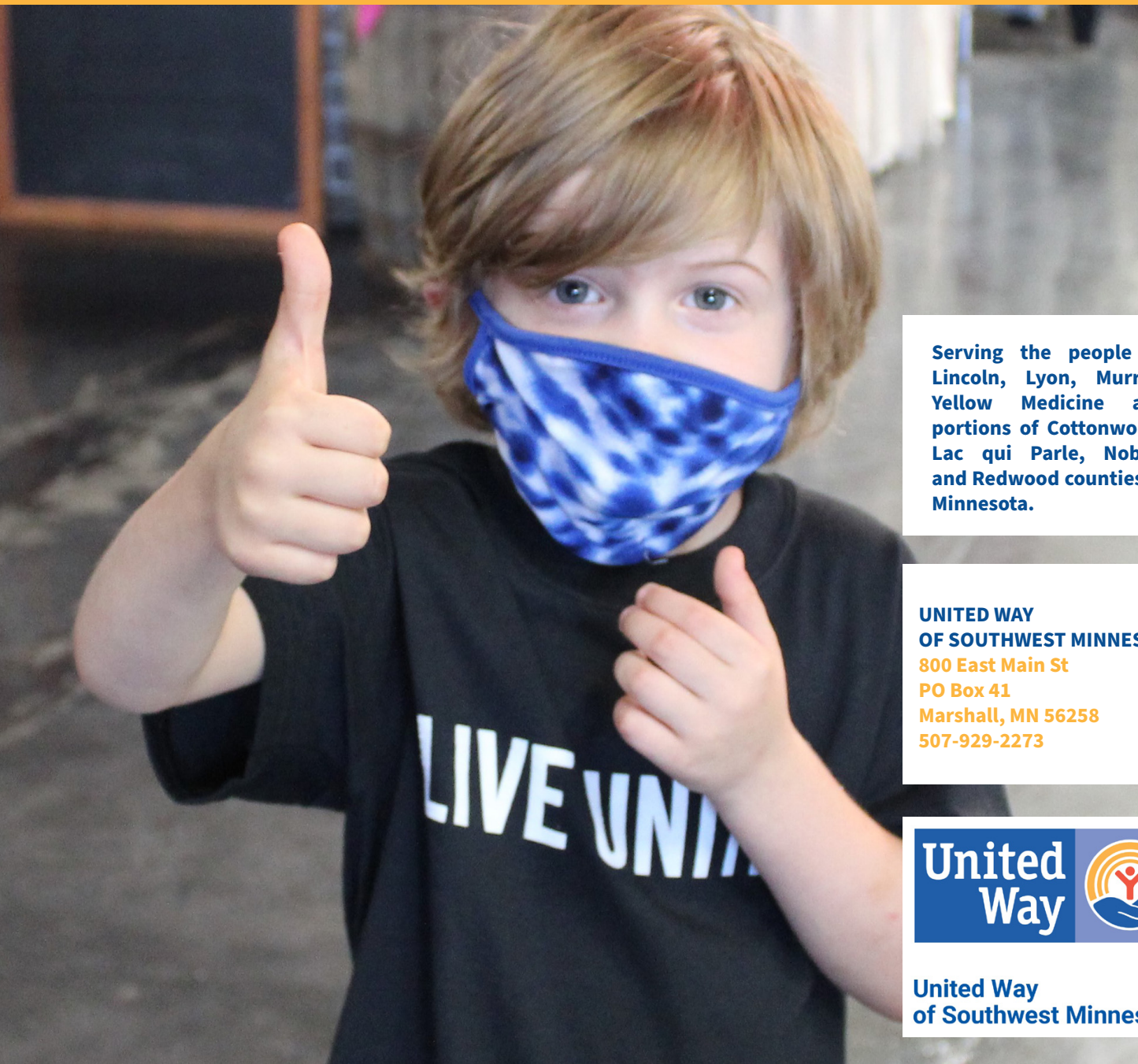


YEAR IN REVIEW

// 2020



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

**UNITED WAY
OF SOUTHWEST MINNESOTA**
800 East Main St
PO Box 41
Marshall, MN 56258
507-929-2273



**United Way
of Southwest Minnesota**

Board of Directors

Al Castor
Lockwood Motors

Michelle Doeling
Minnwest Bank

Julie Hartle
Schwan's Shared Services, LLC

Amy Herrick
North Star Mutual Insurance Co

Bethany Janachovsky
Schwan's Shared Services, LLC

Brian Jeremiason
Lyon-Lincoln Electric
Cooperative, Inc.

Joseph Karanja
Southwest MN Private Industry
Council

Krista Kopperud
Painted Prairie Vineyard

Terry Kriz
Runnings

See Moua-Leske
Southwest Adult Basic
Education

Rachel Nuese
Schwan's Shared Services, LLC

Melanie Pedersen
U.S. Bank

Lee Steffen
Archer Daniels Midland

Luke Tietz
Bremer Bank

Kevin Veldhuisen
Presbytery of South Dakota

Michelle Warne
Retired Community Member

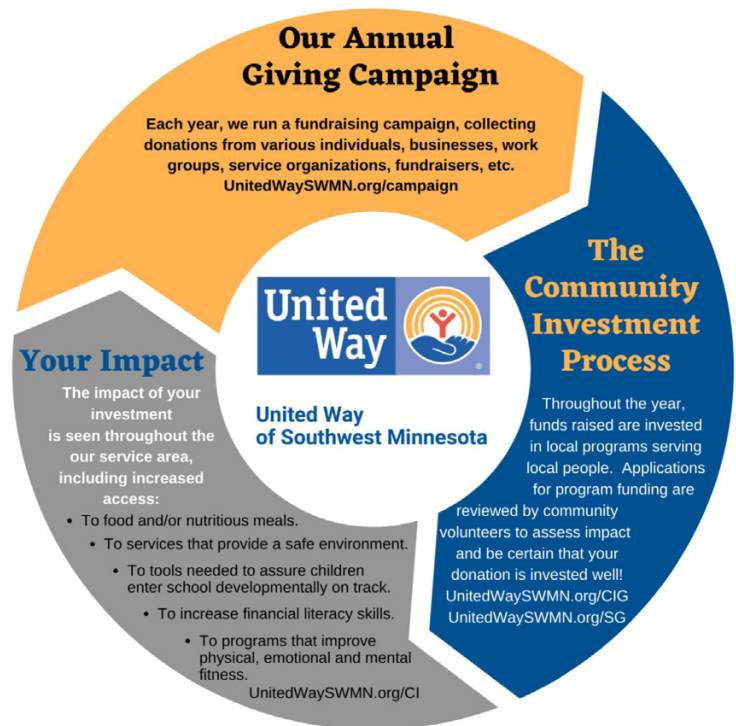
Hans Zahrbock
Western Equipment Finance

Staff

Sarah Kicmal
President & CEO

Julie DeCock
Finance & Administrative
Coordinator

THE CIRCLE OF IMPACT



Message from the Board Chair

In many ways 2020 felt like we were so far apart. United Way of Southwest Minnesota didn't look like it had in past years due to COVID-19. For example, events such as Power of the Purse and the Beer Dinner didn't occur (just to name a few). Our board and volunteers were unable to be in close proximity changing the way we interacted with each other. Our workplace campaigns couldn't share collaborative events such as team fundraisers and fundraising milestone celebrations. With all of this, the questions lingered with so many of us, 'How can we continue to provide support to those in need in southwest Minnesota? Would we be able to continue to raise enough funds to support those relying on our programs?'

As the year went on, we saw reinforcement of what makes southwest Minnesota so special. So many people stepping up, making donations of all sizes to ensure United Way of Southwest Minnesota

stayed vibrant through the COVID-19 pandemic. Programs were evaluated with COVID-19 in mind and support provided where our communities needed them the most including direct support for COVID-19 impact. It is inspiring to see how the communities of southwest Minnesota pull together in good times and bad times to support each other. This is truly a testament to 'Living United'!

