



# LIVE UNITED

**2010-2011 ANNUAL REPORT**  
UNITED WAY OF GREATER DULUTH



**Reach out a hand to one.  
Influence the condition of all.**

That's what it means to LIVE UNITED.

**We Exist to Improve People's Lives.  
We Get Results.**

United Way is working to advance the common good by focusing on critical needs in the greater Duluth area. Meeting these needs provides the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family, and good health. Our goal is to create long-lasting changes that prevent problems from happening in the first place.

We do this by researching, identifying, analyzing and reporting on our community's most pressing issues. We strategically invest in local programs and high-impact initiatives that achieve measurable outcomes and demonstrate results.

We unite our efforts with community partners to achieve positive community change and together—united—we inspire hope and create opportunities for a better tomorrow.

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# LETTER FROM THE PRESIDENT



*Dear Friends,*

For every meal on a family's table...every home with the lights and heat intact through the winter...every child that is safe and engaged in learning...every struggling parent helped to cope...and thousands of others who have benefited from your philanthropic spirit, thank you for another year of generous caring and support.

Our community and region continue to value helping others and trust that United Way will maximize available resources to achieve real and lasting impact. As an organization, we continue to demonstrate our integrity and compassion towards improving lives by achieving measurable results in the building blocks of our community – Education, Income, Health and Basic Needs.

This past year, while economic challenges continued across all levels of our community, United Way remained focused on efforts to impact our community in a positive and lasting way. For example, this past year United Way of Greater Duluth:

- Conducted a successful community-wide fundraising campaign that surpassed \$2 million and strategically invested those resources in more than 55 local programs and initiatives.
- Convened a Delegation on Educational Outcomes as part of efforts to develop a community-wide mobilization plan with strategies to increase on-time graduation rates and close the achievement gap. This process continues to engage a broadly representative, cross-sector group of individuals who are committed to collaborating and aligning resources to ensure our youth succeed.
- Continued working in partnership with others to address key community issues. Examples of these collaborative efforts include the Duluth Prosperity Agenda Leadership Team, Hunger Free Minnesota (Duluth Leadership Team), Keeping Kids in School Initiative, Northland Foundation THRIVE Initiative, Project Homeless Connect, St. Louis County 10-Year Plan to End Homelessness, and the Youth Success Teams Partnership.

Our work, in conjunction with other initiatives, programs and our local partners, ensures that all people in our community will have the basic building blocks for a good life. United Way of Greater Duluth will continue to mobilize resources to tackle the underlying causes of complex issues across our community and create measurable improvement in the lives of our most vulnerable citizens.

On behalf of all of us at United Way of Greater Duluth, thank you for your continued commitment and support.

*Paula Reed*

**Paula Reed**  
President, United Way of Greater Duluth

# OUR PRIORITY AREAS

INVESTING WISELY. CREATING CHANGES. PREVENTING PROBLEMS.

## 1. EDUCATION

*Helping Children and Youth Achieve their Potential*

### What are the issues?

50% of children are not ready for kindergarten. Of 50 children struggling to learn to read in kindergarten, 44 will still be struggling in 3rd grade. These readers fall further and further behind, checking out by middle school and dropping out of high school.

On average, fewer than 75% of Duluth students graduate on-time. For students receiving free or reduced lunch, that number is less than 50%; for American Indian students - less than 35%.

### How does United Way help?

At United Way, we are working to foster the healthy development of children and youth to ensure they are ready to succeed in school and life. United Way investments increase school readiness, improve academic achievement and promote positive youth development opportunities.

An example of last year's results:

- Of 235 students who participated in tutoring programs, 91% improved at least 1/2 grade level in Language Arts/English and 90% of students improved at least 1/2 grade level in Math.
- Children's literacy development was enhanced by getting more than 60,000 books into homes through Imagination Library, the Big Red Bookshelves and other distribution sites.

