

LIVE

2008-2009 ANNUAL REPORT
UNITED WAY OF GREATER DULUTH

UNITED



LETTER FROM THE PRESIDENT

We all win when a child succeeds in school,
when families are financially stable,
when people are healthy.

We Exist to Improve People's Lives. And 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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Dear Friends,

Our year has been filled with many challenges. We've faced these challenges with optimism and a renewed commitment to our mission of helping others. We have diligently worked to overcome these obstacles—by stretching our resources and developing strong partnerships—in order to enhance and meet the needs of all our area's residents.

As tough economic times impact us all, our donors stepped up to the plate to increase our campaign total over last year.

Your generosity as donors allows us to serve our friends, families and neighbors in need. Today, more than ever, we know people in our community are reaching out to connect with vital services as they strive to improve their quality of life.

During the course of 2008-2009, we expanded our Success By 6 initiative, a community-wide collaboration that fosters successful children and youth. In the coming year, we look forward to launching our Women's Leadership Council along with other efforts that create a better life for all. United Way will continually look for the most effective ways to help people gain access to educational, economic and health-related opportunities.

We recognize that our success is a direct result of the tireless efforts of our donors, volunteers and community partners. We hope that you enjoy our 2008-2009 Annual Report and we encourage you to continue to join us in caring for our community.

Thank you for your support.

Paula Reed

Paula Reed
President

2008-2009 BOARD OF DIRECTORS

Sue Thompson, Chair
Minnesota Power

Jenny Peterson, Vice Chair
Generations Health Care Initiatives

Dan Leslie, Secretary
IBEW 31, Minnesota Power

Mike Altman, Treasurer
Eikill & Schilling LTD

Karen Alworth
Community Leader/Volunteer

Cassandra Beardsley
First Plan of Minnesota

Bill Bennett
LHB, Inc.

Deanna Benson
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Marianne Bohren
WLSSD

Rocklon (Rocky) Chapin
St. Mary's Duluth Clinic Health System

Marlene David

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Western Bank

Larry Goodwin
The College of St. Scholastica

Marlene Hart
Community Leader/Volunteer

Peter Hedstrom
U.S. Bank

Don Hoag
City of Duluth, Workforce Development

John Kelly
Hanft Fride, A Professional Association

Diane Laabs
NewPage Corporation

Laura Laakonen
UNITE HERE

Mark LaLiberte
NASC Compass Minerals

Rebecca L. Meyer
University of Minnesota Extension

Lisa Neitzel
JPG Group

Terri Newman
Qwest

Bryce A. Nixon
Community Leader/Volunteer

Beth Peterson
UMD-Recreational Sports Outdoor Program

Laura L. Schauer
ALLETE

Bill Wade
UMD

James Wuellner
St. Luke's Hospital

OUR PRIORITY AREAS

INVESTING WISELY. CREATING CHANGES. PREVENTING PROBLEMS.

1. Fostering Successful Children & Youth

United Way of Greater Duluth fosters the healthy development of children and youth to ensure they are ready to succeed in school and life.

2. Improving People's Health

United Way of Greater Duluth supports increased access to healthcare services and benefits to improve the physical, mental and dental health of uninsured and under-insured people.

3. Promoting Financial Stability & Independence

United Way of Greater Duluth promotes financial stability and independence to assist lower-income individuals and families transition out of poverty by increasing income opportunities and building their savings and assets.

4. Ensuring a Strong Network of Basic Human Services

United Way of Greater Duluth provides vital ongoing support to organizations and programs that meet people's emergency and transitional need for food, shelter, housing, safety and clothing.

A quality education is essential to obtaining and keeping a job with a livable wage and health benefits. An income adequate to pay for today's necessities and save for the future will help families become financially stable. Access to quality health care keeps children on track in school and adults productive at work. Strong, vibrant and healthy individuals and families are the cornerstone of every community.



MISSION

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



UNITED WAY SUCCESS BY 6

CHILDREN ENTER KINDERGARTEN READY TO LEARN & SUCCEED



What would happen if all children started their first day of kindergarten ready to succeed—socially, developmentally and academically?

Kids would stay in school. Crime rates would drop. So would teenage pregnancy. Graduation rates would improve. Our workforce would be better prepared and job productivity would increase. We are working to insure that all children are prepared to succeed when they enter school.