Thank you to our community partners, donors, volunteers, board members and all supporting the United Way of Southwest Minnesota. Our communities showed great resilience in this time of crisis. The future is bright!

–Melanie Pedersen
US Bank

“**Alone we can do so little;
together we can do so much.**

– Helen Keller



Message from the President & CEO

Uffda! What a year 2020 was. We found ourselves having to pivot, adapt and do our best. I don't believe we've given ourselves enough credit as we faced and continue to face challenges related to COVID-19. Not only did we provide funding through our normal grant processes to local programs, we also distributed funds through three separate grant rounds to local schools and programs in response to COVID-19.

While we weren't able to hold our fundraising events and visit those holding workplace campaigns, we still raised over \$500,000! I am blown away by this dollar amount. When so many things in our world right now seem uncertain, it is inspiring to witness generosity. Our donors can be certain that their investment in United Way of Southwest Minnesota will make a difference right here in southwest Minnesota. Whether it's your grandkids

that receive Imagination Library books, your co-worker that was helped through a domestic violence situation or a neighbor who recently lost their job and needs some food support during the transition. That is your investment at work.

I'm proud of the work we are doing. I'm proud of our staff for their commitment, passion and efforts. I'm proud of our board for their support and guidance. And I'm proud of our donors for trusting their investment with us and believing in our mission. Thank you, thank you, thank you a millions times over.

The sign above my desk reads, "We Rise by Lifting Others," a powerful and pertinent reminder as we look ahead.

In appreciation,
Sarah Kicmal

United Way of Southwest Minnesota Mission:

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

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.

What We Stand For

United Way of Southwest Minnesota is an autonomous, local organization working to create lasting change in people's lives and the communities we serve in Lincoln, Lyon, Murray, Yellow Medicine and portions of Cottonwood, Lac qui Parle, Nobles and Redwood counties of Minnesota. We do this by investing in programs that focus on health, education, financial stability, hunger and safety & well-being.

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. Each of the following organizations provides vital services and resources to southwest Minnesota that further our mission of improving lives and strengthening communities.



FOCUS ON // HEALTH

Increasing healthy behaviors and wellness.

ORGANIZATION/FUNDED PROGRAM	INVESTMENT
Department of Public Transformation	
Wellness Programs at the YES! House	\$4,000
Greater Minnesota Family Services*	
Children's Mental Health Program	\$500
Lutheran Social Services	
Senior Meals & Meals on Wheels	\$18,000
Minneota Pool Pal	
Pool Equipment	\$1,000
Prairie Home Hospice	
No Place Like Home Program	\$3,500
United Way of Southwest Minnesota	
Hygiene Supply & Gift Card Distribution	\$1,099
Western Mental Health Center*	
Elderly & School Services	\$1,500
Woodland Centers*	
Mental Health Services	\$500



FOCUS ON // EDUCATION

Improving life-long learning and development.

ORGANIZATION/FUNDED PROGRAM	INVESTMENT
ServeMinnesota	
Minnesota Reading Corps	\$13,000
United Way of Southwest Minnesota	
1,000 Books Before Kindergarten, Born Learning Trails, Community Resource Guides, Jumpstart's Read for the Record, Little Red Bookshelf, Volunteer Network, Wild About Reading Program, etc	\$4,970
United Way of Southwest Minnesota	
Dolly Parton's Imagination Library	\$61,634
United Way of Southwest Minnesota	
Student Emergency Fund Grants	\$12,747
United Way of Southwest Minnesota	
Stuff the Bus School Supply Initiative	\$11,836



FOCUS ON // FINANCIAL STABILITY

Improving financial stability and independence.