## 2. INCOME

*Promoting Financial Stability and Independence*

### What are the issues?

According to the 2009 American Communities Survey, 47.2% of Duluth's population was below 200% of the poverty rate. One third of them are children.

"One third of Duluth's poor are children."



### How does United Way help?

At United Way, we believe that every family should be able to earn an adequate income to sustain their lives. That is why we support workforce training and job placement, help people find and retain quality and affordable housing and support financial literacy education so that families can take control over their income. United Way investments help increase people's income and build savings and assets.

An example of last year's results:

- More than 1,300 working poor individuals and families completed tax returns at no cost, bringing an additional \$3 million into the local economy.
- More than 5,300 individuals sought financial counseling to assist with budget, bankruptcy and debt management issues – increasing their financial stability.

## 3. HEALTH

### *Improving People's Health*

#### **What are the issues?**

A child with a toothache is unable to concentrate in school and succeed. A family without health insurance is often overwhelmed to the point of bankruptcy by the financial burdens of an illness.

#### **How does United Way help?**

Health is the single most important aspect for a quality life. At United Way, we are improving people's access to physical, mental and dental health care to ensure everyone can get the care they need. United Way investments improve people's access to care.

An example of last year's results:

- More than 4,500 uninsured or underinsured people received the mental and physical health services they needed.
- More than 1,600 elementary and middle school children improved their dental health through SMILES school-based preventive care program.

## 4. BASIC NEEDS

### *Ensuring that People's Most Basic Needs are Met*

#### **What are the issues?**

When life changes unexpectedly or in times of crisis, it is critical that basic needs such as food, clothing, shelter and safety can still be met. United Way ensures that a "safety net" of services is available to help people get through those times and back on their feet. It's a helping hand when you need it most.

#### **How does United Way help?**

United Way supports a strong network of basic human services in our community so that individuals are able to meet their basic needs when times are tough.

An example of last year's results:

- More than 1.5 million pounds of food were distributed (equivalent to 1.2 million meals).
- More than 16,000 nights of shelter were provided to those with no place to stay.
- More than 470,000 articles of free clothing were distributed to those in need.

# UNITED WAY SUCCESS BY 6

## CHILDREN ENTER KINDERGARTEN READY TO LEARN & SUCCEED

### Success By 6 IMPACT

Last year Duluth area children took home 16,728 books from Big Red Bookshelves.

1,193 children received Ready Set Learn Literacy kits at early childhood screenings.

43,293 books were sent to homes of children enrolled in the Imagination Library program.

Currently, over 3,737 area children are enrolled in Imagination Library. 733 children graduated from the program this year while 1,282 enrolled in the program.

**Success By 6** is United Way's Early Childhood Initiative that engages the whole community in early childhood development. This community-based, multi-sector group, shares a common vision – to prepare young children to be ready for school. The Initiative is dedicated to ensure children enter kindergarten ready to learn to read and to increase the number of children completing early childhood screening. **Our Success By 6 Initiative includes the following United Way of Greater Duluth early childhood efforts:**

#### Imagination Library

This is a free book program that delivers one book each month to children ages birth to five in the greater Duluth area. There are no eligibility requirements and zero cost to families.

#### The Big Red Bookshelf

The Big Red Bookshelf project places bright red bookshelves, stocked with gently-used or new books appropriate for children from birth - 3rd grade, in the community where families with young children visit. These books have been donated by community members. Children are invited to take a book home to keep and share!

#### Born Learning Trail

The Born Learning Trail provides tips about turning everyday moments into learning moments for infants and young children. Our Born Learning Trail is located at Memorial Park in West Duluth.

#### Ready-Set-Learn Kits

United Way provides learning kits to families participating in Early Childhood Screenings in Duluth and Hermantown. Kits include a quality book, educational activities and tips for parents.

#### Parent Resources & Awareness

United Way supports parents and caregivers with access to information and tools such as online Parent Resources and 2-1-1 Information and Referral.



If you would like to be involved with United Way of Greater Duluth's Success By 6 Initiative, call 218-726-4770.

