



United Way of Siouxland

ANNUAL REPORT 2021 | 2022

Dear Friends,

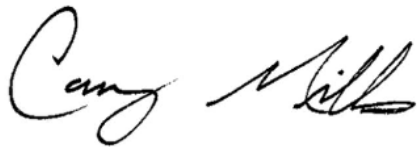
Thank you for your continued support over the past year as United Way of Siouxland celebrated it's 100th anniversary. Looking back, we have come a long way over our 100 year history.

From being founded in 1921 as the Community Chest to present day, our mission rings true: to improve lives by combining the caring power of the community.

We are fortunate to live in a community where people look out for one another. With your help we raised \$3,215,000 for continued support of 54 local programs providing 31,406 services to people in the past year.

After serving Siouxland and our community for the past 100 years, we are reminded of the great accomplishments we have made during this time. We can accomplish even more as we move into the next century together, serving Siouxland and changing lives for the better.

Sincerely,



Casey Mills
Mills-Shellhammer-Puetz & Associates



Heather Hennings
President, United Way of Siouxland





United Way
United Way of Siouxland

100 years Get on the BUS

2021 was a special year for United Way of Siouxland. We celebrated our 100th anniversary and our 2021-22 Campaign theme was "Get on The Bus".

In February of 2022, we announced our campaign raised \$3,215,000! Over the last 100 years, United Way of Siouxland has raised over \$135,250,000 to better serve our community!



2021 BUDGETED FINANCIALS

YEAR ENDED DECEMBER 31, 2021

PUBLIC SUPPORT & REVENUE

General Campaign Support	\$2,728,500
Corporate Champion Support	\$486,500
Less Provision for Uncollectable Pledges	(\$160,750)
Other Income	\$73,665
Total Public Support & Revenue	\$3,127,915

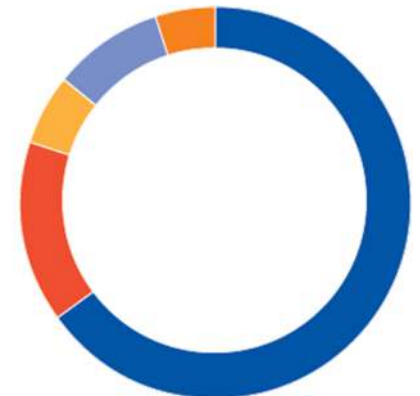
2021 INCOME



EXPENSES

Management and Fundraising	\$474,587
Capital Fund	\$11,000
Total Management & Capital	\$485,587
Unrestricted Community Impact Funding	\$1,636,148
Donor Restricted Funding	\$440,551
FOCUS & Small Grants	\$55,000
Le Mars United Way Program Funding	\$201,934
United Way Direct Community Services	\$308,695
Total Community Impact Funding	\$2,642,328
Total Operations & Community	\$3,127,915

2021 EXPENSES



ORGANIZATIONAL ASSETS

Current Assets	\$4,282,770
Other Assets	\$3,109,857
Total Assets	\$7,392,627

Financials shown represent 2021 due to audit cycle



2021-22 Campaign Chairs Paul Connor, Kellee Kriese, and Chad Jensen, Tyson Fresh Meats, provided excellent leadership to the campaign cabinet. Thanks to these dedicated volunteers, over 400 local businesses and nearly 10,000 individuals raised **\$3,215,000** to impact Siouxland.

GIVE

This year's campaign ensures critical programming and effective community initiatives will be able to move forward with continued successful outcomes.

Even during difficult times, the average employee gift of local donors was \$225, which reflects the heritage of generosity in the Siouxland community.

Anyone can champion a cause. Whether you write a letter to elected officials, attend school board meetings, or speak out on behalf of health, education and financial stability in your community, you can be an advocate and LIVE UNITED.

United Way of Siouxland serves as a go-to resource for health and human service information, and our public policy efforts have created programs like Iowa Reading Corps, increased support for adult education, and brought renewed focus to the importance of mental health in our community.