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
Junior Achievement of Lincoln County K-6 Financial Literacy	\$500
Junior Achievement of Lyon County K-12 Financial Literacy Programs	\$3,000
United Community Action Partnership Emergency Services Program*	\$2,500
Free Tax Preparation Clinics	\$13,000
The Refuge	\$20,000

FOCUS ON // HUNGER

Increasing food access, nutritional awareness and outreach.



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
Fulda Food Shelf, Inc* Food Purchases	\$500
Lake Benton Community Services Lake Benton Food Shelf Food Purchases*	\$5,000 \$500
Loaves and Fishes Too* To-Go Containers for Meal Program	\$1,495
Lutheran Social Services of MN Additional Daily Meal for Seniors*	\$2,500
Marshall Food4Kids Healthy Snack Bags* Preschool Weekend Snack Program Weekend Food Backpacks	\$1,250 \$1,500 \$2,250
Prairie Five Community Action Council Canby Food Shelf/Senior Meals* Senior Meals	\$1,250 \$10,000
Tracy Long-Term Recovery* Senior Care Packages	\$1,200
Tyler Area Food Shelf* Nutritious Food Purchases	\$1,000
United Community Action Partnership Kitchen Table Food Shelves (Tracy and Marshall) Mary & Martha's Pantry*	\$45,000 \$2,500

FOCUS ON // SAFETY & WELL-BEING

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



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
New Horizons Crisis Center Crime Victim Services Parenting Time Program	\$35,000 \$15,000
United Community Action Partnership Homeless Prevention Program* Youth Development Programs	\$1,500 \$3,000
WoMen's Rural Advocacy Program, Inc. Domestic Violence Services Emergency Assistance*	\$25,000 \$1,500

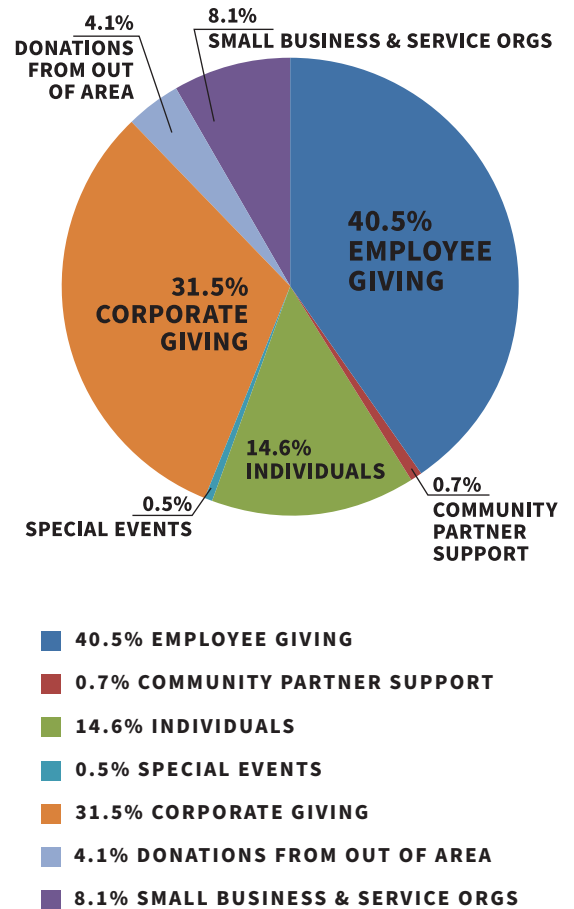
*COVID-19 Response Funding

The United Way of Southwest Minnesota supported local organizations with emergency funding in response to the Coronavirus Pandemic. Funds were used for initiatives such as obtaining cleaning supplies, PPE, social distancing barriers and equipment, emergency financial assistance, meals, and more. In addition, 11 schools received COVID-19 grant funds to assist with implementing additional safety measures.

FINANCIAL ACCOUNTABILITY

Visit UnitedWaySWMN.org/pa for further documentation including:
Audit, Form 990, Campaign Ambassadors, Community Investors, In-Kind Donors, Volunteers.

