

United Way
of Siouxland

United
Way



Annual Report

2010-2011



LIVE UNITED™

United
Way



For additional copies please visit unitedwaysiouxland.com

ANNUAL REPORT LETTER

2010-11

We are fortunate to live in a generous community. Over the years, Siouxland has faced challenges and persevered. In the end, it has made us stronger and a better community. It is in this spirit that the United Way of Siouxland has called on the community to LIVE UNITED. This is a call to action we launched to mobilize Siouxland to advance the common good through strengthening education, increasing income, and improving health. It calls on the people of Siouxland to give, advocate, and volunteer to make lasting change in our community. Working with community partners that include local agencies, businesses, government agencies, school districts, and volunteers with diverse backgrounds, we have set out to:

- Ensure all children read at their age level by fourth grade.
- Reduce violence and bullying within families and our schools.
- Increase financial stability for families through increased access to training, tools, and resources.
- Continue to meet basic human needs through “safety-net” services.

We are proud to present this annual report to the community that highlights our efforts to LIVE UNITED. Please review this report to see the progress we are making to overcome our challenges and make Siouxland an even better place to live.



A handwritten signature in black ink that reads "Robert Dunker".

Dr. Robert Dunker
2010-11 Chair



A handwritten signature in black ink that reads "Tim Stiles".

Tim B. Stiles
President

Board of Directors 2010-2011

Executive Committee

Chair: **Dr. Robert Dunker**, Western Iowa Tech Community College

Vice Chair: **Chris Bogenrief**, United Commercial Real Estate

Past Board Chair: **Dave Madsen**, Morningside College

Treasurer: **Julie Schmidt**, Security National Bank

Secretary: **Tim Stiles**, United Way of Siouxland

Campaign Chairs: **Todd & Rhonda Moss**, Cannon Moss Brygger Architects

Community Impact Team Chair: **Marie Buckley**, Community Volunteer

NW IA Labor Federation Representative: **James Kavanaugh**, IBEW Local 231 AFL-CIO

Board Representative: **Brian Coyle**, Wells Fargo Bank

Board Members

Warren Baker, UFCW Local 1142

Dr. Angela Banks, Sioux City Community School District

Chris Bogenrief, United Commercial Real Estate

Marie Buckley, Community Volunteer

Brian Coyle, Wells Fargo Bank

Norma E. De La O, State of Iowa, New Iowa Center

Erica DeLeon, Mary J. Treglia Community House

Dr. Robert E. Dunker, Western Iowa Tech Community College

Janet Flanagan, Perry Creek Communications

Jim France, Siouxland Human Investment Partnership

Dr. Paul Gausman, Sioux City Community School District

Beth Grigsby, Briar Cliff University

Dr. Alan Heisterkamp, Waitt Institute for Violence Prevention

Lynn Kafka, Morningside College

James Kavanaugh, IBEW Local 231 AFL-CIO

Tammy Lee, American Red Cross

Dave Madsen, Morningside College

Curt Miller, City of Sioux City

Todd & Rhonda Moss, Cannon Moss Brygger Architects

Carlos Rodriguez, Younglove Construction LLC

Brian Pearson, Sara Lee Bakery Group

Jerry Pfeifer, Tyson Foods

Harlan Salvatori, Community Volunteer

Julie Schmidt, Security National Bank

Jim Spencer, Mercy Medical Center

Francisco Tostado, UFCW Local 222

Jon & Nan Winkel, Long Lines

Sharrell Wright, BPI Technology Inc.

Michael Yaneff, Great West Casualty Co.

Hall of Fame Companies

Recognition is given to select organizations that have a long history of supporting United Way of Siouxland with successful annual campaigns that incorporate “Best Practices”, their employees’ involvement as volunteers, and their ongoing support of United Way’s Mission.

185th Air Refueling Wing
BPI Technology, Inc. /Beef Products, Inc.
Great West Casualty Company
Henjes, Conner & Williams, P.C.
IBEW 499, AFL-CIO
Klinger Companies Inc.
Mercy Medical Center – Sioux City
MidAmerican Energy Company
St. Luke’s Health System
Security National Bank
Tyson Foods
UFCW Local 222

Corporate Champions

The following local companies pledged a corporate gift to underwrite United Way of Siouxland’s low administrative costs, allowing 100% of all additional gifts to go directly to programs and services funded by United Way.