ADVOCATE

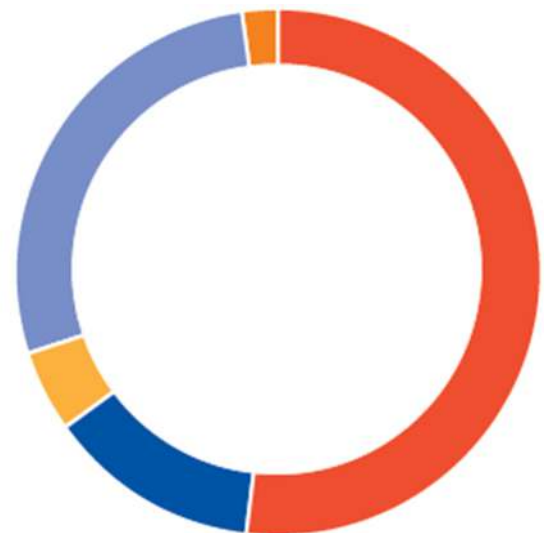
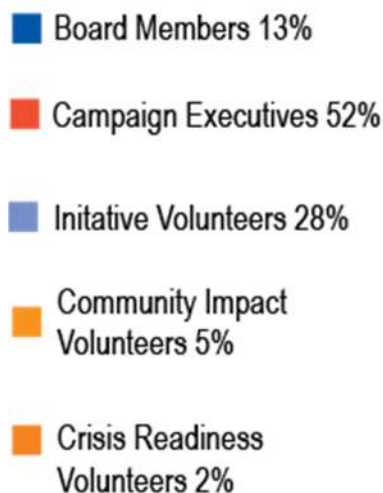
Advocacy, however, is much more than public policy. When we work together and speak with a common voice, our whole community benefits.

United Way of Siouxland is able to create positive change in our community every day thanks to our volunteers. These community-minded people are willing to share their knowledge, skills, experience, and wisdom to create real change and improve people's lives.

VOLUNTEER

Our dedicated volunteers gave 6,937 hours to United Way of Siouxland and the Le Mars United Way last year, which the Independent Sector values at a rate of \$28.54 an hour. In effect, volunteers gave a generous \$197,981.98 by donating their talent and time to the community.

They served as Board Members, Community Impact Volunteers, Campaign Executives, and volunteers through initiatives like the Earned Income Tax Credit program.



TOP 50

1. Tyson Fresh Meats and Members of UFCW Local 222
2. MidAmerican Energy Company & Members of IBEW 499
3. PREMIER Bankcard
4. Wells Enterprises, Inc.
5. Klinger Companies, Inc.
6. Security National Bank
7. empirical and Members of UFCW Local 222
8. Great West Casualty Company
9. CF Industries
10. Scheels
11. Chesterman Company
12. Sioux City Community School District
13. Seaboard Triumph Foods
14. City of Sioux City
15. American Pop Corn Company
16. Palmer Candy Company
17. Thompson
18. Hard Rock Hotel & Casino Sioux City
19. Woodbury County
20. 1st Financial Bank USA
21. Ag Processing Inc. (AGP)
22. UnityPoint Health—St. Luke's
23. Sterling Computers Corp.
24. Gelita USA Inc.
25. Henjes, Conner & Williams, P.C.
26. Nor-Am Cold Storage
27. Morningside University
28. Central Bank
29. Siouxland Federal Credit Union
30. United Real Estate Solutions
31. CMBA Architects
32. Western Iowa Tech Community College
33. Schuster Co.
34. U.S. Bank
35. Marriott—South Sioux City Riverfront
36. Kalins Indoor Comfort
37. King, Reinsch, Prosser & Co., L.L.P.
38. Five Star Call Centers
39. BAIRD
40. Northwest Area Education Agency
41. RBC Wealth Management
42. Mills-Shellhammer-Puetz & Associates
43. Knoepfler Chevrolet
44. Donegal Insurance Group
45. Williams & Company Consulting, Inc.
46. Pioneer Bank
47. Purina Animal Nutrition
48. Custom Woodworks, Ltd.
49. Heidman Law Firm, P.L.L.C.
50. UFCW Local 222

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

Every donation to United Way makes a difference.

Special thanks to the top 50 companies and organizations for supporting United Way.