STATEMENT OF FINANCIAL POSITION	
JUNE 30, 2020	
Data is taken from the 2019-2020 Audit	
CURRENT ASSETS	
Cash and Equivalents	747,010
Reimbursement Receivable	5,000
Contributions Receivable	
Net of Allowance for Doubtful Accounts	106,382
Inventory on Hand	210
Prepaid Expenses	5,873
Total Current Assets	864,475
PROPERTY AND EQUIPMENT	
Net of accumulated depreciation	2,498
TOTAL ASSETS	866,973
CURRENT LIABILITIES	
Accounts Payable and Accrued Liabilities	2,532
Distributions to Charities Payable	228,471
Total Other Current Liabilities	231,003
NET ASSETS	
Net assets without donor restrictions	529,588
Net assets with donor restrictions	
Restricted by purpose or time	106,382
Total Net Assets	635,970
TOTAL LIABILITIES AND NET ASSETS	866,973



SOURCES OF SUPPORT

In our 2020 campaign, we received \$502,000 in donations. Those donations came from a variety of sources, as detailed above. Data represented is taken from 2020 campaign results.

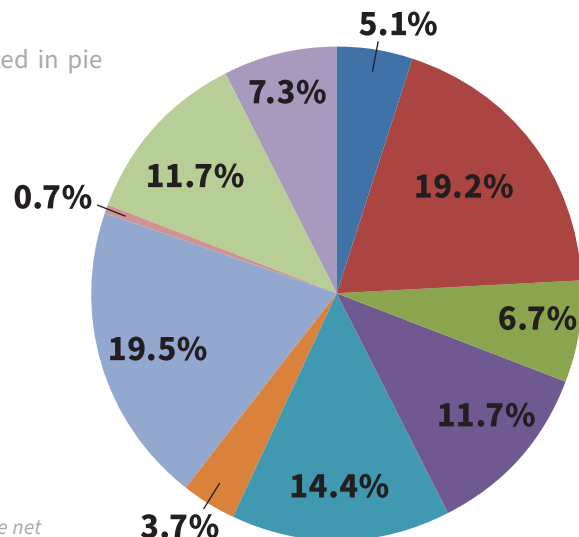
STATEMENT OF ACTIVITIES			
YEAR ENDED JUNE 30, 2020			
Data is taken from the 2019-2020 Audit			
	Unrestricted	Temp Restricted	Total
REVENUES AND OTHER SUPPORT			
Net Campaign Contribution Revenue	454,829	106,382	561,211
Satisfaction of Restrictions: Time	112,511	-112,511	0
Investment Income	14,423		14,423
Reimbursements	1,708		1,708
Unclaimed/Forfeited Funds	2,000		2,000
In-Kind Contributions	3,165		3,165
Internal Program Income	6,097		6,097
PPP Loan Forgiveness	29,100		29,100
Miscellaneous Income	100		100
Total Revenues and Other Support	623,933	-6,129	617,804
EXPENSES			
Program			
Distributions to Charities	338,704		338,704
Other Program Expenses	105,710		105,710
Total Program	444,414		444,414
Supporting Services			
Management & General	39,942		39,942
Fundraising	63,493		63,493
Total Supporting Services	103,435		103,435
Total Expenses	547,849		547,849
CHANGE IN NET ASSETS	76,084	-6,129	69,955
NET ASSETS, Beginning of Year	453,504	112,511	566,015
NET ASSETS, End of Year	529,588	106,382	635,970

HOW YOUR DONATIONS ARE INVESTED:

FUNCTIONAL EXPENSE ALLOCATION

Data is taken from the 2019-2020 Audit and is represented in pie chart to the right.

- 5.1% HEALTH
- 19.2% EDUCATION
- 6.7% FINANCIAL STABILITY
- 11.7% HUNGER
- 14.4% SAFETY & WELL BEING
- 3.7% COVID-19 GRANTS
- 19.5% INDIRECT PROGRAM INVESTMENT
- 0.7% DESIGNATIONS TO OTHER UNITED WAYS
- 11.7% LOCAL FUNDRAISING EXPENSES
- 7.3% LOCAL ADMINISTRATIVE EXPENSES



United Way of Southwest Minnesota's overhead ratio, computed using the net method, is 16.74%.