Success By 6, through strategic partnerships, engages the whole community in early childhood development, and funds programs that provide effective services for young children and their families.

Good early childhood education helps the young brain develop in healthy ways. The experiences and the learning of a child in early years can support them throughout their entire life.

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



Our Success By 6 initiative includes the following:

Imagination Library

Imagination Library is an early-literacy program that gets books in the hands of children. The program mails new, age-appropriate books to kids every month until their fifth birthday to promote early learning and literacy in the home. The program is free to families in the Greater Duluth area thanks to our donors and sponsors. Currently, over 3,000 area children are enrolled.

The Big Red Bookshelf

Big red bookshelves are located throughout the community where families and young children go every day. Stocked with gently-used or new books appropriate for children ages birth to third grade, young children are invited to take a book home to keep and share!

Born Learning Trail

Born Learning is a public awareness campaign with tips on turning everyday moments into learning moments for infants and young children. Our Born Learning Trail is located in Memorial Park in West Duluth.

Ready-Set-Learn Backpacks

United Way provides 1,200 backpacks for families participating in Early Childhood Screenings in Duluth. These backpacks are filled with books, crayons, scissors and other fun items that help kids get ready for kindergarten.

Parent & Caregiver Resources

United Way supports parents and caregivers with access to resources such as the online Parent Toolkit and 2-1-1 Information and Referral.

HIGH-IMPACT INITIATIVES

MAKING A DIFFERENCE

United Way 2-1-1

United Way 2-1-1 provides people with information and referral to community resources. 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, Omsted, Rice and St. Louis Counties in Minnesota, and Douglas County in NW Wisconsin.



Smiles Across Minnesota-Duluth

United Way of Greater Duluth helped launch the SMILES program in Duluth in early 2008. This program provides preventative dental services to low-income, uninsured and underinsured children ages three to twelve in the Duluth Public Schools and Head Start Centers. Children's Dental Services administers the program. United Way continues to promote and target a portion of its investments into this impactful program. In total from September 2008 through June 2009, Children's Dental Services served 1,238 children.



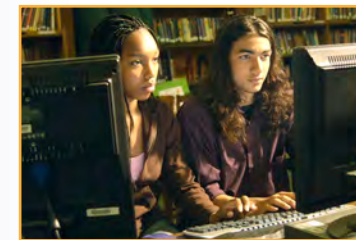
Hands On Greater Duluth Volunteer Center

Volunteering is a great way to give back to your community, and you'll get the great feeling of knowing you made a difference. The volunteer center of United Way of Greater Duluth, Hands On Greater Duluth, connects local volunteers with opportunities that match their skills and interests.



Lake Superior Initiative

In partnership with the Duluth Area Family YMCA, United Way oversees a three-year, federally-funded program to build the efficiency, effectiveness and capability of our region's community organizations. Funding for the Initiative includes two grants that resulted from the joint efforts of the YMCA and United Way of Greater Duluth. *Funding provided by the Compassion Capital Fund, a program of the Administration for Children and Families, sponsored by the U.S. Department of Health and Human Services.*



COMMUNITY IMPACT

BEING A LEADING COMMUNITY PARTNER ENGAGED IN CREATING LASTING CHANGES

Our Community Impact approach addresses key community challenges through partnerships and a focus on measurable results that improve people's lives and strengthen the community.

No individual agency can solve all the pressing health and human services issues which face our community. United Way recognizes the value of working together to create lasting positive community change.



Be part of improving the health, education and income of people in the Greater Duluth area. Because united we stand. United, we elevate. United, we can change what we see in our world.

www.unitedwayduluth.org

Community Impact Report 2009: Investing in Our Children Investing in Our Future

As in previous years, United Way of Greater Duluth released a comprehensive community report to increase awareness about critical health and human service issues. The 2009 report identifies issues facing children and youth in the Duluth community. Featuring literature review, key leader interviews, impact stories, key issues and recommendations, this year's report promotes the idea that one of the smartest investments our community can make is to invest in our children—our future.