# HIGH-IMPACT INITIATIVES

## MAKING A DIFFERENCE

### United Way 2-1-1

United Way 2-1-1 is a free service offered 24/7/365 to anyone seeking information and referral simply by dialing 2-1-1 or 800-543-7709 for cell phone users. United Way 2-1-1 serves residents of Carlton, Cook, Dodge, Freeborn, Goodhue, Kanabec, Lake, Mille Lacs, Mower, Pine, Olmsted, Rice and St. Louis Counties in Minnesota, and Douglas County in NW Wisconsin.

### 2-1-1 IMPACT

Last year, nearly 18,000 referrals were made through United Way 2-1-1 Information and Referral directing individuals to community resources.



### United Way Volunteer Center

Volunteering is a great way to give back to your community, and you'll get the great feeling of knowing you made a difference. United Way's Volunteer Center connects local volunteers with opportunities that match their skills and interests. For more information, please visit:

[www.volunteerduluth.org](http://www.volunteerduluth.org).

### Volunteer Center

**IMPACT** Last year the Volunteer Center connected people with over 800 volunteer opportunities in the Twin Ports. Volunteers tracked over 2,000 hours of service – providing the equivalent of almost \$44,000 to local agencies by using the Volunteer Center website.



Barb Lucia, Grandmas Restaurant Company Corporation and Lisa Doty, MJP Management, painted at First Witness for a Day of Caring Project.

# COMMUNITY IMPACT

## BEING A LEADING COMMUNITY PARTNER ENGAGED IN CREATING LASTING CHANGES

### Delegation on Educational Outcomes

For many years, United Way has tracked the affects of poverty on children in Greater Duluth with a focus on early childhood care and education, youth development and K12 education. Today, statistics show that 26% of our community's children are not graduating from high school in four years. For children of color and Native American children, that number increases to 75% and 66% respectively.

Knowing that the responsibility to ensure the success of our children should not be solely placed on the schools, United Way of Greater Duluth formed the Delegation on Educational Outcomes. The Delegation which is made of individuals

representing higher education, government, community organizations, Independent School District #709, the general public, and non-profits has been meeting monthly to explore the issues of on-time high school graduation and the racial and socio-economic disparities that exist in our community. The Delegation is charged with investigating, reviewing and making recommendations for the development of a multi-year Mobilization Plan which will outline strategies for the community to implement along the birth to 18 continuum and positively impact the success of our youth and increase on-time graduation rates for all children.



# AGENCIES WE SUPPORT

## FUNDING OVER 50 LOCAL PROGRAMS

<b>AGENCY</b>	<b>AGENCY PROGRAM</b>
American Red Cross <i>Northland Chapter</i> ...	Disaster/Emergency Services
Arc Northland.....	FASD Intervention • Family/Child Mental Health
Boy Scouts <i>Voyageurs Area Council</i> .....	Boy Scouting (Central/East Hillside)
Boys & Girls Clubs of the Northland.....	Boys & Girls Clubs of Duluth
Center City Housing.....	Transitional Housing
Children's Dental Services.....	SMILES Across MN Duluth
Churches United in Ministry.....	Drop-in Center • Emergency Shelter
Community Action Duluth.....	FAIM - Asset Dev • EITC - Free Tax Site
Copeland / Valley Youth Centers.....	Youth Development
Courage Center.....	Courage Duluth
Damiano Center.....	Soup Kitchen • Kids Café • Social Services • Clothing Programs
DAIP.....	Domestic Abuse Intervention Program
Duluth Area Family YMCA.....	Community Services • Compass
Girl Scouts of MN & WI Lakes and Pines.....	At Risk Outreach
Goodwill.....	Community Employment
Grant Community School Collaborative.....	Collab Youth & Family Programs
Human Development Center.....	Family & Individual Counseling
Lake Superior Community Health Center....	Clinical Medical Services
Legal Aid Service of NE MN.....	Legal Services - Duluth
Life House.....	Kids to Adults Trans KATS • Teen Parent Program
Little Treasures Center.....	Childcare & Family Center
Lutheran Social Service.....	Consumer Credit Counseling • Together for Youth • First Year Program • Young Parent Program • Foreclosure Prevention • Bethany Crisis Nursery
Neighborhood Housing Services.....	Homebuyer Education Program
North Country R.I.D.E.....	Therapeutic Horseback Riding
Safe Haven Shelter.....	Legal Advocacy
Salvation Army.....	Food Services • Emergency Services • Family Transitional Housing
Second Harvest Northern Lakes Food Bank....	Duluth Food Bank
SOAR Career Solutions.....	Career Development Program
Woodland Hills.....	Neighborhood Youth Services
YWCA.....	Girls & Youth Programs • Early Childhood Center