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

The funding efforts of the Top 50 companies resulted in more than \$2.45M during the 2021-22 campaign.

CORPORATE CHAMPIONS

The following businesses are committed to seeing results. Their support underwrites United Way's low administrative costs and ensures that 100% of all gifts go directly to local programs.



AGENDA FOR CHANGE

UNITED WAY FIGHTS FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF EVERY PERSON IN SIOUXLAND.

The Agenda for Change outlines specific

outcomes associated with each of our three focus areas. All United Way of Siouxland funded programs are working to impact the issues identified. The agenda can be found on our website with the programs that are aligned with each community outcome.



HEALTH

COMMUNITY OUTCOME

- Children are born healthy and develop on track
- Individuals of all ages will increase coping and life skills to achieve mental wellness
- Youth and adults live a healthy lifestyle & avoid risky behavior
- Youth and adults live in & maintain a safe/healthy environment

SPECIAL FOCUS

- Healthy lifestyles
- Reduce bullying and violence
- Healthy developmental growth of children through parenting



EDUCATION

COMMUNITY OUTCOME

- Children enter kindergarten ready to succeed
- Children are socially & emotionally prepared to succeed in school
- Children are on track academically & prepared to succeed in school

SPECIAL FOCUS

- Kindergarten readiness
- Grade appropriate reading levels
- Graduation rates



FINANCIAL STABILITY

COMMUNITY OUTCOME

- People have access to resources in crisis to stabilize their situation
- People have resources and skills to build financial stability

SPECIAL FOCUS

- Emergency services
- Basic human needs
- Access to resources that build financial stability
- Increase income potential

Boys and Girls Home and Family Services, Inc.,
Outpatient Therapy for Victims of Abuse & Violence

Provides professional, therapeutic outpatient services addressing mental health concerns in children and adults. Treatment of individuals' mental health results in overall well-being.

Catholic Charities,
Healthy & Safe Families

Provides mental health services, counseling, outreach, and education to families and individuals of all faiths and socio-economic backgrounds to support families, provide safety, and instill hope.

SafePlace,
Safety for All Residents

Provides safe shelter, along with advocacy and counseling, to adults and children who are at risk of harm from a current or former partner.

Crittenton Center, HOPES

Healthy opportunities for parents to experience success provides family support through intensive home visiting services from pregnancy to age five, ensuring health and development.

Lutheran Services in Iowa,
Parent Education

Parenting education program provides support, education and community resource information to pregnant and parenting teens enrolled in Siouxland high schools of all faiths.

Norm Waitt Sr. YMCA,
Wellness Program

Wellness programs improve quality of life as individuals cope with physical and health challenges, chronic diseases, and aging through research-based exercise, education and support.

Siouxland CARES,
Prevention & Anti-Bullying Efforts

Assists youth and adults to live healthy lifestyles and avoid risky behavior by providing community-wide awareness, resources, education, skill building, collaboration, and support to eliminate substance abuse and violence.

Siouxland Center for Active Generations,
Enhancing the Lifestyles of Older Adults

Through movement arts, including group/ individual exercise, and socialization programs, including group activities and facilitated conversations, adults improve their ability to live healthy independent lifestyles.

The ARC of Woodbury County,
Summer Program

A six-week summer school program teaches coping and life skills appropriate for the intellectually and developmentally disabled individuals ages three through 25.

** Agencies & Programs represented received 2021-22 Community Impact Funding*



HEALTH

The primary goal of the Health focus is to improve the physical and mental health status of our community by providing access to resources and interventions that reduce unhealthy behaviors while also increasing the ability of citizens to live healthy and safe lives.



Did You Know...

According to Source For Siouxland, the percentage of the uninsured in Woodbury County has dropped 5% (8% in 2021) since 2016.

Dakota County has also dropped 5% since 2016 (15% in 2021), but is 6% higher than across Nebraska.

In Union County, 7% of residents are uninsured, well below the state average of 11% in 2021.

This is good for the health of Siouxland!



EDUCATION

The primary goal of the Education focus area is to prepare children for success in school in order to become productive citizens.

To achieve this we focus on kindergarten readiness, fourth grade reading proficiency, keeping children on track academically, and social and emotional preparation to succeed in school and beyond.

