



ANNUAL REPORT 2024 | 2025

UNITED WAY OF SIOUXLAND BOARD OF DIRECTORS



A Message from Our Board Chair and President

To our valued supporters,

This year marked an important chapter in our shared work to strengthen the Siouxland community. One of the year's most impactful milestones was launching the open funding process, which expands access, and ensures donations are directed at the community's greatest needs.

From this growth has come increased collaboration, innovation, and a community-wide commitment to measurable impact. This progress is helping to build a stronger, more resilient community.

We also witnessed the power of community following the devastating June 2024 floods. United Way, as the fiscal agent of the Siouxland Recovery Fund, coordinated with ten local disaster relief organizations, raising over \$460,000 to support the families most affected.

To our donors, volunteers, and partners, thank you! Your generosity is the fuel behind every act of help and hope that United Way of Siouxland is able to deliver. Together, we are creating lasting change: **One story at a time**.

With gratitude,



Bryce Book Board Chair, MidAmerican Energy



Heather Hennings President, United Way of Siouxland

Bryce W. Book Heather Henrie

(80)

EXECUTIVE COMMITTEE

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Primebank

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UNITED WAY OF SIOUXLAND STAFF

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Terrie Binneboese *Vice President*& Director of Community Impac
& Le Mars United Way

Aaron Beutler

Director of Resource

Development

Cheryl Sitzmann
Office & Finance Manager

Bryan Marshall
Labor Liaison

Sharon Messerschmidt
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Blake Branch

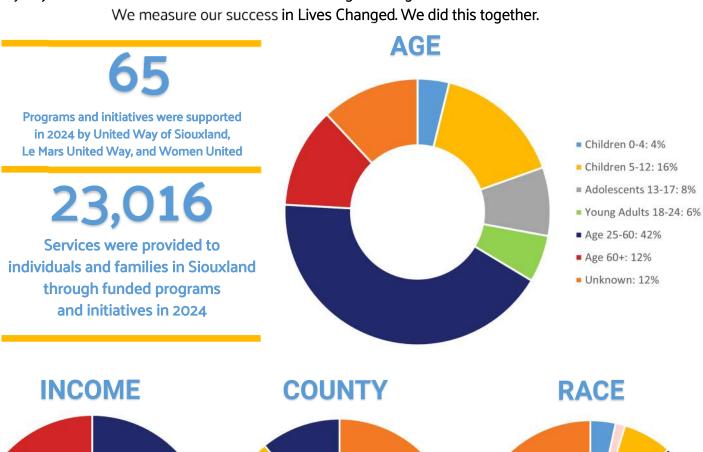
Community Impact

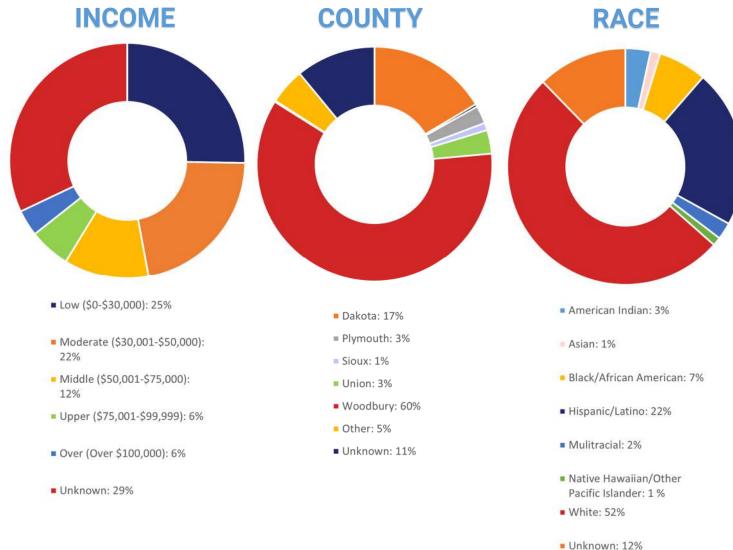
Lou Ann Hass

UNITED WAY OF SIOUXLAND COMMUNITY IMPACT



Every day, donors, advocates and volunteers are making a lasting difference in the lives of Siouxlanders. We measure our success in Lives Changed. We did this together.