1 st Financial Bank USA	MidAmerican Energy Company
Aalfs Manufacturing Company	Palmer Candy Company
American Pop Corn Company	Phillips Kiln Services, Ltd.
Argosy Casino – Sioux City	Pioneer Bank
Avery Brothers Sign Company	Scheels
BPI Technology, Inc /Beef Products, Inc.	Security National Bank
Cannon Moss Brygger Architects	Sioux City Brick & Tile Company
CF Industries	Sioux City Ford Lincoln Mercury
Chesterman Company	Sioux City Journal
Gelita USA-Sioux City	Siouxland Federal Credit Union
Great Southern Bank	St. Luke’s Health System
Great West Casualty Company	Tyson Foods
Klinger Companies, Inc.	Union Pacific Railroad
Knoepfler Chevrolet	U.S. Bank
KTIV Television, Inc.	Wells Enterprises, Inc.
Long Lines	Wells Fargo Bank
M+ Architects Planning & Interior Design	Williams & Company Consulting
Mercy Medical Center – Sioux City	Wilson Trailer Company

LIVE UNITED

The launch of **LIVE UNITED** was made to mobilize Siouxland to advance the common good through strengthening education, increasing income, and improving health.

Working with community partners that include local agencies, businesses, government agencies, school districts, and volunteers with diverse backgrounds, your United Way has set out to:

- *Ensure all children read at their age level by fourth grade.*
- *Reduce violence and bullying within families and our schools.*
- *Increase financial stability for families by increasing access to training & resources.*
- *Continue to meet basic human needs through “safety-net” services.*

Results of our recent partnerships are outlined on the next page.

For more information visit unitedwaysiouxland.com



United Way of Siouxland Funded Community Partners & Initiatives

CHILDREN GROW INTO SUCCESSFUL ADULTS

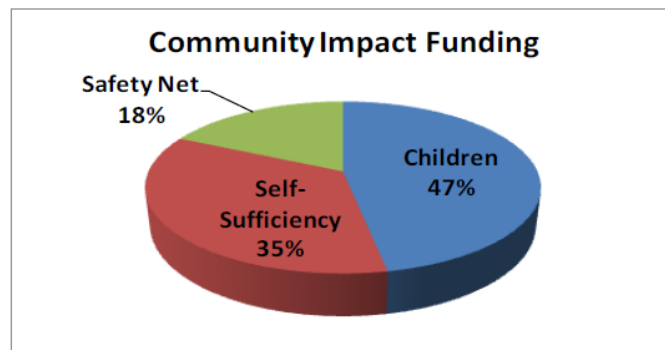
Big Brothers/Big Sisters
 Boy Scouts
 Boys Club
 Every Classroom Counts
 First Teacher
 Girl Scouts
 Girls Inc.
 Imagination Library
 Mary Elizabeth Day Care
 Mary J. Treglia Community House
 Native American Child Development Center
 Norm Waitt Sr. YMCA
 Sanford Center
 Stella Sanford Child Care Center
 Women United

SAFETY NET SERVICES PROVIDE CARE AND SUPPORT

2-1-1 Information & Referral Line
 Alzheimer’s Association
 American Red Cross
 ARC of Woodbury County
 Center for Siouxland
 Salvation Army
 Siouxland Center for Active Generations
 Siouxland Family Community Center

FAMILIES & INDIVIDUALS ACHIEVE SELF-SUFFICIENCY

Boys and Girls Home & Family Services
 Catholic Charities
 Center for Siouxland
 Crittenton Center
 CSADV
 Earned Income Tax Credit Outreach
 Lutheran Services in Iowa
 Mary J. Treglia Community House
 Siouxland CARES
 Women Aware
 Women’s Power Lunch Scholarships



Your United Way Contribution = RESULTS

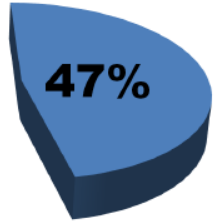
CHILDREN GROW INTO SUCCESSFUL ADULTS

Focus Area Programming

- After school & summer programs
- Pre-School & school preparation programs
- Additional Youth Programming

impacted

- 3,945
- 2,715
- 8,765



THE IMPACT: In Siouxland, after 3 years of Every Classroom Counts in 4 area schools, the percent of children reading proficiently at the 4th grade level has increased by 7%. We continue to work together with community partners such as Big Brothers Big Sisters and Sioux City Community Schools to increase literacy skills and empower students to succeed in school and life.

INVESTMENT: United Way is investing 47% of available resources into this focus area.

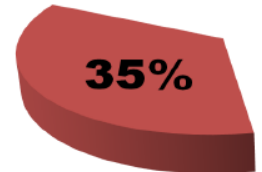
FAMILIES AND INDIVIDUALS ACHIEVE SELF-SUFFICIENCY

Focus Area Programming

- Economic stability coaching, scholarships & services
- Therapy, counseling, and parenting classes
- Shelter & counseling for abused
- Translation & immigration services
- Substance abuse prevention services

impacted

- 6,825
- 4,647
- 1,549
- 5,662
- 6,844



THE IMPACT: In the past 4 years, United Way's Earned Income Tax Program has returned over \$925,000 in EIT Credits to low income, working families. In 2010, \$1.8 million was also paid to creditors by clients of the Consumer Credit Counseling program which helps individuals reduce debt while avoiding bankruptcy. In addition, programs reducing violence have improved parenting skills and targeted bullying.

