

COMMUNITY IMPACT REPORT 2021-2022



**LISTENING. LEARNING.
REFLECTING. TAKING ACTION.**

ALL PEOPLE CAN THRIVE

When we work together.



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At United Way of Olmsted County, our mission is to unite people and resources to improve lives in our community. We do this in a variety of ways: We operate programs and shared resources that support the community; work collaboratively with partners from many organizations and walks of life to create systems change; and provide financial, technical, and volunteer support for programs that make a difference.

We fight for the health, education, and financial stability of every person in our community—the building blocks of a good quality of life—so that every person can reach their full potential, no matter their age or stage of life. We strengthen systems to build a community where all people can thrive, regardless of race or place.



BUILDING BLOCKS

Supporting the health, education, and financial stability of people at every age and stage of life.



BRIGHTER FUTURES

Strengthening systems so every student reaches their potential in school and in the community.



THRIVING COMMUNITIES

Building partnerships and cultivating leaders so all people can thrive, regardless of race or place.



MESSAGE FROM OUR PRESIDENT

Fueled by local donors, local volunteers, a local board of directors, and local staff, we are creating significant impact, right here in Olmsted County and Southeast Minnesota. We are grateful for our collective ability to envision and make change possible—that's Living UNITED.

By investing in United Way of Olmsted County, you impact a wide range of needs and help to change the odds for local individuals and families. Creating a healthier community and helping individuals reach their potential begins with donors, volunteers, and advocates like you.

Demand for basic services like food, housing, mental healthcare, and other support remain at elevated levels following the historic spike during the pandemic. Those experiencing systemic inequities have been hit harder and for longer durations than others.

During the past year, United Way of Olmsted County continued our efforts to ensure holistic, integrated supports are available for individuals and families when they need them. United Way plays a unique role in our community, bringing together specific services offered by community partners in novel ways to fill gaps and support the whole person. For examples, see our Meadow Park Initiative and Community Schools Partnership web pages.

To better address rising needs in our community, in July 2021, the United Way of Olmsted County Board of Directors authorized a major plan to expand our ability to connect individuals in our community with our mission. This past year, we expanded opportunities for individuals to give, advocate, and volunteer. One example is the 21-Day Equity Challenge; nearly 2,000 individuals participated in this unique experience designed to deepen awareness of inequities in our community, the systems that hold them in place, and what we can do collectively to make Olmsted County a place where all people can reach their full potential.

Inspired by United Way's mission and the collective power of our community, our donors went the extra mile to encourage others to get involved.

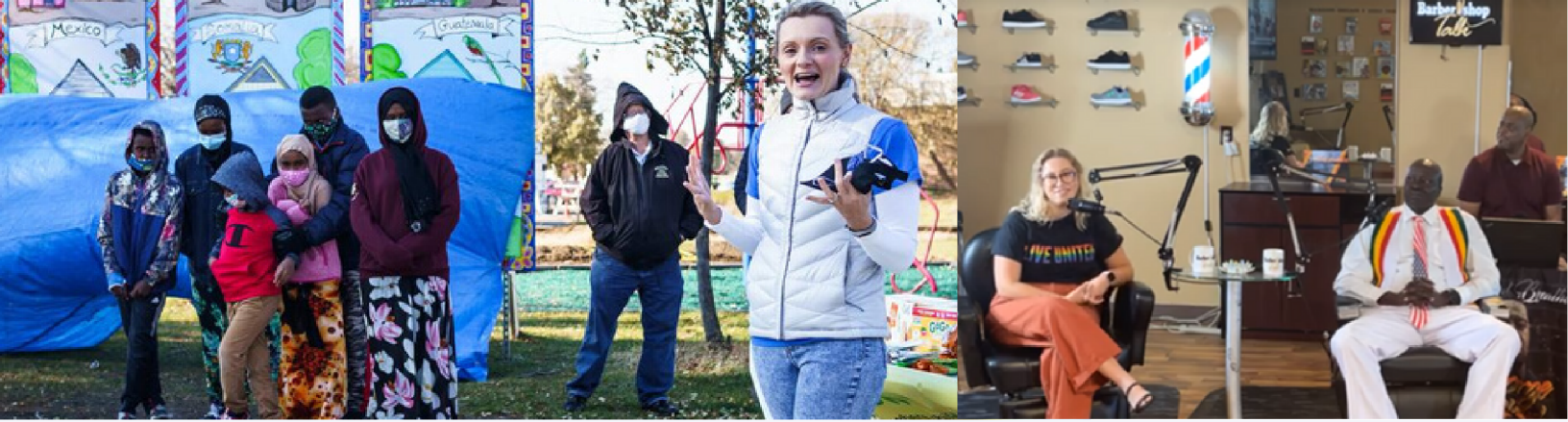
The 2021 Give United Drawing was created in partnership with Rochester Motor Cars to offer participants a fun twist and opportunity to win a two-year lease on a vehicle from Rochester Motor Cars. We are thankful for Rochester Motor Cars and their lease donation. Due in part to the Give United Drawing, we welcomed nearly 1000 new donors to United Way in 2021.

