

# YEAR IN REVIEW

// 2022

Serving the people of Lincoln, Lyon, Murray, Yellow Medicine and portions of Cottonwood, Lac qui Parle, Nobles and Redwood counties of Minnesota.

#### OUR MISSION:

Uniting people and resources to improve lives and strengthen communities in southwest Minnesota.

United Way



United Way  
of Southwest Minnesota



## Board of Directors

**Al Castor**  
Lockwood Motors

**Shawna Christianson**  
Vivayic

**Doug DeSmet**  
Citizens Alliance Bank

**Hayley Fruin**  
Bremer Bank

**Kim Holm**  
Kim Holm Insurance  
Agency

**Brian Jeremiason**  
Lyon-Lincoln Electric  
Cooperative, Inc.

**Joseph Karanja**  
City of Marshall

**Terry Kriz**  
Runnings

**See Moua-Leske**  
Southwest Adult Basic  
Education

**Rachel Nuese**  
Schwan's Shared  
Services, LLC

**Melanie Pedersen**  
U.S. Bank

**Molly Peterson**  
Self Employed

**Casey Pohlen**  
U.S. Bank

**Curt Schake**  
North Star Mutual  
Insurance Company

**Matt Suby**  
SMSU

**Michelle Warme**  
Retired Community  
Member

**Hans Zahrbock**  
Western Equipment  
Finance

## Staff

**Meg Louwagie**  
CEO

## Message from the Board Chair

As I reflect on this past year, I wanted to take a moment to recognize our donors, partners, and volunteers and express my gratitude for your continued generous support. Our world and community will continue to change around us, and face challenges and needs. Our non-profit and partners continue to deliver exceptional programs and services to continue to grow our communities. I am incredibly grateful for the ongoing support and am proud that we have been able to help 40,000+ individuals in our community with the programs we support.

The reality is that we have more need in our communities than we have dollars to give out and we want to do more. This means that our fundraising efforts need to expand and change to continue to support our community. As Meg Louwagie, CEO has completed her first year as leader of this organization

you may have noticed changes aimed at new fundraising efforts, changes in marketing to get the word out on our initiatives, and appearances in the community for education and visibility. These changes and additions are critical as we move forward and appreciate the support for new events, and we always welcome any community feedback.

The reality is that our local agencies depend on us, and we depend on them. It is our job to make sure our local partner agencies and critical programs are financially stable so they can continue to provide services to our community members. With a grateful heart, thank you for your continued trust, care, and commitment to the United Way of Southwest Minnesota.



*Rachel Nuese*  
UWSWMN 2022-23 Board Chair

## Message from the President & CEO

An African proverb says, "If you want to go quickly, go alone. If you want to go far, go together". When we all work together, we create change to support our community. We are so grateful to everyone who joined us in Living United to the Power of 5!

Before becoming CEO of UWSWMN in May of 2022, I was a long-time volunteer and Power of the Purse Committee member. I knew this position would come with great responsibility, many challenges, opportunities, and new adventures. I have learned many aspects of this position and the fantastic reach of this organization. I have witnessed the dedication of volunteers and donors and the commitment of board members, staff, and community partners that help improve the lives of those in our service area.

On behalf of the UWSWMN Board and Staff, I would like to thank everyone who joined us to go further together to support our local communities. Change doesn't happen alone. With your help, we utilized donations to cause a ripple effect that creates change with a much more significant impact for every person, every community, every day of the year.

Thank you for your generosity,  
Meg Louwagie



## Who We Are

United Way of Southwest Minnesota is an independently incorporated 501c3 organization governed by its own local Board of Directors. There are no fundraising quotas and all resources are under local control and decision making.

United Way Worldwide (UWW) is the support organization for the nearly 1,800 local United Ways around the globe. UWW's work is supported by the 1.5% membership fees paid by local United Ways such as ours. The membership fee we pay to UWW is recouped by our local communities many times over in training, services, and access to national corporate and employee giving campaigns.