# 2010-2011 FINANCIALS

## INVESTING IN OUR COMMUNITY

### Statement of Activities

	<u>06/30/2011</u>	<u>06/30/2010</u>
<b>Support and revenue</b>		
Campaign receipts		
Gross campaign receipts	\$ 2,054,806	\$ 2,011,113
Estimated pledge loss	(19,136)	(41,406)
<b>Net campaign receipts</b>	<u>2,035,670</u>	<u>1,969,707</u>
Grants and other support		
Grant income	332,175	306,233
Other contributions	3,017	10,969
Sponsorships	35,734	31,350
Bequests and memorials	39	36,202
Special events	46,283	53,572
Services revenue	69,917	44,714
Other support	16,264	16,868
Donated services	7,070	7,718
<b>Total grants and other support</b>	<u>510,499</u>	<u>507,626</u>
Investment revenue		
Perpetual trust support	138,494	142,256
Duluth Superior Area Community Foundation support	46,512	52,773
Interest income	3,558	2,073
Change in beneficial interest in assets held by others	90,951	48,975
Change in beneficial interest in perpetual trust	414,572	167,879
<b>Total investment revenue</b>	<u>694,087</u>	<u>413,956</u>
<b>Total support and revenue</b>	<u>3,240,256</u>	<u>2,891,289</u>
<b>Allocations and expenses</b>		
Allocations and program support		
Gross funds awarded for programs	1,479,299	1,510,866
Initiatives distributions	113,375	108,825
Other program services	620,979	639,789
<b>Total allocations and program support</b>	<u>2,213,653</u>	<u>2,259,480</u>
Management and general	128,616	112,847
Fundraising	309,899	321,221
<b>Total allocations and expenses</b>	<u>2,652,168</u>	<u>2,693,548</u>
<b>Increase / (decrease) in net assets</b>	<u>\$ 588,088</u>	<u>\$ 197,741</u>

United Way of Greater Duluth is audited by the firm of McGladrey & Pullen.

# 2010-2011 ALLOCATIONS

## INVESTING IN OUR COMMUNITY

### Statement of Financial Position

	<u>06/30/2011</u>	<u>06/30/2010</u>
<b>Assets</b>		
Cash	\$ 790,203	\$ 734,850
Contributions receivable, less allowance for uncollectibles of \$60,961 in 2011 and \$67,979 in 2010	768,092	729,295
Other receivables	50,660	54,413
Prepaid expenses	15,469	18,279
Property and equipment, net of depreciation	53,748	82,408
Beneficial interest in Perpetual Trust	3,074,708	2,660,136
Beneficial interest in Assets held by Others	<u>724,402</u>	<u>663,450</u>
<b>Total assets</b>	<b><u>\$ 5,477,282</u></b>	<b><u>\$ 4,942,831</u></b>
<b>Liabilities and Net Assets</b>		
Liabilities		
Allocations and designations payable	\$ 1,100,907	\$ 1,116,845
Accounts payable	3,047	11,354
Accrued expenses	<u>53,833</u>	<u>53,225</u>
<b>Total liabilities</b>	<b><u>1,157,787</u></b>	<b><u>1,181,424</u></b>
Net Assets		
Unrestricted:		
Board designated	337,823	262,405
Property and equipment	53,748	82,408
United Way Endowment Fund	<u>724,402</u>	<u>633,450</u>
<b>Total unrestricted net assets</b>	<b>1,115,973</b>	<b>978,263</b>
Temporarily restricted	128,814	93,008
Permanently restricted	<u>3,074,708</u>	<u>2,660,136</u>
<b>Total net assets</b>	<b><u>4,319,495</u></b>	<b><u>3,731,407</u></b>
<b>Total liabilities and net assets</b>	<b><u>\$ 5,477,282</u></b>	<b><u>\$ 4,912,831</u></b>