The Leadership Challenge Match was made possible by a coalition of corporate and individual donors, including: Scheels, Think Bank, Knutson Construction, Elaine Case and Bill Wiktor, Ron Menaker and Linda Mansfield, Kasten/Bible Family and an anonymous donor. The \$70,000 matching fund was created to encourage individuals to the next level of giving and I am delighted to report it was successful in encouraging others to increase their donations.

We are very grateful for our partnerships with local companies and private citizens to create this occasion to multiply their contributions.

By combining contributions from thousands of donors and partnering with nonprofit programs to offer integrated solutions to a wide range of human needs, we meaningfully touched over 48,000 lives in our community last year.

Thank you for your continued support. We are grateful for you and the trust you place in United Way of Olmsted County.



UNITED WAY OF OLMSTED COUNTY EQUITY STATEMENT OF PRINCIPLE

Racism and discrimination have no place in our world, and we stand in solidarity with all those who seek equity and justice. We envision a community where everyone can participate, prosper, and reach their full potential. A community where race does not predict health or wealth, life or death.

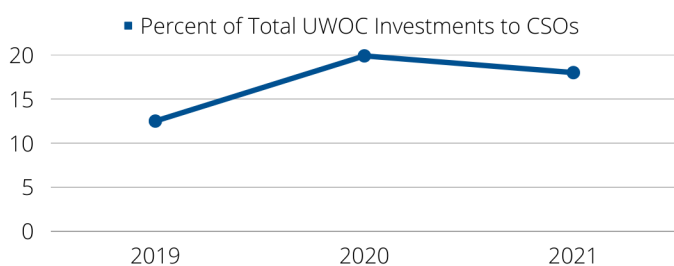
The United Way of Olmsted County Board of Directors recognizes equity as a core value that is critical in achieving United Way’s mission. We value the intentional inclusion of everyone in our community.

We strive to dismantle systemic, institutional, and historical barriers based on race, ethnicity, ability, and other identities so they no longer determine socioeconomic, education, and health outcomes.

Our mission compels us to prioritize people in our community who have been marginalized and excluded. United Way of Olmsted County is committed to finding and implementing community-driven solutions that ensure all people have the resources and opportunities needed to reach their full potential. We commit to leveraging all our strategies, investments, and partnerships to build a more equitable community.

Here are some of the steps we took in 2021 to meet that commitment and realize our vision of a community where all people can thrive:

- Launched our community’s first-ever **21-Day Equity Challenge**. The 21-Day Equity Challenge is a powerful opportunity for shared learning, action, and growth. Almost 2,000 Minnesotans took the challenge in 2021.
- Together with our partners, we created the **Commitment to Action Towards Racial Justice** grant fund, investing more than \$30,000 to help local organizations to take meaningful action steps toward racial justice within their organizations and the communities they serve.
- Continued our commitment to supporting culturally specific organizations (CSOs)—those organizations that serve and are led by people of color, immigrants, or people with disabilities. **We invested more than \$225,000 in such organizations last year, representing approximately 18% of our total grant awards.**
- Began our **Culturally Powered Communities (CPC)** program to support Olmsted County’s diverse cultural communities by strengthening the organizations that serve them.



COMMUNITY IMPACT & EQUITY UPDATE



SMALL ACTS LEADING TO BIG POSITIVE IMPACTS

DID YOU KNOW: 32% of Olmsted County adults feel socially disconnected from their community? Social isolation is considered a threat to physical health and in many studies is considered a risk factor comparable to smoking or obesity.

Meet David Johnson (left), a friendly volunteer from Family Service Rochester (FSR), who is dedicated to helping local seniors like Ned Brown (right), live independently.

With support from volunteers like David Johnson and partners like FSR and their Independent Living program, Mr. Brown has not only gained the confidence to continue his 94-year residency in the Rochester area - independently, but he also made a lifelong friend!

UNITED, WE ARE STRONGER

Last year, **48,000 lives** were positively impacted throughout Olmsted County through our network of community partners.

6,000

OVER 6,000 CALLERS
SERVED THROUGH THE
UNITED WAY'S 211

\$75,000+

\$75,000+ SAVED
ON PRESCRIPTION
DRUG COSTS

3,200+

3,200 STUDENTS
ATTENDED A
COMMUNITY SCHOOL



Scan for more
stories like these.