## EVERY PERSON, EVERY COMMUNITY, EVERY DAY OF THE YEAR.

United Way of Southwest Minnesota strives to be a model of diversity and inclusion. Our board, staff and volunteers reflect the many faces, cultures and walks of life that make up the communities we serve.

We respect, value and celebrate the unique attributes, characteristics and perspectives that make each person who they are. We also believe that bringing diverse individuals together allows us to collectively and more effectively address the issues that face our communities. It is our aim, therefore, that our community partner programs, strategies and community investments reflect these core values.

### EDUCATION INITIATIVES

We provide our internal education initiatives to children living in the following school districts in our service area: Canby, Dawson/Boyd, Echo, Fulda, Hendricks, Ivanhoe, Lake Benton, Lakeview, Lynd, Marshall, Milroy, Minneota, Murray County Central, Russell-Tyler-Ruthton, Tracy Area, Westbrook-Walnut Grove and Yellow Medicine East.



#### IMAGINATION LIBRARY

- Provides one book each month to children, from birth to age 5. These sturdy, colorful, age appropriate books are delivered directly to the child.



#### STUFF THE BUS

- Annual event held each summer that supports local K-12 students with the basic school supplies needed to learn and be successful.
- Staff at each school ensures that supplies reach those who really need extra support.



#### STUDENT EMERGENCY FUND GRANT

- Offered to schools in our service area to support their neediest students.
- Past fund use examples include: socks, shoes, hygiene items, eyeglasses and vision exams, emergency food support, winter apparel, activity fees and more.

# FOCUS AREAS

Support from the United Way of Southwest Minnesota funds local programs in five focus areas: Health, Education, Financial Stability, Hunger, and Safety & Well-Being.

In addition to investing funds into programs supporting local children and schools throughout our service area, UWSWMN also invests funds through our Community Impact Grant process. The grant review process is run by community volunteers who work in teams to review grant applications and conduct interviews with program representatives to assess each program’s plans and goals, metrics and results, and financial management. After completion of these reviews, the team comes together to make funding recommendations to the UWSWMN board. Each of the following programs has went through this process and been awarded funding for their listed program. We are proud to call them our community partners!

**FOCUS ON // HUNGER**  
Increasing food access, nutritional awareness and outreach.



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
<b>Marshall Food4Kids</b>	
Marshall Food4Kids	\$7,500
<b>Prairie Five Community Action Partnership</b>	
Yellow Medicine County Senior Meals	\$8,000
<b>United Community Action Partnership</b>	
Kitchen Table Food Shelves (Tracy & Marshall)	\$40,822

**FOCUS ON // HEALTH**  
Increasing healthy behaviors and wellness.



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
<b>Lutheran Social Services</b>	
LSS Meals and Meals on Wheels	\$16,500



## FOCUS ON // FINANCIAL STABILITY

Improving financial stability and independence.



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
<b>JA Lincoln County</b>	
Junior Achievement in Lyon County	\$4,000
<b>United Community Action Partnership</b>	
Volunteer Income Tax Assistance Program	\$12,000
<b>United Community Action Partnership</b>	
The Refuge Homeless Shelter	\$19,500

## FOCUS ON // EDUCATION

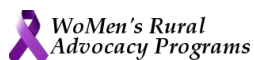
Improving life-long learning and development.



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
<b>Marshall Public Schools</b>	
Marshall Public Schools - PAES Lab	\$2,000
<b>ServeMinnesota</b>	
Minnesota Reading Corps	\$23,500
<b>SWWC Foundation for Innovation in Education</b>	
SWWC Student Enrichment	\$4,000
<b>United Way of Southwest Minnesota</b>	
1,000 Books Before Kindergarten, Born Learning Trails, Little Red Bookshelf, Wild About Reading Program, Volunteer Network, and Fun in the Sun Kits	\$2,905
<b>United Way of Southwest Minnesota</b>	
Dolly Parton's Imagination Library	\$58,173
<b>United Way of Southwest Minnesota</b>	
Student Emergency Funds	\$11,291
<b>United Way of Southwest Minnesota</b>	
Resilience Training Grants to Schools	\$711
<b>United Way of Southwest Minnesota</b>	
Stuff the Bus School Supply Initiative	\$12,632
<b>United Way of Southwest Minnesota</b>	
Other Internal Program Grants and Expenses	\$477

## FOCUS ON // SAFETY & WELL-BEING

Increasing access to services focused on safety and well-being.



