

LIVE

2009-2010 ANNUAL REPORT
UNITED WAY OF GREATER DULUTH

UNITED



**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,

Thank you for another year of generous caring and support. Even as the economy imposed challenges across all levels of our community, state and nation this past year, you remained committed to providing for your neighbors in need. Together, we held strong to our collective efforts to ensure that the Greater Duluth area is a strong and vibrant place to live and work today and for generations to come.

Clearly, the 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 demonstrate our commitment to integrity, community, compassion and improving lives by achieving measurable results in the four priority areas of Education, Income, Health and Basic Needs.

This past year, to enhance these efforts, United Way of Greater Duluth:

- Launched its Women's Leadership Council, a powerful collaboration of women committed to improving the quality of life in the Greater Duluth area - women who will be inspired to make a difference by advocating for issues they care about and taking a leadership role on what is important to them.
- Completed its first ever "CAN-DO" – Campaign Analysis Now – process to analyze current methods, identify best practices and implement new strategies that will maximize our community fundraising efforts.
- Increased access to resources through United Way 2-1-1 Information and Referral by making nearly 18,000 referrals to more than 13,000 individual callers.

This 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

2009-2010 BOARD OF DIRECTORS

2010-2011 Officers

Jenny Peterson, Chair

Generations Health Care Initiatives

Rocklon (Rocky) Chapin, Vice Chair

Community Leader/Volunteer

Dan Leslie, Secretary

IBEW 31, Minnesota Power

Deanna Benson, Treasurer

Republic Bank

Mike Altman

Eikill & Schilling LTD

Karen Alworth

Community Leader/Volunteer

Lisa Bartlett

Maurices

Cassandra Beardsley

First Solutions

Marianne Bohren

WLSSD

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

Plumbers & Steamfitters Local 11/Duluth Central Labor Body

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.**

OUR PRIORITY AREAS

INVESTING WISELY. CREATING CHANGES. PREVENTING PROBLEMS.

1. EDUCATION

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. INCOME

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

3. 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.

4. BASIC NEEDS

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.



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 3,622 area children are enrolled and 1,417 children have graduated from the program.

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 1,400 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

Last year, nearly 18,000 referrals were made through United Way 2-1-1 Information and Referral directing individuals 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, Olmsted, Rice and St. Louis Counties in Minnesota, and Douglas County in NW Wisconsin.



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.



Lake Superior Initiative (LSI)

In partnership with the Duluth Area Family YMCA, United Way managed a three-year, federally-funded program to build the efficiency, effectiveness and capability of our region's community organizations. Funding included two grants resulting from the joint efforts of the YMCA and United Way of Greater Duluth. Last year, LSI invested \$290,600 in 35 agencies for capacity building and provided an additional \$46,580 in technical assistance & training.



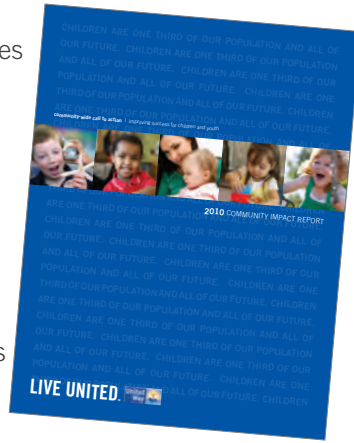
Funding provided by the Compassion Capital Fund, a program of the Administration for Children and Families, sponsored by the U.S. Department of Health and Human Services.

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.



Composition of Delegation

The Delegation will be composed of public figures, business leaders, parents, educational leaders, clergy, nonprofit leaders, union leaders and others who are involved and can address these issues through their work.

All reports are available online at www.unitedwayduluth.org

Delegation on Educational Outcomes

United Way of Greater Duluth (UWGD) is convening a group of community leaders to explore the issues of on-time high school graduation and the racial and socio-economic disparities that exist in our community. This group, the Delegation on Educational Outcomes and Attainment for Youth, will select specific areas to investigate, review and gather data, and make recommendations for action in our community. Using these recommendations, UWGD will work with the Delegation to develop a multi-year Mobilization Plan for implementation of proven strategies in the community.

Locally, UWGD has spent the past several years tracking the affects of poverty on children in Greater Duluth with a focus on early childhood care and education, youth development and K-12 education. Today, statistics show that 25% of our community's children are not graduating from high school.

For children of color and Native American children, the number increases to 51% and 66% respectively. Research demonstrates to increase on-time graduation rates for all students, we must focus on the entire education continuum from birth through age 18. By implementing strategies along the continuum, we can achieve positive results. On time graduation rates serve as a primary measure of the impact on our children and our community. As a community, we must come together to ensure that our youngest citizens succeed.