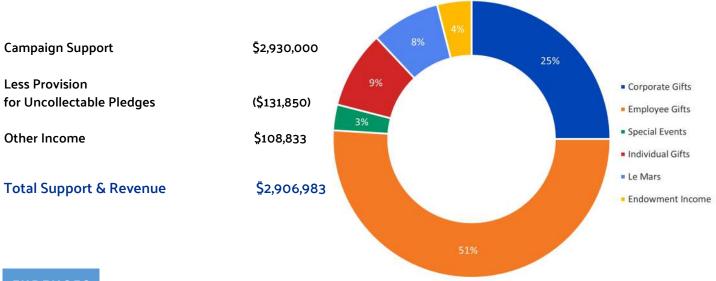




UNITED WAY OF SIOUXLAND FINANCIALS Budget Based on 2024 Campaign Revenue



PUBLIC SUPPORT & REVENUE



EXPENSES

Management and Fundraising	\$486,394		
Capital Fund	\$4,000		
Total Management & Capital	\$490,394	16%	■ Siouxland Program Funding
Unrestricted Community Impact Funding	\$1,555,915		Mgmt., General & Capital Fu
Donor Restricted Funding	\$317,213	62%	Le Mars United Way Program Funding
Le Mars United Way Program Funding	\$199,334		 United Way Direct Communi Services
United Way Direct Community Services	\$344,128	11%	 Uncollectible Pledges
Total Community Impact Funding	\$2,416,590		

ORGANIZATIONAL ASSETS

Total Operations & Community

Current Assets Other Assets	\$3,560,314 \$2,899,945	
Total Assets	\$6,460,259	

\$2,906,984

SIOUXLAND RECOVERY FUND



The Siouxland Recovery Fund is dedicated to providing financial assistance and resources to those affected by disasters in the Siouxland area. United Way of Siouxland is the fiscal agent for the fund, which is managed by leadership from ten local disaster/service organizations to ensure that donations are used effectively to support the community in times of need.

The Siouxland Recovery Fund Board includes representation from United Way,

Vay, SIOUXLAND RECOVERY
Ty and county

The Siouxland Community Foundation, city and county

emergency management, American Red Cross, Salvation Army, and Community Organizations Active in Disasters (COAD).

On June 23, 2024, the fund was activated to support the recovery efforts of major flooding in the Siouxland region.

As of June 2025, \$331,386 was been awarded to organizations and households.



Grants Awarded to Date

- Individual/Household Assistance Program for local flood-impacted residents through Community Action Agency of Siouxland and Salvation Army: \$242,000
- American Red Cross: Immediate Needs Union, Woodbury & Plymouth Counties \$25,000
- Heartland Counseling Services: Mental Health Flood Relief \$10,000
- Salvation Army: Food Security Support for South Dakota, Nebraska, and Iowa Flood Victims \$25,000
- Union County Long Term Recovery Group: Food Distribution \$13,767
- Union County Long Term Recovery Group: Building Materials \$15,619

Organizational Donors to Siouxland Recovery Fund

Hundreds of individuals contributed along with the following organizations:

- AcrylicArt
- AGP Processing Inc.
- The Andersons Inc. Charitable Foundation
- Burger King
- CF Industries Foundation Inc.
- Council Oak Supply Company
- Da Kao
- Downtown Partners
- Des Moines International Eucharistic
 Community
- Expansion Center
- Farm Credit Services of America
- First Congregational UCC
- First Interstate BancSystem Foundations Inc.
- First Presbyterian Church
- First United Methodist Church
- Gilchrist Foundation