All reports are available online at www.unitedwayduluth.org



COMMUNITY IMPACT

BEING A LEADING COMMUNITY PARTNER ENGAGED IN CREATING LASTING CHANGES

Annual Day of Caring



Annual Chili Cook-off Campaign Kick-off



Annual Bike Swap



AGENCIES WE SUPPORT FUNDING OVER 50 LOCAL PROGRAMS

- Arc Northland
- Boy Scouts - Voyageurs Area Council
- Boys & Girls Clubs of the Northland
- Churches United in Ministry
- Community Action Duluth
- Copeland Community Center
- Courage Center - Duluth
- DAIP - Domestic Abuse Intervention Programs
- Damiano of Duluth
- Duluth Area Family YMCA
- Duluth Community Garden Program
- Girl Scouts of MN & WI - Lakes and Pines
- Goodwill Industries Vocational Enterprises, Inc.
- Grant Community School Collaborative
- Human Development Center
- Lake Superior Area Family Services
- Lake Superior Community Health Center
- Legal Aid Service of NE MN
- Life House
- Little Treasures Childcare and Family Center
- Lutheran Social Service
- Neighborhood Housing Service of Duluth
- North Country R.I.D.E.
- Northland American Red Cross
- Program for Aid to Victims of Sexual Assault
- Safe Haven Shelter for Battered Women
- Second Harvest Northern Lakes Food Bank
- SOAR Career Solutions
- The Salvation Army
- Valley Youth Center
- Women's Community Development Organization
- Woodland Hills-Neighborhood Youth Services
- YWCA of Duluth



2008-2009 FINANCIALS

INVESTING IN OUR COMMUNITY

	06/30/2009	06/30/2008
Support and revenue		
Campaign pledges	2,061,725	2,085,228
Estimated pledge loss	(81,160)	(33,759)
Grants and program support		
2-1-1 Information & referral	97,419	98,374
Volunteer Center	44,152	28,767
Success By Six	100,530	158,273
Capacity building	255,714	125,283
Financial stability	15,000	-
Homelessness	28,031	16,813
Total grants and program support	540,846	427,510
Other support		
Loaned executive donation	22,300	13,900
Special events	23,692	34,874
Donated services	21,587	39,977
Other support	26,478	15,773
Total other support	94,057	104,524
Investment revenue		
Perpetual trust support	138,634	180,465
Duluth Superior Area Community Foundation support	60,669	60,747
Interest income	8,423	18,873
Change in beneficial interest in assets held by others	(217,941)	(38,543)
Change in beneficial interest in perpetual trust	(627,958)	(418,347)
Total investment revenue	(638,173)	(196,805)
Total support and revenue	1,977,295	2,386,698
Allocations and expenses		
Allocations & program support		
Gross funds awarded for programs	1,591,496	1,577,537
Initiatives distributions	41,933	35,117
Other program services	913,606	673,840
Total allocations & program support	2,547,035	2,286,494
Management and general	153,860	142,350
Fundraising	336,374	319,418
Total allocations and expenses	3,037,269	2,748,262
Increase / (decrease) in net assets	(1,059,974)	(361,564)

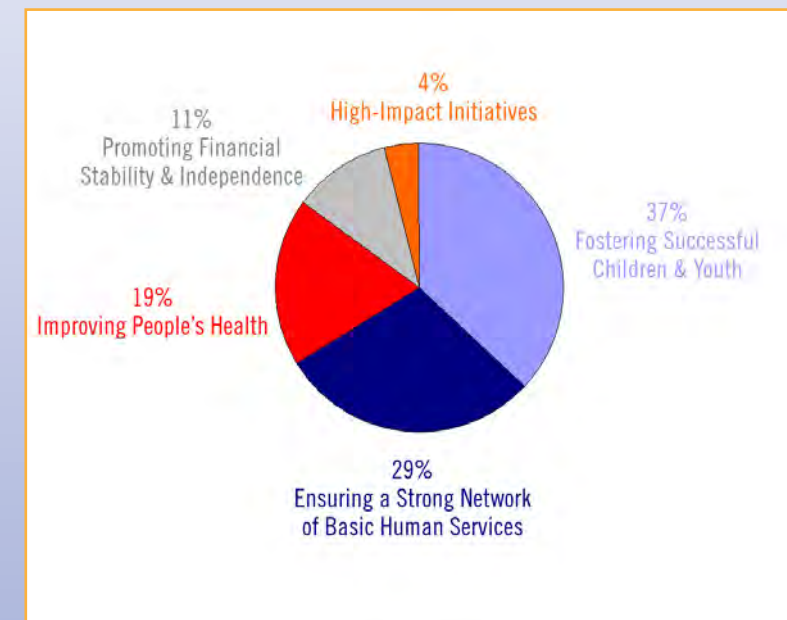
The decrease in net assets above reflects the loss of market value in investments.
United Way of Greater Duluth is audited by the firm of McGladrey & Pullen.