### Major Program Investments

<b>Community Impact Programs &amp; Initiatives</b>	<b>\$264,700</b>
<b>Community Investments</b> <i>Education, Income, Health, and Basic Needs</i>	<b>\$1,487,767</b>
<b>United Way 2-1-1 Information &amp; Referral</b>	<b>\$118,699</b>
<b>Other Programs</b> <i>Supporting Success By 6, Imagination Library, SMILES, Lake Superior Initiative, Community Program, and the Volunteer Center</i>	<b>\$342,487</b>

# ENGAGEMENT OPPORTUNITIES

Women's Leadership Council of United Way of Greater Duluth is a powerful collaboration of women committed to improving the quality of life in the greater Duluth area. The purpose is to energize and inspire women to make a difference—by advocating for issues important to them, taking a leadership role in advancing United Way's work, and making a personal commitment of time, talent or treasure. Currently the efforts of United Way's Women's Leadership Council are focused on improving early childhood care and education.



If you are interested in joining this dynamic group of women, please contact United Way at 218.726.4770 or email [BBabineau@unitedwayduluth.org](mailto:BBabineau@unitedwayduluth.org).

## GIVE.

INVEST IN YOUR COMMUNITY

The workplace campaign is the easiest and most powerful way to invest in your community, but you can also make a contribution at [www.unitedwayduluth.org](http://www.unitedwayduluth.org)

## ADVOCATE.

CHAMPION THE CAUSE

You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor. United Way needs people who are passionate about education, income and health to make some noise. Sign up for our eNewsletter at: [www.unitedwayduluth.org](http://www.unitedwayduluth.org) so you can stay in the know about what's happening right here in our area.

## VOLUNTEER.

LEND A HAND

United Way's Volunteer Center works with volunteers and local nonprofits to develop the best opportunities for youth, busy working adults and seniors. Visit [www.volunteerduluth.org](http://www.volunteerduluth.org) for a list of local volunteer opportunities.

**HOW TO  
LIVE UNITED  
IN GREATER DULUTH:  
JOIN HANDS.  
OPEN YOUR HEART.  
LEND YOUR MUSCLE.  
FIND YOUR VOICE.  
GIVE 10% GIVE 100%  
GIVE 110%.  
GIVE AN HOUR.  
THINK OF WE BEFORE ME.  
REACH OUT A HAND TO ONE AND  
INFLUENCE  
THE CONDITION OF ALL.**



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[United Way of Greater Duluth](#)