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
<b>New Horizons Crisis Center</b>	
Crime Victim Services	\$32,500
<b>New Horizons Crisis Center</b>	
Parenting Time - self pay families	\$15,000
<b>WoMen's Rural Advocacy Programs, Inc.</b>	
WoMen's Rural Advocacy Programs, Inc.	\$27,500

# FINANCIAL ACCOUNTABILITY

Visit [UnitedWaySWMN.org/pa](https://UnitedWaySWMN.org/pa) for further documentation including:  
Audit, Form 990, Community Investors, In-Kind Donors, and Volunteers.

<b>STATEMENT OF FINANCIAL POSITION</b>	
<b>JUNE 30, 2022</b>	
Data is taken from the 2021-2022 Audit	
<b>CURRENT ASSETS</b>	
Cash and Equivalents	741,270
Reimbursement Receivable	0
Contributions Receivable	
Net of Allowance for Doubtful Accounts	82,273
Inventory on Hand	0
Prepaid Expenses	6,406
<b>Total Current Assets</b>	<b>829,949</b>
<b>PROPERTY AND EQUIPMENT</b>	
Net of accumulated depreciation	746
<b>TOTAL ASSETS</b>	<b>830,695</b>
<b>CURRENT LIABILITIES</b>	
Accounts Payable and Accrued Liabilities	2,766
Distributions to Charities Payable	224,217
<b>Total Other Current Liabilities</b>	<b>226,983</b>
<b>NET ASSETS</b>	
Net assets without donor restrictions	521,439
Net assets with donor restrictions	
Restricted by purpose or time	82,273
<b>Total Net Assets</b>	<b>603,712</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>830,695</b>



## SOURCES OF SUPPORT

In our 2022 campaign, we received \$508,830.29 in donations. Those donations came from a variety of sources, as detailed above. Data represented is taken from 2022 campaign results.

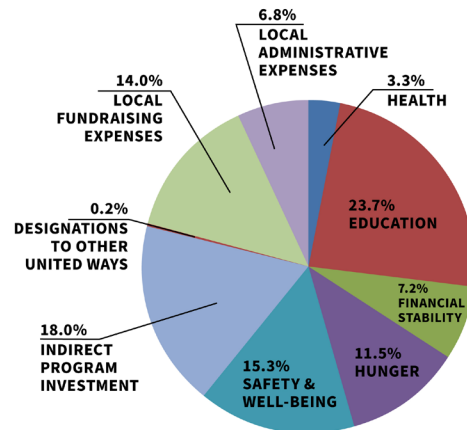
<b>STATEMENT OF ACTIVITIES</b>			
<b>YEAR ENDED JUNE 30, 2022</b>			
Data is taken from the 2021-2022 Audit			
	Unrestricted	Temp Restricted	Total
<b>REVENUES AND OTHER SUPPORT</b>			
Net Campaign Contribution Revenue	405,393	82,273	487,666
Satisfaction of Restrictions: Time	82,985	-82,985	0
Investment Income	1,096		1,096
Reimbursements	1,157		1,157
In-Kind Contributions	11,578		11,578
<b>Total Revenues and Other Support</b>	<b>502,209</b>	<b>-712</b>	<b>501,497</b>
<b>EXPENSES</b>			
Program			
Distributions to Charities	299,115		299,115
Other Program Expenses	87,960		87,960
<b>Total Program</b>	<b>387,075</b>		<b>387,075</b>
Supporting Services			
Management & General	33,390		33,390
Fundraising	68,408		68,408
<b>Total Supporting Services</b>	<b>101,798</b>		<b>101,798</b>
<b>Total Expenses</b>	<b>488,873</b>		<b>488,873</b>
<b>CHANGE IN NET ASSETS</b>	<b>13,336</b>	<b>-712</b>	<b>12,624</b>
<b>NET ASSETS, Beginning of Year</b>	<b>508,103</b>	<b>82,985</b>	<b>591,088</b>
<b>NET ASSETS, End of Year</b>	<b>521,439</b>	<b>82,273</b>	<b>603,712</b>