2020 DONORS

We build stronger communities together.

The United Way of Southwest Minnesota thanks the following businesses and individuals for their financial support in 2020. Because of contributions like these, we are able to provide vital funding to local organizations that positively impact the residents of our service area.

Corporate Leaders

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

Avera Marshall
Bremer Bank
Minnwest Bank
Schwan's Home Delivery

BRONZE LEVEL

\$2,500-\$4,999

AgCountry Farm Credit Services
BH Electronics, Inc.
Grill Works, Inc.
Lockwood Motors/ABRA/Shine Center

COPPER LEVEL

\$1,000-\$2,499

Bank of the West
Border States Electric Supply
Caterpillar Foundation
Daktronics, Inc.
Duke Energy
Extreme Panel Technologies, Inc
Great River Energy
Great Western Bank
Hoffman & Brobst
HyVee Food Stores

Legal Estate Planning Solutions, PLLC
Lyon-Lincoln Elect Coop's Operation
RoundUp and members-owners of the cooperative
Material Distributors, Inc.
MDU Resources Foundation
Microsoft Matching Gifts Program
Minnwest Bank
Nobles-Murray Rural Electric Trust
Rotary Club of Marshall
Runnings
SDN Communications
United Parcel Services
Walmart Store #1722
WARAJU, INC.
Xcel Energy Foundation
One Anonymous Donor

PEWTER LEVEL

\$500-\$999

Carlson & Stewart Refrigeration, Inc
Dana F. Cole & Company, LLP
Lyon-Lincoln Electric Cooperative
Meier Electric, Inc.
Nepp Sales & Service, Inc.
Prudential Kontz Financial Group
Quarnstrom & Doering, P.A.
R and G Construction Company
RDO Equipment Co.
Runchey, Louwagie & Wellman
Sanford Canby Medical Center

Slumberland of Marshall
Smile Designers: Dr. Michael Thomas
Southwest Coaches & Southwest Tour & Travel
Stoneberg, Giles & Stroup PA
Sussner Construction
V.F.W. Post 742

EMERGING LEADERS

\$300-\$499

Advanced Eyecare
Beverage Wholesalers, Inc.
Camden Insurance Agency
Canby Drugs & Gifts, Inc.- Mark & Kari Whittier
Cargill, Inc.
Cottonwood Co-op Oil Company
Dawson Designated Charities
Investors Choice Financial Services - Jim & Carla Goedtke
Johnson Family Dental Care
Kinner & Company Ltd
Minneota Rotary Club
Minnesota Cabinets
Minnesota Valley Cooperative
Pamela Russell, Accountant
Panka Insurance Agency
Southwest Family Chiropractic - Tyler, MN
Vishay HiRel Systems LLC

Workplace Awards

GOLD AWARD

90-100% employees pledging

Duke Energy
Great Western Bank
Minnwest Bank
Royal Tire
United Way of Southwest Minnesota

SILVER AWARD

65-89% employees pledging

Bank of the West
Bremer Bank

INAUGURAL AWARD

first campaign held in 2020

Schwan's Home Delivery

OUTSTANDING CITIZENSHIP AWARD

15%+ increase in employee giving

Great Western Bank
Hoffman & Brobst
Microsoft
Minnwest Bank
New Horizons Crisis Center
Royal Tire
Sanford Tracy/Westbrook Medical Center
Schwan's Home Delivery
U.S. Bank
United Community Action Partnership
United Way of Southwest Minnesota
Valero Renewables