JAMIE URCH WINS UWOC 2021 GIVE UNITED DRAWING

At the start of 2022, United Way of Olmsted County announced Jamie Urch as the winner of the 2021 Give United Drawing. The drawing was made possible through a partnership with Rochester Motor Cars. Rochester Motor Cars offered everyone who donated to United Way of Olmsted County between August and December 2021 a chance to win a two-year lease on a new car through the random drawing.



***"Every dollar, no matter the size,
adds up to make a difference..."***

Jamie Urch, a longtime supporter and advocate of United Way of Olmsted County, was randomly selected as the winner during the United Way of Olmsted County board meeting on January 18th. Urch, delighted upon being informed that she had won stated, "I have donated to United Way for many years- I find it such a great way to contribute to Rochester's community. As an advocate I found the information about how huge a difference even a relatively small donation can make." The Give United drawing was designed to increase United Way of Olmsted County donations to help improve the health, education, and financial stability every person in Olmsted County. Jennifer Teske, Vice President of Resource Development at United Way of Olmsted County stated, "Every dollar, no matter the size, adds up to make a difference in the lives of thousands of individuals and families, to ensure that our community is a place where all people can thrive."

OUR UNITED WAY OF OLMSTED COUNTY FINANCIALS

Revenue, expenses, assets, and liabilities for our fiscal year April 1, 2021 - March 31, 2022.

Financials have been summarized to fit this report. Please visit www.uwolmsted.org/accountability to view the organization's full INDEPENDENT AUDITORS' REPORT as prepared by CliftonLarsonAllen LLP.

STATEMENT OF ACTIVITIES FROM AUDITED FINANCIAL REPORT

REVENUE, SUPPORT, AND GAINS

Campaign Support.....	\$3,047,983
Less Donor Designations.....	\$(496,632)
Less Allowance for Doubtful Acct.....	\$(114,235)
Grant and Other Income.....	\$659,793
Total Public Support and Revenues.....	\$3,096,909
Community Grant Awards.....	\$1,267,328
Program Services Expenses.....	\$580,115
Internal Initiatives and Partnerships.....	\$651,347
Resource Development.....	\$522,322
Management and General.....	\$310,530
Total Expenses.....	\$3,331,642
Net Income.....	\$(234,733)

TOTAL PUBLIC SUPPORT & REVENUES \$3,096,909

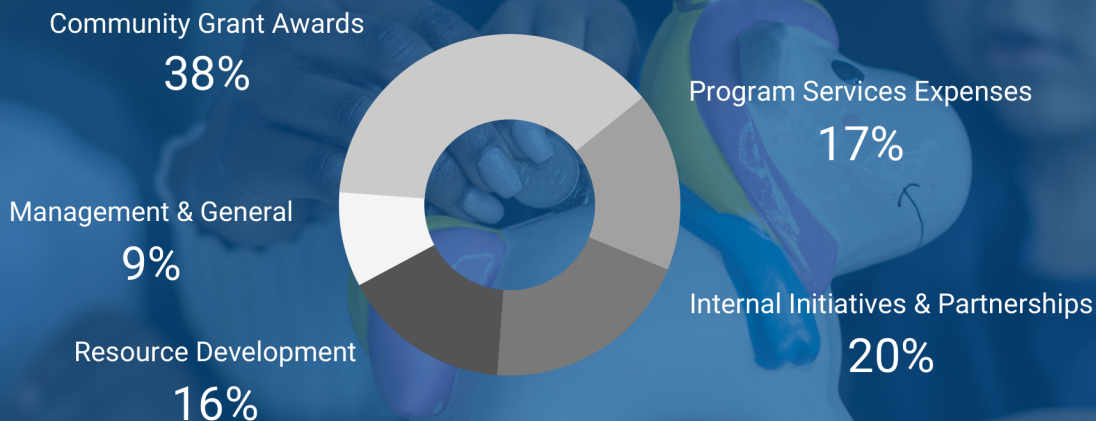
United Way of Olmsted County unites people and resources to improve lives in the community with a focus on health, education, and financial stability - the building blocks for a good quality of life.



STATEMENT OF FINANCIAL POSITION

Current Assets.....	\$4,666,706
Fixed Assets.....	\$573,468
Total Assets.....	\$5,240,174
Current Liabilities.....	\$890,545
Net Assets: Undesignated.....	\$946,367
Board Restricted.....	\$581,222
Invested in Property.....	\$573,468
With Donor Restrictions.....	\$2,248,572
Total Net Assets.....	\$4,349,629

TOTAL LIABILITIES & NET ASSETS \$5,240,174





VOLUNTEER HIGHLIGHT: ABDIKARIM HASSEN

Abdikarim helped organize the **Meadow Park** neighborhood council, coached Meadow Park youth soccer, staffs the weekly food distribution, transports students to the Meadow Park Learning Center, and helped coordinate an active living class for older Somali men during the pandemic.