- Great Southern Bank
- Great West Foundation
- Greenberg Foundation
- ID Apparel
- InfinityFlooring LLC
- Inkspired Atelier Tattoo Studio
- Just Mary Designs
- King, Reinsch, Prosser & Co. LLP
- L & L Builders Co
- Morningside Lutheran Church
- NCS, Inc.
- North American Truck & Trailer Inc.
- Peoples Bank
- Pioneer Bank
- Power Wash USA
- Premier Bankcard
- Redeemer Lutheran Church
- The Reformed Church of Bushkill

- Sertoma Breakfast Project Fund
- Service First Credit Union
- Downtown Partners Sioux City
 - Sioux City Food Truck Fridays
 - "Gays Eating Garlic Bread"
- Siouxland Big Give
- Siouxland Comedy
- Siouxland Community Foundation
- Siouxland Duplicate Bridge Club
- Siouxland Federal Credit Union
- St. John Evangelical Lutheran Church
- Sterk Financial Services
- Sterling Computers Corporation
- Trimble Global Methodist Church
- The Tyler Foundation
- UP Railroad Company
- Westminster Presbyterian Church

2024-25 FUNDED PROGRAMS Funding Runs Through June 2025





American Red Cross

Emergency Services

Beyond the Bell

Before & After School Program

Big Brothers Big Sisters

Mentoring Youth

Boys and Girls Clubs of Siouxland

After School, Summer Program

Boys and Girls Home and Family Services

Outpatient Services

Catholic Charities

Healthy & Safe Families

Center for Siouxland

Economic Stability Resources

& EITC Tax Credit Outreach

Crittenton Center

Parent Education

Crittenton Center

Stella Sanford Child Development

Girl Scouts of Greater Iowa

Girl Scout Leadership Experience

Girls Inc.

After School and Summer Program

Jump Start

Preschool Summer Program

Lutheran Services in Iowa

Parent Education

Mary Elizabeth Child Care & Preschool

Nurturing Environment & Daycare

Mary J. Treglia Community House

Preschool

Immigration & Translation Services

Scouting America, Mid-America Council

Strong Youth

Native American Child Care Center

Age Appropriate Development

Program

Norm Waitt Sr. YMCA

Summer Camp

Norm Waitt Sr. YMCA

Wellness Programs

SafePlace

Safety for All Residents

Salvation Army

Pathway of Hope

Sanford Community Center

Delinquency Prevention

Siouxland CARES

Prevention & Anti-Bullying Efforts

Siouxland Center for Active Generations

Enhancing the Lifestyles of Older Adults

Siouxland Family Community Center

Basic Needs

The ARC of Woodbury County

Summer Program

United Way of Siouxland Initiative

Imagination Library

Women Aware

Economic/Emotional Stability





With our Community Impact Taskforce, United Way of Siouxland analyzed thousands of local data points and involved local leaders, spanning law enforcement, healthcare, education, workforce development, and beyond.

Through this collaborative effort, we redefined our goals to enhance the impact of our mission on Siouxland.

Goal # 1 Individuals access mental health and addiction resources.

Local Priorities:

- Improve access to affordable treatment and recovery resources through expanded hours and/or delivery methods, thereby increasing participation.
- Increase access and participation in prevention programming.

United Way FUNDED PROGRAMS

Behavioral Health Services Program / Catholic Charities of Iowa

Expanding mental health services by adding a youth therapist to the children's wing, and more psychiatric care time. Implement substance use disorder treatment, prevention, and early intervention services, and offer Spanish-language support groups, including parenting classes.

Peer Support Program / Heartland Counseling

Program offers comprehensive wraparound services addressing mental health and substance abuse.

Resource Center Program / Crittenton Center

Program assists families based on individual needs, regardless of income, or other factors, helping them access mental health and addiction resources, develop parenting skills, and improve their family's health, safety, and wellbeing.