**HOW YOUR GIFTS ARE INVESTED:**

**FUNCTIONAL EXPENSE ALLOCATION**

Data is taken from the 2021-2022 Audit and is represented in pie chart to the right.

- 3.3% HEALTH
- 23.7% EDUCATION
- 7.2% FINANCIAL STABILITY
- 11.5% HUNGER
- 15.3% SAFETY & WELL BEING
- 18.0% INDIRECT PROGRAM INVESTMENT
- 0.2% DESIGNATIONS TO OTHER UNITED WAYS
- 14.0% LOCAL FUNDRAISING EXPENSES
- 6.8% LOCAL ADMINISTRATIVE EXPENSES



United Way of Southwest Minnesota's overhead ratio, computed using the net method, is 20.30%.

# 2022 DONORS

We build stronger communities together.

## Corporate Leaders



Support of the work of United Way of Southwest Minnesota by its corporate leaders makes a tremendous local impact. In addition to providing a corporate donation, several of these leaders allow us to show their employees how, by working together, we are making a difference in the lives of local people.

### PLATINUM LEVEL

\$25,000-\$49,999

North Star Mutual Insurance Company  
Schwan's Corporate Giving Foundation  
U.S. Bank Foundation

### SILVER LEVEL

\$5,000-\$9,999

Archer Daniels Midland Company  
Avera  
Brau Brothers Beer Pairing Dinner  
Bremer Bank  
D & G Excavating  
Land O' Lakes Foundation  
Minnwest Bank - Marshall

### BRONZE LEVEL

\$2,500-\$4,999

AgPlus Cooperative  
Daktronics, Inc.  
Lockwood Motors/ABRA/Shine Center  
Western Equipment Finance

### COPPER LEVEL

\$1,000-\$2,499

AP Design  
Bank of the West  
BH Electronic, Inc.  
Border States Electric Supply  
Duke Energy  
First Congregational Church  
Great River Energy  
Grill Works, Inc.

Hoffman & Brobst  
HyVee Food Stores  
Kiwanis Club of Granite Falls  
Legal Estate Planning Solutions, PLLC  
Lyon-Lincoln Elect Coop's Operation  
RoundUp and members-owners of the coop  
MDU Resources Foundation  
Microsoft Matching Gifts Program  
Nobles-Murray Rural Electric Trust  
Precision Marketing Concepts  
Runnings  
Schwan's Home Delivery  
Smile Designers  
V.F.W. Post 742  
Xcel Energy Foundation

### PEWTER LEVEL

\$500-\$999

Brookings United Funds, Inc  
Carlson & Stewart Refrigeration, Inc.  
Dana F. Cole & Company, LLP  
Eagles 3405  
Extreme Panel Technologies, Inc.  
Hope Lutheran Church  
Kruse Buick GMC  
Lyon-Lincoln Electric Cooperative  
Meier Electric, Inc.  
Minneota Boxelder Bug Days  
Minnwest Bank - Dawson  
NextEra Energy Resources  
OtterTail Power Company Foundation

Prudential Kontz Financial Group  
R and G Construction Company  
RDO Equipment Co.  
Runchey, Louwagie & Wellman  
Sanford Canby Medical Center  
Slayton Fireman's Relief Association  
Southwest Coaches & Southwest Tour & Travel  
Stoneberg, Giles & Stroup PA  
SWWC Service Cooperative  
Subway  
Thrivent Choice  
Wooden Nickel