2008-2009 ALLOCATIONS

INVESTING IN OUR COMMUNITY

The pie chart below illustrates how 2008-2009 fiscal dollars were directed by United Way volunteers to programs and initiatives with a proven track record of fostering successful children and youth, ensuring a strong network of basic human service, promoting financial stability and independence, and improving people's health.

Thanks to a generous community, United Way made the following community investments.



COMING IN 2009-2010 WOMEN'S LEADERSHIP COUNCIL

Development of the United Way of Greater Duluth Women's Leadership Council is currently underway.

The group is comprised of women philanthropists who wish to lend their energy, expertise and generosity to improve the lives of children in the Greater Duluth area.

The WLC supports high-impact initiatives with time, talent and treasure. The first initiative is raising funds for Imagination Library, a free book program for children birth through age five.

If you are interested in joining this dynamic group of women, please contact United Way at 218.726.4770 or email agille@unitedwayduluth.org.



GIVE.

The workplace campaign is the easiest and more powerful way to invest in your community. As always, we will also process a restricted contribution to qualified 501(c)3 organizations.

ADVOCATE.

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 so you can stay in the know about what's happening right here in our area.

VOLUNTEER.

United Way's volunteer center, HandsOn Greater Duluth, works with volunteers and local nonprofits to develop the best opportunities for youth, busy working adults and seniors. Visit www.unitedwayduluth.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.**

STAFF

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Program Manager

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Demonstration Grant
Program Manager

Hands-On Greater Duluth Volunteer Center

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Program Coordinator

Susan Marks
AmeriCorps Member

Galynn White
AmeriCorps Member - VISTA

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

DON'T JUST WEAR THE SHIRT. LIVE IT.



Donate your time, talent and treasure.

Call Hands On of Greater Duluth 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.

Sponsor a child to receive free books through Imagination Library.

Get involved in your children's school.

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

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.

You fed more than 100,000 meals to hungry Duluthians. You gave 143 area kids access to early-childhood education. You taught 322 people how to find work. You gave 87 of them a job. You showed them how to become self-sufficient. You helped 235 compulsive gamblers quit gaming and find stability in their lives. You got medical care for 2,700 people in poverty. You put clothes on the backs of 24,000 people in the city. You gave the kids at Boys & Girls Club 61,971 hours of safe pastime activities. You made it possible for 65 people to buy a house, start a small business or go to college. You helped 255 families avoid foreclosure. You enabled 450 uninsured Duluthians find necessary mental health care. You supported 572 kids and their families by providing dependable role models and youth mentors. You helped local food shelves distribute 1,342,957 pounds of food. You answered the 11,000 questions that came into the 2-1-1 call center. You served 785 children and teens with Fetal Alcohol Syndrome Disorder. You hosted employment workshops for 257 future employees. You helped more than half of elementary and middle school students improve their grades. You aided 1,224 households in claiming more than \$2 million in income tax refunds. You put thousands and thousands and thousands of books on kids' bookshelves. You gave disaster relief to 109 local families in the most dire need. You helped 390 parents and 600 children with disabilities find medical care, social services, education and other support. You supported employment assessment for 177 Duluthians. You helped 200 low-income families become homeowners. You filled 1,200 backpacks with early-learning resources from crayons to parenting tips. You provided financial counseling to more than 2,800 individuals. You supported health and healing by making available 1,185 hours of individual and family therapy. You helped 125 young people with mental health or chemical dependency issues. You made sure 155 people got the psychological evaluations and medications they needed. You put food on the table for more than 5,000 people a month. You provided 300 hours of mental health services for 190 individuals. You made 2,381 victims of sexual assault feel safe again. You offered free educational, recreational, cultural and service learning programs to more than 550 kids. [You ensured a stronger network of basic human services.](#) [You improved people's health.](#) [You promoted financial stability and independence.](#) [You supported success for children and young people.](#) [You live united.](#) [And we all get results.](#)

Sign-up for our eNewsletter at:
www.unitedwayduluth.org

UNITED LIVE

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