Serving All That Enter Program /

Siouxland Mental Health

Expands into more psychiatric and therapy services located in Dakota County, NE. Expansion will focus on medication management, walk-in crisis services and urgent care for psychiatric care, therapy, substance abuse screenings, and suicide prevention.

DATA Snapshot

The quantity of fentanyl seized in Siouxland increased 300% from 2021-2023.

Siouxland saw a 38% increase in the number of poor mental health days the average adult experiences (2019 to 2024).

GOALS FOR SIOUXLAND

Funding of Programs Begins July 2025





Goal # 2 Adult learners become more employable and independent in the community.

Local Priorities:

- Increase adult literacy instruction and participation.
- Increase household income through career development opportunities and job training.

United Way FUNDED PROGRAMS

Financial Literacy and Empowerment Program / Center for Siouxland

Offer financial counseling and education to promote stability and independence, covering budgeting, money management, debt reduction, credit scores, avoiding predatory lending, and resolving identity theft.

Resettlement Workforce Development and Education Program /

Lutheran Services of Iowa

Provides workforce development and education for newcomers, enhancing employability and family independence through case management, career services, cultural orientation, job-readiness training, and English Language Learners education.

DATA Snapshot

13% of people in Woodbury, 11.7% in Dakota and 6% in Union counties are living in poverty—or earning less than \$32,150 for a family of four.

14% of Siouxland adults 25 years and older did not have a high school diploma as of 2022, 11% of adults had an associate's degree, and 24% had a bachelor's or higher.

GOALS FOR SIOUXLAND Funding of Programs Begins July 2025



Goal # 3 Individuals engage in behaviors that improve their health or safety.

Local Priorities

- Promote healthy habits for adults and children to reduce obesity.
- Increase access to violence and trauma treatment and support services.

United Way FUNDED PROGRAMS

Supervised Apartment Living Program /

Crittenton Center

A 12-bed independent living, foster care program for teens and young adults ages 16-1/2 to 21.

Transitional Therapeutic Home Program /

Crittenton Center

Program provides comprehensive and holistic service programs to homeless children in the care of the Crittenton Center.

Client Services Program / Haven House

Program offers violence and trauma treatment, mental health, and support services. Addressing abuse and safety improves household behavior, leading to better learning opportunities and increased school attendance.

Legal Assistance Program / Iowa Legal Aid

Program provides essential legal services for survivors of domestic violence in Woodbury County who cannot afford to hire an attorney.

DATA Snapshot

Adult obesity rates in 2024 were 38% in Union County, 40% in Dakota County, and 39% in Woodbury County—Numbers have risen ~1% each year in every county since 2019.

Childhood obesity rates are: 15.7% in IA. 13.8% in NE & 17.3% in SD. Childhood obesity is defined as a BMI at or above the 95th percentile for children of the same age and sex.

Domestic Assaults in Sioux City have climbed 38% since 2020.

772 children were abused or neglected in Woodbury County & Northeast Nebraska in 2023.

Siouxland Child Advocacy Center Program /

MercyOne Siouxland Foundation

Program champions the needs of Siouxland's abused children through prevention, intervention, therapy, advocacy, and collaboration during their journey toward healing and justice.

Wellness Program / Norm Waitt Sr. YMCA

Program offers facility access, group exercise, wellness coaching, and monthly challenges, empowering participants to make positive changes through education, support, and specialized fitness sessions.

Safety for all Residents Program / SafePlace

Provides secure shelter, advocacy, and counseling for those facing partner violence, including one-on-one support, basic needs, safety planning, relocation, and legal advocacy.

GOALS FOR SIOUXLAND



Goal # 4 Families access quality childcare and early learning opportunities.

Local Priorities

- Children are assessed ready for kindergarten.
- Increase safe, affordable, quality childcare slots. (Priority given to infant care and extended hours)

United Way FUNDED PROGRAMS

Sleep Away Program / Camp High Hopes

Offers tailored physical activities and healthy meals to adults and children, aiming to promote healthy behaviors and reduce obesity.