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

- American Red Cross, Northland Chapter
- Arc Northland
- Boy Scouts - Voyageurs Area Council
- Boys & Girls Clubs of the Northland
- Center City Housing
- 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
- Girl Scouts of MN & WI - Lakes and Pines
- Goodwill Industries
- Grant Community School Collaborative
- Human Development Center
- 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.
- Safe Haven Shelter for Battered Women
- Second Harvest Northern Lakes Food Bank
- SOAR Career Solutions
- The Salvation Army
- Valley Youth Center
- Woodland Hills-Neighborhood Youth Services
- YWCA of Duluth



2009-2010 FINANCIALS

INVESTING IN OUR COMMUNITY

Statement of Activities

	<u>06/30/2010</u>	<u>06/30/2009</u>
Support and revenue		
Campaign receipts		
Gross campaign receipts	\$ 2,011,113	\$ 2,061,725
Estimated pledge loss	(41,408)	(81,160)
Net campaign receipts	<u>1,969,707</u>	<u>1,980,565</u>
Grants and other support		
Grant income	306,233	473,231
Other contributions	10,969	-
Sponsorships	31,350	31,025
Requests and memorials	36,202	16,335
Special events	53,572	20,512
Services revenue	44,714	54,022
Other support	16,868	18,788
Donated services	7,718	20,876
Total grants and other support	<u>507,626</u>	<u>634,889</u>
Investment revenue		
Perpetual trust support	142,258	138,834
Duluth Superior Area Community Foundation support	52,773	60,889
Interest income	2,073	8,437
Change in beneficial interest in assets held by others	48,975	(217,841)
Change in beneficial interest in perpetual trust	187,879	(627,858)
Total investment revenue	<u>413,958</u>	<u>(638,158)</u>
Total support and revenue	<u>2,891,280</u>	<u>1,977,295</u>
Allocations and expenses		
Allocations and program support		
Gross funds awarded for programs	1,510,868	1,581,496
Initiatives distributions	108,825	41,833
Other program services	636,799	913,808
Total allocations and program support	<u>2,256,492</u>	<u>2,547,136</u>
Management and general	112,847	153,860
Fundraising	<u>321,221</u>	<u>336,374</u>
Total allocations and expenses	<u>2,683,548</u>	<u>3,037,280</u>
Increase / (decrease) in net assets	<u>\$ 197,741</u>	<u>\$ (1,059,974)</u>

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

2009-2010 ALLOCATIONS

INVESTING IN OUR COMMUNITY

Statement of Financial Position

	<u>06/30/2010</u>	<u>06/30/2009</u>
Assets		
Cash	\$ 734,850	\$ 648,901
Certificates of deposit	-	100,000
Contributions receivable, less allowance for uncollectibles of \$67,979 in 2010 and \$64,461 in 2009	729,295	748,123
Other receivables	54,413	113,635
Prepaid expenses	18,279	6,030
Property and equipment, net of depreciation	82,408	98,054
Beneficial interest in Perpetual Trust	2,660,136	2,492,257
Beneficial interest in Assets held by Others	<u>663,450</u>	<u>584,475</u>
Total assets	\$ 4,942,831	\$ 4,791,475
Liabilities and Net Assets		
Liabilities		
Allocations and designations payable	\$ 1,116,845	1,184,118
Accounts payable	11,354	32,289
Accrued expenses	<u>53,225</u>	<u>41,402</u>
Total liabilities	<u>1,181,424</u>	<u>1,257,809</u>
Net Assets		
Unrestricted:		
Board designated	262,405	251,120
Property and equipment	82,408	98,054
United Way Endowment Fund	<u>633,450</u>	<u>584,475</u>
Total unrestricted net assets	978,263	933,649
Temporarily restricted	93,008	107,760
Permanently restricted	<u>2,660,136</u>	<u>2,492,257</u>
Total net assets	<u>3,731,407</u>	<u>3,533,666</u>

Major Program Investments

Community Impact Programs & Initiatives	\$316,771
Community Investments <i>Supporting Children & Youth, Financial Stability, Health and Basic Human Services</i>	\$1,588,521
United Way 2-1-1 Information & Referral	\$119,844
Other Programs <i>Supporting Success by 6, Imagination Library, SMILES, Lake Superior Initiative, Community Program, and the Volunteer Center</i>	\$494,787

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 agille@unitedwayduluth.org.

GIVE.

INVEST IN YOUR COMMUNITY

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

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 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.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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Campaign Director

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Beth Peterson
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AmeriCorps Member

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United Way Volunteer Center

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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.

Visit 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.

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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