### EMERGING LEADERS

\$300-\$499

Beverage Wholesalers, Inc.  
Canby Drugs & Gifts, Inc.  
Cottonwood Co-op Oil Company  
Echelon Wealth Partners  
Jeremiason Photo  
Kinner & Company Ltd  
Minnesota Cabinets  
Minnesota Valley Cooperative  
Pam Russel, Accountant  
South Central Electric Association  
Southwest Family Chiropractic-Tyler, MN  
The Computer Man, Inc.  
Toni's Depo/Mike's Café  
United Parcel Services

## Workplace Awards

### GOLD AWARD

90-100% employees pledging

Marco  
Royal Tire  
United Way of Southwest Minnesota  
Western Equipment Finance

### SILVER AWARD

65-89% employees pledging

Bremer Bank  
Minnwest Bank

### BRONZE AWARD

50-64% employees pledging

North Star Mutual Insurance Company

### OUTSTANDING CITIZENSHIP AWARD

15%+ increase in employee giving

Avera  
Lockwood Motors/ABRA/Shine Center  
North Star Mutual Insurance Company  
Schwan's Company  
Western Equipment Finance

## Awards of Distinction

### AMBASSADOR OF THE YEAR

Theresa Zaske, Schwan's Company

### COMMUNITY SPIRIT AWARD

Western Equipment Finance

### RISING STAR AWARD

NextEra Energy

### SPIRIT OF CARING AWARD

D&G Excavating

### VOLUNTEER OF THE YEAR

Denise VanKeulen



# Leaders in Giving

Thanks to each of the many individual and household donors who support improving the lives of local people by making a significant personal investment in advancing our mission to improve lives and strengthen communities in southwest Minnesota.

## TOQUEVILLE LEVEL

\$10,000+

Carr Family Foundation

## PLATINUM LEVEL

\$5,000-\$9,999

The Denais-Kruse Family

## GOLD LEVEL

\$2,500-\$4,999

Charlie & Kari Ehlers  
 Todd & Lisa Harmingening  
 Terry & Tammy Kriz  
 Christopher Olson  
 Matthew & Melanie Pedersen  
 Gabe & Jill Pieper  
 Nick and Casey Pohlen  
 One Anonymous Donor

## SILVER LEVEL

\$1,000-\$2,499

Tony & Patty Alcorn  
 Helen Andries  
 David & Joyce Beebout  
 Chuck & Myrna Bladholm  
 Todd & Janelle Bossuyt  
 Chuck & Stacey Broberg  
 Shawn & Melissa Dieken  
 Jeremy & Amber Gossen  
 Brian & Kris Gruhot  
 David Hassell  
 Joy & Pete Hellie  
 Korey & Amy Herrick  
 Robin, Larry & Stephen Johnke  
 Ken & Cheryl Lanoue  
 Vince & Anne LaPorte  
 MicheLe Larson  
 Rachel Nuese  
 Stacy and Tim O`Leary  
 Jeannette & Curt Olson  
 Foundation  
 Louis R & Helen E Schwartz Fund  
 Randy & Roxie Serreyn  
 Ryan & Angela Serreyn  
 Gary & Wendy St. Aubin  
 Brad & Toni Strand  
 Tim & Donna Swenson

Annette Tritz  
 Michelle Warme  
 Annie Weets  
 Eric Wallen & Abby Wikelius  
 Heather & Adam Willert  
 Three Anonymous Donors

## BRONZE LEVEL

\$750-\$999

Chad & Tina Eickhoff  
 Paul & Kirstie Meyer  
 Tom & Muriel Runholt  
 Luke & Kassi Tietz  
 Two Anonymous Donors