Beyond the Bell Jump Start, *Kindergarten Preparedness*

Provides before and after school care at all Sioux City elementary schools, three middle schools and Sacred Heart school. In South Sioux City, Beyond The Bell is provided at five elementary schools.

Big Brothers Big Sisters, *Mentoring Youth*

Provides one-to-one mentoring relationships for children in need based on a proven model that includes support for mentors, youth and parents/guardians.

Boys and Girls Clubs of Siouxland, *After School Program*

Offers after school and summer programming for ages 7-18. They offer recreation, healthy lifestyles, arts, and educational programming.

Crittenton Center, *Stella Sanford Child Development*

A quality early learning program serving children ages 0-5, creating an environment that builds children's social and emotional strength while enhancing cognitive, literacy, and physical development.

Girl Scouts of Greater Iowa, *Girl Scout Leadership Experience*

Helps girls learn skills such as problem solving, decision-making, team building, and healthy relationships, which all positively support academic achievement.

Girls Inc., *After School and Summer Program*

Innovative, comprehensive after-school/summer programs which prepare girls to be academically, socially/emotionally successful, and healthy.

Mary Elizabeth Child Care & Preschool, *Nurturing Environment & Daycare*

Provides a quality preschool education and encourages children's success in all skill areas so they are prepared for kindergarten.

**Agencies & Programs represented received 2021-22 Community Impact Funding*

Mary J. Treglia Community House, *Youth Programs*

Ensuring English-language learning preschoolers start kindergarten ready to succeed.

Mid America Council, Boy Scouts of America, *Strong Youth*

Helping youth become leaders and productive members of society by teaching life skills, character development, responsibilities of citizenship, and developing personal fitness.

Native American Child Care Center, *Age Appropriate Development Program*

A comprehensive early childhood development program for preschool children focused on preparing them for kindergarten success.

Norm Waitt Sr. YMCA, *Summer Camp*

An eight-week summer camp dedicated to stopping summer learning loss and keeping kids active through a rich variety of academic, social and health-focused experiences.

Sanford Community Center, *Delinquency Prevention*

Provides positive role models, which has resulted in 85% attendance, retention of students, ability to understand appropriate behavior and successful tutoring.

United Way of Siouxland Initiative, *Imagination Library*

Children birth to five can be enrolled to receive age-appropriate books every month in the mail to ensure that all children have books in their home regardless of income.

United Way of Siouxland Initiative, *Iowa Reading Corps*

This statewide initiative helps make sure all Iowa students are on track to read at grade level by the end of 3rd grade. The program places AmeriCorps members, trained as Elementary Literacy Tutors, to implement prescribed literacy interventions for students who are just below proficiency in reading.

American Red Cross,
Emergency Services

Supports local military families and provides relief to victims of disaster by strengthening our communities for immediate response, recovery and readiness.

Center for Siouxland,
Economic Stability Resources & EITC Taxcredit Outreach

Programs foster self-sufficiency through budgeting, money management, and debt reduction; pre- and post-purchase homeowner counseling/ education; and stable housing and supportive services for the homeless. Also provide education and awareness of the Earned Income Tax Credit and offer free tax preparation assistance in Siouxland.

Mary J. Treglia
Community House,
Immigration & Translation Services

Immigrant education and assistance programs help area newcomers learn English, become U.S. citizens, and access life and income-stabilizing resources.

Salvation Army,
Pathway of Hope

Provides targeted services to families which support and coach them as they overcome hunger and homelessness, and chart a course out of poverty.

Siouxland Family
Community Center,
Basic Needs

Provides emergency food baskets, translation services, and educates individuals regarding employment. Also provides access to community resources, thereby empowering self-sustainability.

Women Aware,
Economic/Emotional Stability

Helps single parents and marginally employed individuals reach maximum earning capacity through thoughtful planning and greater access to support services that foster stability and future growth.

** Agencies & Programs represented received 2021-22 Community Impact Funding*



Did You Know...

According to Source For Siouxland's 2021 Siouxland Data Report, in 2019 in Woodbury County 16.1% of the children living in poverty were under the age of 18. This was over 3% higher than the state average (12.8%).