Child Care Program / Crittenton Center

Increases the number of safe, affordable, quality childcare slots, including: infant care, and extended hours.

Childcare Program / Lutheran Services of Iowa

Helps English Language Learner childcare providers, particularly immigrant women, gain financial stability and increase culturally appropriate childcare spots by registering them with the lowa Department of Human Services.

Childcare and Preschool Program /

Mary Elizabeth Childcare

Offers extended hours (6 am to 6 pm) and full-time, active learning care during summer, aiming to provide safe, high-quality daycare and preschool services while removing barriers for families.

Preschool, Infant and Toddler, Extended Care Programs / Norm Waitt Sr. YMCA

Offers programs that enhance access to safe, affordable, high-quality care and education—Infant & Toddler: Quality care and early learning for ages six weeks to three years; Preschool: Prepares children for Kindergarten with age-appropriate activities; Extended Care: Provides structured care outside traditional hours for families; STEAM: Engages school-age children in science, technology, engineering, arts, and math.

Imagination Library / United Way of Siouxland

Improves early literacy and Kindergarten readiness and inspires a love of reading by providing books to children from birth to age five.



DATA Snapshot

79% of families in Woodbury County with children under six years old have all parents working, compared to 75% across Iowa (2024).

Preschool attendance is lagging with 31% participation of four-year-olds for Dakota County, 40% in Woodbury County, and 42% in Union County.

When Kindergarteners entered school in the fall of 2023, 64% of Sioux City children were not meeting learning benchmarks.

(note: measurement tool changed starting in 2024)

GOALS FOR SIOUXLAND

Funding of Programs Begins July 2025



Goal # 5 Youth demonstrate grade-appropriate school readiness academically, socially, and emotionally.

Local Priorities:

- Help students maintain or improve grade level reading and math skills.
- Decrease barriers for children to participate in before and after school activities.
- Increase school attendance rates.

United Way FUNDED PROGRAMS

Mentoring Youth Program /

Big Brothers Big Sisters of Siouxland Supports at-risk children through personalized mentoring by offering academic help, social connections, and emotional guidance to build resilience and promote overall well-being.

Summer and After School Programs /

Boys and Girls Clubs of Siouxland

Provides affordable summer and after-school activities for children ages 6-18, focusing on healthy lifestyles, character building, academic success, and workforce readiness.

After School and Summer Programs /

Girls Inc.

Fosters resilience, confidence, and problem-solving skills through: Mentoring in a supportive, pro-girl environment for mental health and social connections; Opportunities for skill practice, self-expression, and relationship-building within a role-model community; tutoring and academic enrichment to address learning loss and enhance academic success and confidence.

Mental Health Outreach Program /

Sanford Community Center

Helps children and families address issues to ensure school success, including managing crises, connecting with mental health therapists, resolving law enforcement issues, and linking to resources.



DATA Snapshot

The three largest school districts in Siouxland have all seen declines in Reading and Math proficiency over the last four years including elementary, middle & high school.

Juvenile detention rates for violent crimes in Sioux City rose 20% from 2018-2022. The percent of disconnected 16–19-year-olds (those not in school and not working) has steadily risen by 51% from 2021 at 3.5% to 5.3% in 2024.

Chronic absenteeism rates for the Sioux City Community School District were over 35% last year – higher than the state average of 21%. (Chronic Absenteeism is missing two days per month, or 10% of all school days.)

The percent of English language learners in the Sioux City and South Sioux City schools is over 23%. Approximately triple the state averages for Iowa and Nebraska.