Awards of Distinction

COMMUNITY SPIRIT

United Community
Action Partnership

SPIRIT OF CARING

Marshall Public Schools

AMBASSADOR OF THE YEAR

Casey Pohlen, U.S. Bank

Leaders in Giving

TOQUEVILLE LEVEL

\$10,000+

Carr Family Foundation

PLATINUM LEVEL

\$5,000-\$9,999

The Denais-Kruse Family
One Anonymous Donor

GOLD LEVEL

\$2,500-\$4,999

Terry & Tammy Kriz
Vince & Anne LaPorte
Jeannette & Curt Olson
Foundation
Gabe & Jill Pieper

SILVER LEVEL

\$1,000-\$2,499

Ben Alcorn
Tony & Patty Alcorn
Joe & Helen Andries
David & Joyce Beebout
Chuck & Myrna Bladholm
Chuck & Stacey Broberg
Lyle & Lola DeCock
Shawn & Melissa Dieken
Charlie & Kari Ehlers
Kimberly Frank
Todd & Lisa Harming
Adam, Marcy & Cash Heemeyer
Joy & Pete Hellie
Korey & Amy Herrick
Bonnie Hinze
Robin, Larry & Stephen Johnke
Josh & Stacy Kiley
Joseph Kirby
Ken & Cheryl Lanoue
Michele Larson
Greg & Becky Lecy
Jeff & Lynn Mauland
Stacy and Tim O'Leary
Christopher Olson
Matthew & Melanie Pedersen
Kathleen Persian
Brian & Lisa Rademacher
Steve & Beth Ritter
Bruce & Linda Saugstad
Louis R & Helen E Schwartz Fund
Randy & Roxie Serreyn
Ryan & Angela Serreyn

Gary & Wendy St. Aubin
Pat & Mary Surprenant
Tim & Donna Swenson
Annette Tritz
Ayaz & Musarrat Virji
Michelle Warme
Annie Weets
Eric Wallen & Abby Wikelius
Four Anonymous Donors

BRONZE LEVEL

\$750-\$999

Todd & Janelle Bossuyt
Joel Flattum
Jeremy & Amber Gossen
Andrew & Krista Kopperud
Paul & Kirstie Meyer
Rachel Nuese
Paula Petersen-Giles
Nick and Casey Pohlen
Joel & Lynn Swanson
Three Anonymous Donors

COPPER LEVEL

\$500-\$749

Jason & Molli Anderson
Steve & Tandi Anderson
Steven & Carolyn Bennett
Brian & Krista Bjella
Chuck & Susan Blomberg
Jeama Boerboom
Bennett & Janice Bot
John & Becky Bot
Kevin & Raina Boyum
Dawn Brewers
Tate & Lena Burckhardt
Mike & Lynn Christianson
Leon & Deborah Doom
Chad & Renae Drake
Chad & Tina Eickhoff
Jesse Eisenbacher
Bryan & Chantell Engels
Daren Gislason
Kirk & Angela Grannes
Tom Hansen
Jennifer Hart
Julie Hartle
Barb Henle
Dan & Deb Herrmann
Lisa Hoff

Tom & Cheryl Hoff
Ryan & Jennifer Holmberg
Barry Horsmann
Arlen & Connie Knott
Douglas & Marissa Kunde
Bruce & Vicki Lamprecht
Jean Landa
Tom & Angela Larson
Lori Lerohl
Matthew McDermott
Christopher Nichols
Chantel Paczkowski
Bill & Kathy Palmer
Beth Pokorny
Gail Polejewski
Kathryn Roberts
Tom & Muriel Runholt
Cheryl Schomburger
Randy & Cindy Sharbono
Lucas & Kassi Tietz
Angelia Trost
Ken & Denise VanKeulen
David & Krista Verkinderen
Richard Wajer
Robert & Nancy Walker
Dara Walter
Catherine & Brian Weedman
Jeremy & Jessica Williams
Five Anonymous Donors