In 2019 in Dakota County, 14% of the children living in poverty were under the age of 18. This was 2.5% higher than the Nebraska state average.

In 2019 in Union County, only 5.8% of the children living in poverty were under the age of 18. The South Dakota state average during that year was 14.9%.

In the United States in 2019, 16.8% of children living in poverty were under the age of 18.

FINANCIAL STABILITY

The primary goal of the Financial Stability focus area is to ensure self sufficiency for all. To achieve this we focus on making sure that people have access to basic needs in crisis situations, and access to education and resources to increase income potential and build financial skills.

UNITED WAY WOMEN UNITED®

Women United is an auxiliary United Way of Siouxland group, composed of dynamic women who aim to make positive changes in our community by investing their time, resources, and talent to focus on issues they care about.

Since 2006, Women United has awarded 100 grants totaling over **ONE MILLION DOLLARS** 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.



2021 BRIGHTER FUTURES GRANTS

- Boys and Girls Clubs of Siouxland, New Horizons—\$5,000**
- Girls, Inc., Toolbox: Giving Girls Skills for Life—\$23,625**
- The Crittenton Center, Transitional Supervised Apartment Living (SAL) Kitchen—\$40,000**

2021 PROGRAM GRANTS

- Camp High Hopes, Updated Equipment for Adaptive Activities—\$2,499**
- Special Troopers Adaptive Riding School (STARS), Therapeutic Riding Equipment—\$1,979**
- Siouxland Mental Health Center, SMHC: Healing Kids Through Play—\$2,363**
- The Pier Center for Autism, Feeding Therapy Equipment—\$782**

YOUNG LEADERS SOCIETY

United Way of Siouxland

Young Leaders are donors under age 40, who contribute \$250 or more to United Way of Siouxland's annual campaign, either alone or combined with a spouse.

Their mission is to "make a positive and lasting impact in the Siouxland community, by helping those in need.

To encourage philanthropy and volunteerism, and to help spread the mission of the United Way of Siouxland to the young professionals of our community."



BENEFITS OF BEING A YOUNG LEADER

- Opportunities to engage with key community, civic and business leaders.
- Unique opportunities to engage directly in United Way's work through volunteerism.
- Professional and personal growth through leadership development opportunities.
- Invitations to social events aimed at networking and meeting like minded individuals.
- Inclusion in the Young Leaders social media network community.
- Recognition as a leadership donor of United Way of Siouxland.

BOARD OF DIRECTORS

BOARD MEMBERS

Kevin Anderson

King, Reinsch, Prosser & Co. LLP

Bryce Book

MidAmerican Energy

Amanda Davis

U.S. Bank

Jeff Florke

Pioneer Bank

Mary Hendriks

MercyOne Siouxland

Jaylee Hurst

UFCW Local 222

Troy Jasman

Western Iowa Tech Community College

Flora Lee

Community Volunteer

Miyuki Nelson

MYN Realty LLC

James Olson

Interstate Mechanical Corp.

Shannon Pauling

Hard Rock Hotel & Casino
Sioux City

AGENCY REPRESENTATIVE

Fitz Grant

Sanford Community Center

CAMPAIGN VICE CHAIRS

Chris & Joy Bogenrief

NAI United & Bishop Heelan
Catholic Schools

EXECUTIVE COMMITTEE

Casey Mills—CHAIR

Mills-Shellhammer-Puetz & Associates

Tami Proskovec—VICE-CHAIR

UnityPoint Health—St. Lukes

Lisa Claeys—PAST CHAIR

Community Volunteer

Wayne Johnson—TREASURER

Ag Processing (AGP)