TOP 50 BUSINESS SUPPORTERS



- Tyson Foods and Members of UFCW Local 222
- 2. MidAmerican Energy Company and Members of IBEW Local 499
- Klinger Companies, L.L.C. (Includes WA Klinger LLC, Gleeson Constructors & Engineers LLC, Klinger Constructors LLC and Younglove Construction LLC)
- 4. Wells Enterprises, Inc.
- 5. Great West Casualty Company
- 6. Security National Bank
- 7. PREMIER Bankcard
- 8. CF Industries
- 9. empirical and Members of UFCW Local 222
- 10. Chesterman Company
- 11. Scheels
- 12. Palmer Candy Company
- 13. Seaboard Triumph Foods and Members of UFCW Local 222
- 14. Thompson Solutions Group
- 15. Sioux City Community School District
- 16. American Pop Corn Company
- 17. City of Sioux City
- 18. Sterling Computers Corp.
- 19. Hard Rock Hotel & Casino Sioux City
- 20. UnityPoint Health-St. Luke's
- 21. Central Bank
- 22. Kalins Indoor Comfort
- 23. Henjes, Conner & Williams, P.C.

- 24. CMBA Architects
- 25. Marriott South Sioux City
- 26. Siouxland Federal Credit Union
- 27. 1st Financial Bank USA
- 28. Gelita USA Inc.
- 29. Morningside University
- 30. Nor-Am Cold Storage
- 31. Woodbury County
- 32. BAIRD
- 33. United Real Estate Solutions
- 34. Sioux City Compressed Steel Company
- 35. U.S. Bank
- 36. KC Engineering, P.C.
- 37. Mills-Shellhammer-Puetz & Associates
- 38. RBC Wealth Management
- 39. Diocese of Sioux City
- 40. Heidman Law Firm, P.L.L.C.
- 41. King, Reinsch, Prosser & Co., L.L.P.
- 42. Northwest Iowa Power Coop NIPCO
- 43. Great Southern Bank
- 44. Custom Woodworks, Ltd.
- 45. Schuster Co.
- 46. All Power, Inc.
- 47. Wilson Trailer Company
- 48. Pioneer Bank
- 49. Siouxland Community Health Center
- 50. Allied Solutions

Thanks to all of the organizations and their employees for supporting United Way through workplace campaigns, volunteering on boards and committees and sponsoring events.

Every donation to United Way makes a difference.

Contributions include employee investments through workplace campaigns, money raised through special events and company support.

The funding efforts of the Top 50 business supporters resulted in \$2.3 million for the 2024-25 campaign.

WOMEN UNITED OF SIOUXLAND





Women United is an auxiliary United Way of Siouxland group, composed of dynamic women who invest their time, resources, and talent to enhance the lives of local children. This year's efforts were chaired by Mary Shuey.

Since 2006, Women United has awarded over 100 grants totaling over \$1.4 MILLION to local non-profit groups aimed at providing research-based, life-improving programs for Siouxland youth. The members of Women United are committed to funding sustainable programs with positive results.



