Assets:	
Unrestricted	\$498,385.00
Temporarily Restricted	\$1,745,286.00
Total Net Assets	\$2,243,671.00
Total Liabilities and Net Assets	\$2,298,849.00

Audited financial statements and IRS Form 990 available upon request.

Transparency Disclosure

Transparency: Application Fee/Membership Dues

No Application Fee:

Agencies applying for partnership of Greater Mankato Area United Way are not charged any application fee. United Way maintains an open-door policy with regards to application for funding. Each year, health and human service agencies are welcome to submit requests, which are considered by the Director of Community Impact and Community Impact Committees. Programs that address critical impact areas in the community and are not already being met through existing funded programs are given top priority when funds are available.

Partner agency designations will be included as part of their annual allocation that is approved by the Board as First Dollars In. United Way will send agencies the names of the donors and their designated amount. United Way will continue to recognize those donors who designate as they are truly helping us to meet our campaign goal. If United Way receives more designations for one agency than we plan to allocate to that agency, United Way will pay those additional funds to the agency. United Way will not charge an administration fee or uncollectable fee for partner agency designations as they will be paid as part of their allocation.

Membership dues:

Greater Mankato Area United Way does not charge its partner (member) agencies any dues to belong to the federation. Ongoing membership in the federation is free of charge.

**Greater Mankato Area
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