## COPPER LEVEL

\$500-\$749

Jason & Molli Anderson  
 Steve & Tandi Anderson  
 Randall Bakke  
 Chuck & Susan Blomberg  
 Bennett & Janice Bot  
 Dawn Brewers  
 Tate & Lena Burckhardt  
 Al & Michelle Castor  
 Lynn Christianson  
 Terry & Linda Dieken  
 Chad & Renae Drake  
 Chadwick Gawarecki  
 Brad & Karen Gruhot  
 David & Melissa Gruhot  
 Jennifer Hart  
 Barb Henle  
 Misty Hoefs  
 Robert & Judy Hoef  
 Lisa Hoff  
 Sara Hutchinson  
 Marty Javens  
 Dennis & Brenda Jensen  
 Bartholomew & Kaia Johnson  
 Douglas & Marissa Kunde  
 Bruce & Vicki Lamprecht  
 Tom & Angela Larson  
 Greg & Becky Lecy  
 Lori Lerohl  
 Brandi Lillegaard

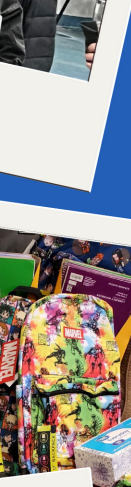
In Memory of Janet Lindsay  
 Lee & Kelly Lingbeek  
 Todd & Heather Ludwig  
 Adrian Martinez  
 Matthew McDermott  
 Kelly & Cindy Nichols  
 Chantel Paczkowski  
 Craig & Margaret Palan  
 Jim & Gail Polejewski  
 Tanya Quaschnick  
 Brian & Lisa Rademacher  
 Cory Robinson  
 Steve & Debbie Streier  
 Mary Jane Striegel  
 Gene & Helen Stukel  
 Matt & Deanna Suby  
 Riley & Becky Swanson  
 Angelia Trost  
 Ken & Denise VanKeulen  
 Terry & Cindy Verschaetse  
 Justin & Anne Marie Vorbach  
 Robert & Nancy Walker  
 John & Jeana Watts  
 Jeremy & Jessica Williams  
 Four Anonymous Donors

## EMERGING LEADERS

\$300-\$499

Cynthia Anderson  
 Josh & Sara Anderson  
 Jeremiah Beebout  
 Steve Belden  
 Shawn & Michelle Bingham  
 Jonathan Brower  
 Carrie Buddy  
 Ann Carver  
 Amanda Castro  
 Wayne & Lori Dagal  
 Kevin & Sheila Dubs  
 Kevin & Brenda Elton  
 Sheri Erickson  
 Alison Errington  
 Roger Evert  
 Kane & Whitney Fossell  
 Kimberly A. Frank  
 Daren Gravely  
 Eric & Ann-Margaret  
 Guttormsson  
 Joseph & Sara Haney  
 Cynthia Hansen  
 Josh & Michelle Hawkinson  
 Marcy & Adam Heemeyer  
 Kelly Hoefker  
 The Hoppes  
 In Honor of MaryJo (Javens)  
 Horsmann  
 Chad Johnson  
 Taylor Johnson & Nefeli  
 Moutsoglou  
 Ian Josephs  
 Ralph Keen  
 Max & Sarah Kicmal  
 Josh & Stacy Kiley  
 Jason & Jessica Laleman  
 Mike & Ann Longtin  
 Ann Loyson  
 Roger & Julie Miller  
 Michael Minnihan  
 Shor Moua  
 Aron & Sarah Nickelson  
 Brandon & Karie Novak  
 Joan M. Olson  
 Jill Pieske  
 Ryan & Heidi Runia  
 Curtis & Brenda Schake  
 Blaine & Deb Schnaible  
 Jon & Jennifer Schreurs  
 Pam Sheeran  
 Terry & Lisa Smith  
 Cheryl Stensrud  
 Josh Sumpton  
 Pat & Mary Surprenant  
 Bill & Shelly Tauer  
 Todd Ternes  
 Lorie Tjaden  
 Mike & Lynn VanPatten  
 Catherine & Brian Weedman  
 Shuan Wisdom  
 Theresa M. Zaskie and Penni L.  
 Spaid  
 Six Anonymous Donors





EVERY PERSON,  
EVERY COMMUNITY,  
EVERY DAY OF THE YEAR.