2025 PROGRAM GRANTS

Florence Crittenton Home

Essential Baby Supplies -\$2,499

Siouxland Foster Closet

Joggers for Boys Impacted by Foster Care-\$2,499

Siouxland Mental Health

Healing Kids Through Play Therapy-\$2,475.96

TeamMates Mentoring of South Sioux City

TeamMates Mentoring of South Sioux City-\$2,499

2025 BRIGHTER FUTURES GRANTS

Mary Elizabeth Child Care & Preschool

Update Health and Safety Issues -\$5,608.58

Urban Native Center

Native Youth Media -\$6,762.67

Big Brothers Big Sisters

Jr. Bigs at Hunt Elementary -\$22,655.79

Martha's Mission Siouxland

Essential Classroom Supplies for Kids in Need -\$12,000

Mary J. Treglia Preschool

Preschool Scholarship Investment-\$18,000

Food Bank of Siouxland

Weekend Food for Elementary School Children-\$12,500

Sleep In Heavenly Peace

No Kid Sleeps on the Floor in Our Town-\$12,500





Learn about
Women United

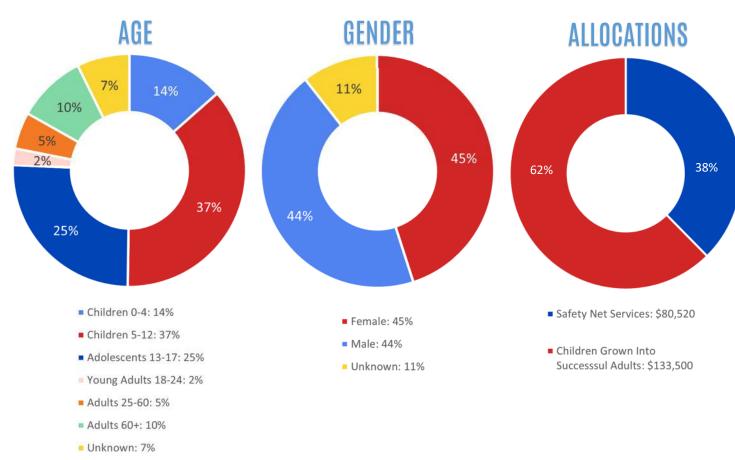
LE MARS UNITED WAY





Le Mars United Way is administered through the United Way of Siouxland as a community partnership. Funds raised in Le Mars stay in that community.

In 2024, \$214,020 was awarded to 27 programs run by local agencies that served Le Mars and Plymouth County.



Services from 2024 Le Mars United Way funded programs

LE MARS UNITED WAY



PROVIDE SAFETY NET

American Legion Wasmer Post #241

Kids Shoe Party

American Red Cross

Disaster Relief Services

Center for Financial Education

Needs & Cares Fund for Le Mars

Le Mars Fire & Rescue

CPR Training

Le Mars Senior Center

Senior Center Activities

Life Skills Training Center, Inc.

Productivity & Accessibility Improvements

Lucky Leprechaun for Kids

Clothing & School Supplies

Mid-Sioux Opportunities

Plymouth County Crisis Assistance

Plains Area Mental Health

The Meeting Place, Drop-In Center

SafePlace

Comprehensive Domestic Violence Program

Senior Companion Program of Greater Siouxland

Senior Companion Program



Learn about the Le Mars Grant Process

CHILDREN GROW INTO SUCCESSFUL ADULTS

Big Brothers Big Sisters

Plymouth County Mentoring

Crittenton Center

Child Development Center Le Mars

Foster Grandparent Program of Greater Siouxland

Foster Grandparent Program

Friends of the Library

Holton Drive Outreach

Gehlen Catholic Schools

Early Childhood Education Center

Imagination Library

Free Books to Children Ages Newborn to Five

Josh's Ride

Josh's Ride

Le Mars Area Family YMCA

Child Care Programming & Tutoring Programs

Le Mars Community High School

Summer School

Le Mars Community Middle School

Summer School & After School Program

Le Mars Police Association

Youth Programming

LifeWise Academy

LifeWise Le Mars

Lutheran Services in Iowa

HOPES

Plymouth County Sheriff's Employer Association

Plymouth County Youth Programs

SafePlace

Violence Prevention Education

Siouxland Youth for Christ

City Life Program

2024-25 BOARD OF DIRECTORS

CHAIR

Mark McCarty
Schuster

VICE CHAIR

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Ambra Coon
Floyd Valley Healthcare

JT Engebretson

Primehank

Sarah Garvin *Iowa State B<u>ank</u>* Jeff Grosenheider Total Motors

Kristin Hausmann Gehlen Catholic Schools

Sgt. John Kaskie *Le Mars Police Department*

Judd Kopperud

Le Mars Community School

Ty Kurth
CENT Credit Union

Makenzie Lang Wells Enterprises, Inc. Jill Oltmanns Northwest Bank

Pat Rosacker American Bank

Brandy Sanchez
Nohava Construction

Peggy Sitzmann Sitzmann Real Estate

Melissa Tolzin Wells Enterprises, Inc.

Sam Van Wettering Community Volunteer



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