

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
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Schwan's Shared
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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-Ruthon, 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
Marshall Food4Kids	
Marshall Food4Kids	\$7,500
Prairie Five Community Action Partnership	
Yellow Medicine County Senior Meals	\$8,000
United Community Action Partnership	
Kitchen Table Food Shelves (Tracy & Marshall)	\$40,822

FOCUS ON // HEALTH

Increasing healthy behaviors and wellness.



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



FOCUS ON // FINANCIAL STABILITY

Improving financial stability and independence.



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

FOCUS ON // EDUCATION

Improving life-long learning and development.



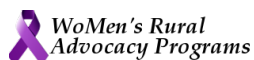
SERVE
MINNESOTA



ORGANIZATION/FUNDED PROGRAM	INVESTMENT
Marshall Public Schools	
Marshall Public Schools - PAES Lab	\$2,000
ServeMinnesota	
Minnesota Reading Corps	\$23,500
SWWC Foundation for Innovation in Education	
SWWC Student Enrichment	\$4,000
United Way of Southwest Minnesota	
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
United Way of Southwest Minnesota	
Dolly Parton's Imagination Library	\$58,173
United Way of Southwest Minnesota	
Student Emergency Funds	\$11,291
United Way of Southwest Minnesota	
Resilience Training Grants to Schools	\$711
United Way of Southwest Minnesota	
Stuff the Bus School Supply Initiative	\$12,632
United Way of Southwest Minnesota	
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
New Horizons Crisis Center	
Crime Victim Services	\$32,500
New Horizons Crisis Center	
Parenting Time - self pay families	\$15,000
WoMen's Rural Advocacy Programs, Inc.	
WoMen's Rural Advocacy Programs, Inc.	\$27,500

FINANCIAL ACCOUNTABILITY

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

STATEMENT OF FINANCIAL POSITION	
JUNE 30, 2022	
Data is taken from the 2021-2022 Audit	
CURRENT ASSETS	
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
Total Current Assets	829,949
PROPERTY AND EQUIPMENT	
Net of accumulated depreciation	746
TOTAL ASSETS	830,695
CURRENT LIABILITIES	
Accounts Payable and Accrued Liabilities	2,766
Distributions to Charities Payable	224,217
Total Other Current Liabilities	226,983
NET ASSETS	
Net assets without donor restrictions	521,439
Net assets with donor restrictions	
Restricted by purpose or time	82,273
Total Net Assets	603,712
TOTAL LIABILITIES AND NET ASSETS	830,695



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.

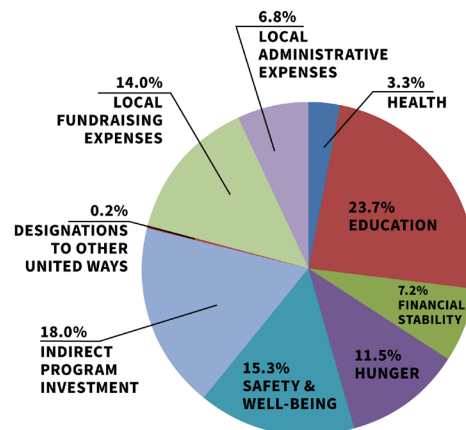
STATEMENT OF ACTIVITIES YEAR ENDED JUNE 30, 2022 Data is taken from the 2021-2022 Audit			
REVENUES AND OTHER SUPPORT	Unrestricted	Temp Restricted	Total
Net Campaign Contribution Revenue	405,393	82,273	487,666
Satisfaction of Restrictions: Time	82,985	-82,985	0
Investment Income	1,096		1,096
Reimbursements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

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 Harmening

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 Hoeft

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 Dagle

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. Zaske and Penni L.

Spaid

Six Anonymous Donors





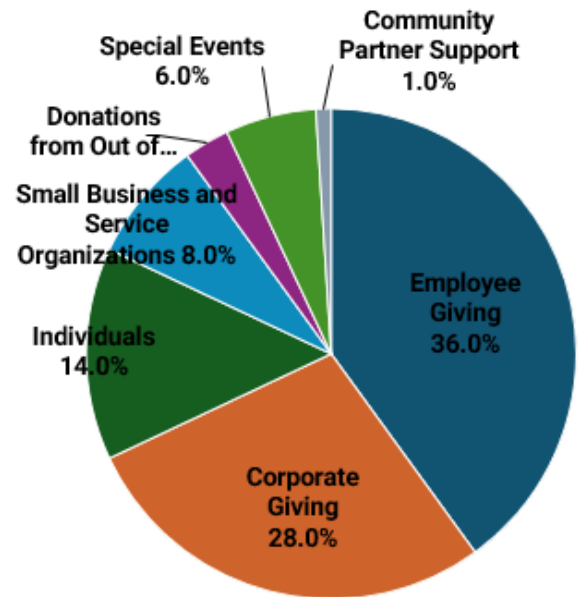
EVERY PERSON,
EVERY COMMUNITY,
EVERY DAY OF THE YEAR.



Amended Sources of Support

Sources of Support Data taken from the 2021-22 Campaign Results

Employee Giving	\$203,793
Corporate Giving	\$140,622
Individuals	\$68,622
Small Business and Service Organizations	\$41,087
Donations from Out of Area	\$18,836
Special Events	\$29,441
Community Partner Support	\$3,830



SOURCES OF SUPPORT:
In our 2021-22 campaign, we received
\$506,231 in donations from various sources.