INVESTMENT: United Way is investing 35% of available resources into this focus area.

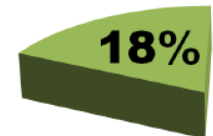
SAFETY NET SERVICES CONTINUE TO PROVIDE CARE AND SUPPORT

Focus Area Programming

- Disaster support, education and military communication
- Information or access to food and other necessities
- Senior citizens & special needs assistance to improve quality of life

impacted

- 20,241
- 15,646
- 4,341



THE IMPACT: Last year 81,821 pounds of food was distributed to those in need. In addition, over 2,100 referrals were made to community organizations through programs like 2-1-1.

INVESTMENT: United Way is investing 18% of available resources into this focus area.

Last year, United Way provided support to the Siouxland community over 81,180 times.

*Some people may benefit from more than one program.

United Way
of Siouxland



CAMPAIGN SUMMARY

Chairs of the 2010-2011 campaign, Todd & Rhonda Moss of Cannon Moss Brygger Architects, provided leadership to Campaign Cabinet members along with over 50 additional volunteers for a successful year.

The following new strategies provided excitement and direction to 450+ local businesses and over 13,200 individuals who contributed to the campaign's success.

Loyal Contributors –Over 5,000 Loyal Contributors have been identified as donating for 10+ years to United Way. Their dedication increases our success in achieving community impact goals.

NEW Campaigns – Highlights of the 2011 campaign include first time campaign support from 10 local businesses, including a first time employee campaign at Wells Enterprises in Le Mars, raising over \$150,000. Additional new supporters include: VIZIO, Midland's Clinic, Jensen Mazda, Electronic Engineering, Innovative Benefit Consultants, Family Medicine Center, Tires, Tires, Tires, PLaN Architecture, and Dr. Pepper Snapple. The total new campaign dollars raised was \$173,264.

Campaign Results

Gift Type	# of Pledges	2011 Pledges	2010 Pledges
Corporate	299	\$660,715.00	\$823,460.00
Employee	316	\$1,924,119.00	\$1,922,771.00
Individual	254	\$266,125.00	\$225,477.00
Special Events	27	\$115,809.00	\$138,010.00
Total	896	\$2,968,779.00	\$3,111,728.00

Totals include Siouxland and Le Mars

Campaign Cabinet Team 2010-2011

Campaign Chairs: Todd & Rhonda Moss, Cannon Moss Brygger Architects

1st Vice Chairs: Dirk J. "Jon" & Nan Winkel, Long Lines

2nd Vice Chairs: Lynn & Laurie Mills, Mills-Shellhammer-Puetz & Associates

Past Chairs: Skip & Cathy Perley, Thompson Electric

Core Campaign Team Members

Nancy Cochrane, F&M Bank

Aaron Crabb, First National Bank

Gail Curry, F&M Bank

Jeff Florke, Henjes, Connor, & Williams PC

Bill Gaukel, Long Lines

Leslie Heying, St. Luke's Health System

Dean Lafrentz, SEDC

Donna Leekley-Garvey, Prudential Financial

Melissa Moody, First National Bank

Camilla Shimonek, Big Brothers Big Sisters of Siouxland

Barbara Sloniker, Siouxland Chamber of Commerce

Christine Stultz, Pioneer Realty

Jacki Sweisberger, Chesterman Company

BALANCE SHEET AS OF DECEMBER 31, 2010

ASSETS

CURRENT ASSETS:

Cash & Cash Equivalents	1,620,993
Pledges Receivable	2,042,328
Accrued Interest & Other Receivables	0

Total Current Assets \$3,663,321

OTHER ASSETS:

Investments	575,578
Land, Building & Equipment	159,733

Total Other Assets \$735,311

Total Assets \$4,398,632

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:

Partner Agency Funding Payable	862,305
Response Grants Payable	106,201
Payables to Designated Agencies	371,723
Other Payables & Accrued Liabilities	8,676

Total Current Liabilities \$1,348,905

NET ASSETS:

Unrestricted (Deficit)	690,316
Temporarily Restricted	2,359,411

Total Net Assets \$3,049,727

Total Liabilities & Net Assets \$4,398,632

STATEMENT OF ACTIVITIES AS OF DECEMBER 31, 2010

	Unrestricted Net Assets	Temporarily Restricted Net Assets	Total Net Assets
<u>PUBLIC SUPPORT & REVENUE</u>			
2010 Campaign Contributions	\$47,543		\$47,543
2010 Bad-Debt Expense	-26,220		-26,220
2011 Campaign Contributions		2,654,030	2,654,030
Less: Designated Contributions		-298,421	-298,421
Provision for Uncollectibles		-75,106	-75,106
Net Assets Released from Restrictions:			
2010 Campaign Contributions	2,858,669	-2,858,669	-
Less: Designated Contributions	-299,930	299,930	-
Provision for Uncollectibles	-78,777	78,777	-
Special Contributions	138,428	-138,428	-
Administrative Fees	0	0	-
Fundraising Events Revenue	143,546	-	143,546
Less: Fundraising Events Expense	-83,884	-	-83,884
Net Revenue from Fundraising Events	59,662	-	59,662
Special Contributions	75,001	147,628	222,629
Administrative Fees on Contributions	0		0
Investment Income	64,802		64,802
Other Income	0		0
Total Support, Revenue & Reclassifications	\$2,839,178	-\$190,259	\$2,648,919
<u>COMMUNITY FUNDING</u>			
Partner Agency Funding	1,704,994	-	1,704,994
Initiative and Response Funding	302,249	-	302,249
Fundraising & Administration	481,514	-	481,514
United Way Services	227,900	-	227,900
United Way of America Dues	30,303	-	30,303
Other Expenses	0		0
Total Allocations & Expenses	2,746,960		2,746,960
Increase in Net Assets	\$92,218	-\$190,259	-\$98,041
Net Assets (Deficits) at Beginning of Year	598,098	2,549,670	3,147,768
Net Assets (Deficits) at End of Year	\$690,316	\$2,359,411	\$3,049,727

CHILDREN GROW INTO SUCCESSFUL ADULTS

<i>Agency</i>	<i>Agency Program</i>	<i>2010/2011 Funding</i>
Big Brothers/Big Sisters	Mentoring Youth	\$75,000
Boy Scouts	Strong Youth	\$68,524
Boys Club	After School Programming	\$84,000
Girl Scouts	Girls Develop to Their Full Potential	\$45,000
Girls Inc.	After School and Summer Programs	\$89,645
Mary Treglia Community House	Youth Programs	\$75,000
Sanford Center	Delinquency Prevention	\$93,561
Norm Waitt Sr. YMCA	Program Assistance	\$82,500
Every Classroom Counts	Classroom Mentors/Volunteers	\$60,000
Stella Sanford Child Care Center	Child care and preschool	\$40,000
Mary Elizabeth Day Care	Nurturing and Educational Environment	\$65,625
Native American Child Development Center	Age Appropriate Development Program	\$43,050
First Teacher	Resources for parents to prepare children for school	\$32,000
	TOTAL	\$853,905

FAMILIES AND INDIVIDUALS ACHIEVE SELF-SUFFICIENCY

<i>Agency</i>	<i>Agency Program</i>	<i>2010/2011 Funding</i>
Boys and Girls Home/Family Services	Outpatient therapy for victims of abuse and violence	\$97,351
Catholic Charities	Well and Safe Children, Responsible Parenting, Functioning and Comprehensive Sexual Abuse Treatment	\$101,244
Crittenton Center	HOPES/Maternal Health	\$72,527
CSADV	Safety For All Residents	\$90,000
Lutheran Services in Iowa	Parenting Ability	\$12,874
Siouxland CARES	Prevention	\$20,000
Siouxland Anit-Bullying Cooperative	Anti-bullying and Violence Prevention Curriculum	\$909
Center for Siouxland	211 & Economic Stability Resources	\$49,500
Mary Treglia Community House	Immigration & Translation Services	\$75,000
Women Aware	Economic/Emotional Stability	\$28,566
Earned Income Tax Outreach	Increase Free Tax Prep sites and raise awareness	\$18,000
	TOTAL	\$565,971

SAFETY NET SERVICES CONTINUE TO PROVIDE CARE AND SUPPORT

<i>Agency</i>	<i>Agency Program</i>	<i>2010/2011 Funding</i>
Alzheimer's Association	Care and Support for those affected with Alzheimer's	\$17,872
ARC	Summer Program for Intellectually Disabled Persons	\$14,000
Center for Siouxland	Community Assistance/211	\$56,081
Siouxland Family Community Center	Basic Needs for Families in Crisis	\$48,823
American Red Cross	Helping prevent, prepare, & respond to emergencies	\$110,000
Siouxland Center for Active Generations	Enhancing the lifestyles of older adults	\$45,710
Salvation Army	Emergency Services	\$29,230
	TOTAL	\$321,716



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™