Abdikarim is proud to serve others and has been honored by Minnesota Department of Human Services as a 2021 Outstanding Refugee!

"By volunteering, we are able to work together to build our community and the next generations."

- Abdikarim Hassen

OUR COMMUNITY IMPACT PARTNERS

PROGRAM	AGENCY PARTNER
Food Shelf	Channel One
Noon Meal	Salvation Army
Head Start Food Stations	Families First of Minnesota
Meals on Wheels	Family Service Rochester
Housing Stability Fund	Women's Shelter and Support Center
Access Home	Salvation Army
Rent Assistance	Salvation Army
Independent/Semi-Independent Living	Ability Building Community
Senior Independence	Family Service Rochester
Independent Living Services	Bear Creek Services
Empowering Single Mothers	Jeremiah Program
Literacy and Life Skills	Hawthorne Education Center
GNCC Early Learning	Good News Children's Center
Multigenerational Assistance	Family Circle Learning Center
School Readiness	Families First of Minnesota
Byron School Readiness	Byron Public Schools
Gage East Early Childhood Program	Center City Housing
Friendly Visitors and Caregiver Support	Elder Network
Match Program	Intercultural Mutual Assistance Association
TreeHouse Teen Program	Next Chapter Ministries
Peer Recovery Housing	Recovery is Happening
Infant and Early Childhood Mental Health	Family Service Rochester
LEAD Mentorship	Family Service Rochester

Culturally Powered Communities (CPC) is an equity strategy made possible through a collaboration between United Way of Olmsted County and Mayo Clinic. CPC is powered in partnership with Otto Bremer Trust. We appreciate the support of our partners at Cradle 2 Career, The Diversity Council, Emmright Consulting, Intercultural Mutual Assistance Association, Minnesota Council of Nonprofits, Rochester Area Foundation, Sports Mentorship Academy, and Zumbro Valley Health Center.



CPC AGENCY PARTNERS

INTERMIX
PROJECT

ETHIOPIAN COMMUNITY
OF ROCHESTER, MN



MAYO
CLINIC





JEROME FERSON
President

ADRIAN KERN
Marketing & Engagement Director

AMY WILFAHRT*
Advocacy & Engagement Coordinator

ANTONIO NAVARRO*
Resource Development Specialist

CHELSEY MINGONE
Communications Coordinator

CLAUDIA TABINI
C2C Community Engagement Coordinator

DALE O'GROSKE
Chief Financial Officer

EMILY JOHNSTON
Vice President of Impact & Engagement

GRACE PESCH
Impact Strategist

JENNIFER TESKE
Vice President of Resource Development

JULIE BROCK*
C2C Executive Director

KELSEY DUFFY
C2C Director of Data & Research

KRISTIN BLOCK*
Learning & Research Coordinator

LAKEN JEFFERSON*
Major and Planned Giving Associate

MADELEINE ROSSI*
Resource Development Operations
Specialist

NAHIDA NWOREN
C2C Community Data Manager

OUR 2021-2022 STAFF

*Former employee of UWOC

NICHOLAS MOLINA*
C2C Communications Manager

PAM WRIGHT
Executive Assistant

SCOTT REDENBAUGH*
Resource Development Specialist

THIEULAN DUNCANSON
Finance Assistant

VANGIE CASTRO
Impact Program Assistant

ZENI ALY
Impact & Engagement Administrative
Assistant

View the complete listing of our Community Impact and Corporate Partners,
Leadership Donors, Board Members, and Staff by clicking or scanning the QR code.



JEROME FERSON
United Way President

ANGIE PUFFER
Board Chair

SHAMILA AMARASEKERA
Board Vice Chair

MARK HETTINGER
Immediate Past Chair

MELISSA JOHNSON
Treasurer

PAUL TIESKOETTER
Assistant Treasurer

ARMIN BUDIMLIC

BRYCE CALDWELL

CHAD DECOOK

DONNA LUN

GREG GRIFFITHS

JIM KELLY

JAMIE ROTHE

JEFF STILWELL

JIM BARNHART

JOHN ECKERMAN

OUR 2021-2022 BOARD OF DIRECTORS

LINDSEY LEHMAN

NICOLE ANDREWS

OMAR NUR

PIPER NIETERS SU

SARAH JOYNT

SANDRA MEANS

SHRUTHI NAIK

SHELLEY SANNES



THANK YOU FOR LIVING UNITED!



GIVE, ADVOCATE, & VOLUNTEER AT WWW.UWOLMSTED.ORG

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