EMERGING LEADERS

\$300-\$499

Josh & Sara Anderson
Randall Bakke
Gary & Teresa Becker
Steve Belden
John & Margie Bornhoft
Bradley & Paula Botsford
Debi Brandt
Jonathan Brower
Ann Carver
Al & Michelle Castor
Wayne & Lori Dagele
Kevin & Sheila Dubs
Kevin & Brenda Elton
Sheri Erickson
Roger Evert
Jan Falkum
Curt & Sharon Fried
Paul & Ellen Griebel

Brad & Karen Gruhot
Eric & Ann-Margaret
Guttormsson
Joseph & Sara Haney
Cynthia Hansen
Kyle & Amy Helvig
Misty Hoefs
Robert & Judy Hoeft
Angelia Howe
Calie Johnson
Bartholomew & Kaia Johnson
Ian Josephs
Ralph Keen
Max & Sarah Kicmal
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Lee & Kelly Lingbeek
Mike & Ann Longtin
Ann Loyson
Taryn Mattison
Roger & Julie Miller
Kelly & Cindy Nichols
Brandon & Karie Novak
Carol & Mark Oakland
Joan M. Olson
Craig & Margaret Palan
Kelly Price
In Memory of Delorus Regnier
Karalyn Sartor
Lee Schaffran
Curtis & Brenda Schake
Greg & Melinda Schmidt
Scott Skulstad
Stuart & Jean Soehl
Daryl & Vicki St. Aubin
Chery Stensrud
Mary Jane Striegel
Josh Sumption
Bill & Shelly Tauer
Mary Kay Thomas
Janet Timmerman
Mike & Lynn VanPatten
Chay Vue
Theresa M. Zaske and Penni L.
Spaid
Seven Anonymous Donors

You give hope to those in need.



TEXT "UWSWMN" TO 26989 TO DONATE TODAY.

OUR IMPACT

Two of our elderly residents, a husband and wife, developed serious health issues and are no longer able to work. Although they now receive Social Security disability benefits, they have trouble making ends meet with increased medical expenses. The Food Shelf provided them with the additional food needed to get through the month. Before, they often skipped meals because they needed to stretch their food supply. Without Food Shelf support, they would likely have more health related issues due to poor or inadequate nutrition. (Lake Benton CS)

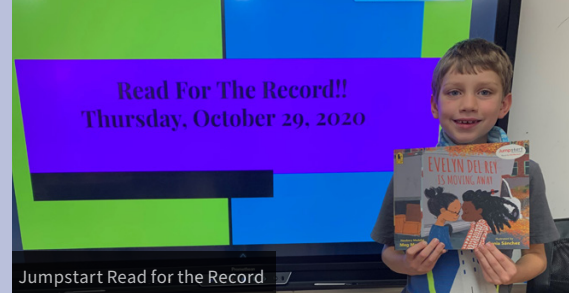
“WRAP has been a godsend to me. I started working with WRAP when an advocate, Julie, found me on the side of the road. Since then, WRAP has been a huge part of everything good in my life. They’ve gotten me into a sex trafficking refugee shelter. They checked in to make sure that I was safe and if there was anything they could help with no matter where I was.” (WRAP)

“Heather” is a mother of 4 who was provided emergency shelter in the Refuge program after she lost her housing. She had no earned income at the time she entered the program. With staff advocacy, we were able to help her receive a Section 8 Housing Choice voucher. The voucher and UCAP case management assisted her, which allowed Heather to focus her efforts on finding employment and daycare for her children. Heather is now employed full time and she and her family are thriving. (UCAP)

I currently have a third grader who has been working with me since the beginning of the school year. She was making some progress but not as much as we knew she could or as much as her target needed to be. I am super proud to announce that after all her hard work she finally was able to reach her target score with no errors and she was the happiest little girl in the school that whole day! Seeing how excited they get and how confident they get makes my job so much more worth it! (ServeMN)



Local Imagination Library recipients



Jumpstart Read for the Record



U.S. Bank Book Drive



Read for the Record with the SMSU Mustangs Men's Basketball team



Stuff the Bus volunteers sorting supplies for distribution



Volunteers from Western Equipment Finance packing Self Care Kits