Heather Hennings—SECRETARY

United Way of Siouxland

**Nick Hegarty—COMMUNITY
IMPACT CHAIR**

Primebank

**Chad Jensen, Kellee Kriese,
Paul Connor—CAMPAIGN
CHAIRS**

Tyson Fresh Meats

**Lilian Lopez—BOARD
REPRESENTATIVE**

Morningside University

**Ernie Colt—LABOR COUNCIL
REPRESENTATIVE**

Western Iowa Labor
Federation

COMMITTEE CHAIRS

**Chad Jensen, Kellee Kriese,
Paul Connor—CAMPAIGN CHAIRS**
Tyson Fresh Meats

**Nick Hegarty—COMMUNITY
IMPACT CHAIR**
Primebank

Nicole Garber—EDUCATION CHAIR
PREMIER Bankcard

**Amanda Davis—FINANCIAL
STABILITY CHAIR**
U.S. Bank

Jane Arnold—HEALTH CHAIR
UnityPoint Health—St. Luke's

**Angie Van Otterloo—WOMEN'S
POWER LUNCH CHAIR**
Central Bank

**Kim Kletschke—WOMEN UNITED
CHAIR**
Stifel Investment Services

**Amanda Davis—YOUNG LEADERS
SOCIETY CHAIR**
U.S. Bank

CURRENT UNITED WAY OF SIOUXLAND STAFF

Heather Hennings
President

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

Aaron Beutler
Director of Resource
Development

Bryan Marshall
Labor Liaison

Sharon Messerschmidt
Development Associate

Blake Branch
Community Impact
& Communications Associate

Lou Ann Hass
Administrative Assistant &
Receptionist



LE MARS UNITED WAY



Le Mars United Way

The 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 2021, \$202,761 was awarded to 25 programs run by local agencies that served Le Mars and Plymouth County.

2021 LE MARS FUNDED PROGRAMS

PROVIDE SAFETY NET SERVICES

American Red Cross, *Emergency Services*
Centers Against Abuse & Sexual Assault, *Crisis Response*
Le Mars Senior Center, *Senior Center Activities*
Life Skills, *Capital Purchasing Fund*
Lucky Leprechaun for Kids, *Clothing, Books & School Supplies for Kids*
Plains Area Mental Health, *The Meeting Place*
Remsen St. Mary's, *Emergency Response Defibrillator Program*
Rotary Club of Rock Valley Foundation, *Senior Companion Program*
SafePlace, *Plymouth County Outreach Office*

CHILDREN GROW INTO SUCCESSFUL ADULTS

Big Brothers Big Sisters, *Plymouth County Mentoring*
Boy Scouts of America, *Scouting Program*
Centers Against Abuse & Sexual Assault, *Youth Recovery*
Friends of the Library – Le Mars Public Library, *Early Literacy Programming*
Gehlen Catholic Schools, *Early Childhood Education Center*
Girl Scouts, *LM Area Leadership Program*
Imagination Library, *Free Books to Children Ages Newborn to 5*
Iowa SIDS Foundation, *Safe Sleep Education*
Le Mars Area Family YMCA, *YMCA Camps & After School Program*
Le Mars Community High School, *Summer School Credit Recovery*
Le Mars Community Middle School, *At Risk Summer Program & After School Program*
Le Mars Police Association, *Youth Programming*
Plymouth County EMS, *High School EMT Program*
Rotary Club of Rock Valley, *Foster Grandparent Program of Greater Siouxland*
Siouxland Youth for Christ, *City Life Program*
SafePlace, *Violence Prevention Education*

2021-22 BOARD OF DIRECTORS

Janelle Bixenman—CHAIR
Community Volunteer

Karen Fischer
Donegal Insurance Group

Mark McCarty
Schuster

Maggie Erdmann —VICE CHAIR
Gehlen Catholic School

Julie Hurt
CENTURY 21 ProLink

Lisa Messelhisser
CENTURY 21 ProLink

Tim Claussen
Primebank

Clint Kass
4 Brothers Bar and Grill

Terri Schroeder
Iowa State Bank

Justin Daale
Le Mars Police Department

Kyan Ludwig
NIPCO

Aaron Tolzin
Wells Enterprises, Inc.

Jill Feuerhelm
Wells Enterprises, Inc.

Marsha Luksan
Northwest Bank

Esperanza Waldman
Nor-Am Cold Storage

Sam Van Wattering
Community Volunteer



UNITED WAY OF SIOUXLAND

Thank you for Getting on the Bus with us.

701 Steuben Street | Sioux City, IA 51101 | 712-255-3551

www.unitedwaysiouxland.com