# 2010-2011 BOARD OF DIRECTORS

## 2010-2011 Officers

### Jenny Peterson, Chair

Generations Health Care Initiatives

### Rocklon (Rocky) Chapin, Vice Chair

Community Leader/Volunteer

### Deanna Benson, Treasurer

Republic Bank

### Dan Leslie, Secretary

IBEW 31, Minnesota Power

### Karen Alworth

Community Leader/Volunteer

### Lisa Bartlett

Maurices

### Cassandra Beardsley

First Solutions

### Marianne Bohren

WLSSD

### Ken Browall

Duluth News Tribune

### Marlene David

Community Leader/Volunteer

### Steve Decatur

Community Leader/Volunteer

### Gary Eckenberg

St. Louis County

### Larry Goodwin

The College of St. Scholastica

### Peter Hedstrom

U.S. Bank

### Don Hoag

City of Duluth, Workforce Development

### John Kelly

Hanft Fride, A Professional Association

### Diane Laabs

NewPage Corporation

### Rebecca L. Meyer

University of Minnesota Extension

### Lisa Neitzel

JPG Group

### Bryce A. Nixon

Gilbert Law Office

### Dan O'Neill

Duluth Central Labor Body/Plumbers & Steamfitters Local 11

### Steve Patronas

RBC Wealth Management

### Roz Randorf

Duluth News Tribune

### Diane Rauschenfels

UMD Education

### Barbara Reyelts

Northland's News Center

### Steve Risacher

Carpenters Local 361

### Laura L. Schauer

ALLETE, Inc.

### Laura Sieger

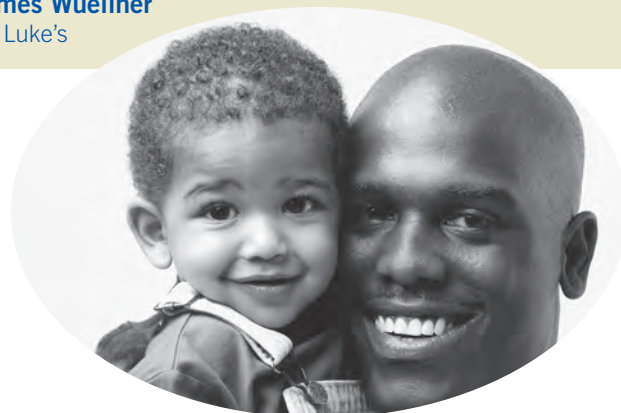
WestmorelandFlint

### James Wuellner

St. Luke's

## MISSION

**TO LEAD A UNITED EFFORT TO STRENGTHEN  
OUR COMMUNITY BY MOBILIZING RESOURCES  
TO IMPROVE PEOPLE'S LIVES.**



## STAFF

**Bekki Babineau**

Director of Campaign  
and Resource Development

**Rebecca Ballou-Buck**

Finance Director

**Jeanette Benusa**

Finance Assistant

**Anita Gille**

Project Manager

**Tracy Gilsvik**

Marketing Director

**Nicole Haenke**

Community Engagement Manager

**Susan Knauss**

Campaign Associate

**Beth Peterson**

Community Services Director

**Jen Peterson**

Community Initiatives Coordinator

**Paula Reed**

President

**Emily Serrano Rivera**

Director of Community Impact

**Stephanie Thompson**

AmeriCorps Member

### United Way Volunteer Center

**Nicole Haenke**

**George Ashenmacher**

AmeriCorps Member

### United Way 2-1-1 Information & Referral

**Lindsey Brockman**

2-1-1 Information Specialist

**Laura Spafford**

2-1-1 Information Specialist

**Rory Strange**

2-1-1 Program Coordinator

**Lynetta Martin**

2-1-1 Information Specialist



# LIVE UNITED™

Donate your time, talent and treasure.

Visit [volunteerduluth.org](http://volunteerduluth.org) and lend a hand.

Contribute to United Way's annual fundraising campaign.

Make a difference in a child's life. Become a tutor or mentor.  
Visit [Volunteerduluth.org](http://Volunteerduluth.org)

Sponsor a child to receive free books through Imagination Library at  
[UnitedWayDuluth.org](http://UnitedWayDuluth.org)

Get involved in your children's school.  
Step Up for Students at [VolunteerDuluth.org](http://VolunteerDuluth.org).

Join United Way of Greater Duluth's Women's Leadership Council.

Find more information at [UnitedWayDuluth.org](http://UnitedWayDuluth.org)

Join United Way of Greater Duluth's Success By 6 Council.

Coordinate a book drive at your workplace.

Call 2-1-1 to learn about community resources & opportunities.

Stay informed. Sign up for our eNewsletter at [unitedwayduluth.org](http://unitedwayduluth.org).

# LIVE UNITED

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