

ANNUAL REPORT

2023



Greater Mankato Area
United Way



CONTENTS

MISSION & SERVICE AREA	3
LETTER FROM CEO	4
BOARD & STAFF 2023	6
PARTNER AGENCIES	7
FINANCIAL REPORT	8
CORE COMMITMENTS	9
COMMUNITY IMPACT	10

OUR MISSION

Greater Mankato Area United Way's mission is to unite the community to secure and invest resources to improve people's lives by focusing on the impact areas of Basic Needs, Health and Education. All of our programs must fall into at least one of these areas. By keeping these three pillars strong and balanced, we can continue to build a better tomorrow for all in our region.

OUR IMPACT

We make every effort to ensure donor dollars are being used efficiently by utilizing volunteer resources, sponsorships and in-kind donations.

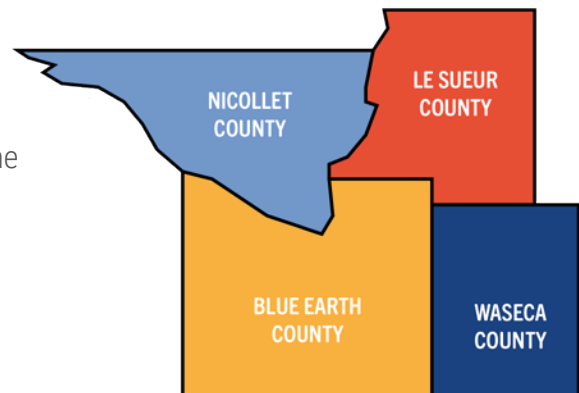
IN 2023:

- More than **1,700 VOLUNTEERS** donated over 14,000 hours of service.
- Over **5,000 INDIVIDUALS** contributed **FINANCIAL DONATIONS** toward the campaign.
- Approximately **180 GENEROUS REGIONAL BUSINESSES** and other community partners offered **SPONSORSHIPS** for events, supplies and more.
- Corporate and community supporters gave **IN-KIND DONATIONS** valued at more than \$800,000.

OUR REGION

Greater Mankato Area United Way serves communities in the following four counties:

- >> **BLUE EARTH COUNTY**
- >> **LE SUEUR COUNTY**
- >> **NICOLLET COUNTY**
- >> **WASECA COUNTY**



A LETTER FROM THE CEO


Dear Friends,

In 2023, Greater Mankato Area United Way asked our region, “Will you be a light? Will you help us find the path for change?” Our community answered this call to action, stepping forward to support through fundraising, volunteering, and helping us expand on community initiatives.

As part of our mission, Greater Mankato Area United Way remained committed to identifying and addressing urgent issues in our region. We take this leadership role to heart, and we continued to lead the way with the goal to shine a light on issues facing our region, including youth mental health, suicide prevention, substance use disorder advocacy, sex trafficking prevention, literacy, and more. We focused on going “upstream” to address the cause of the cause. We convened groups to find solutions, enlisting input and participation of many ages, backgrounds, and areas of expertise to help launch and expand needed programming, from Youth Mental Health Navigators to Hope Squad peer-to-peer suicide prevention programs to community bookshelves. This work was made possible with the support of dedicated community members, businesses, nonprofits, and other partners.

We are so grateful for the giving hearts in our community. Our donors continued to invest in tomorrow to change the future of the region for the better. Our campaign continued to grow, and we surpassed our largest ever goal of \$2,250,000. Our region stepped up to the need to keep our region strong and balanced by supporting our programs affecting basic needs, health, and education.

Thank you for your support to improve and save lives in our region.

A portrait of Barb Kaus, the CEO, smiling. She has dark brown hair and is wearing a black turtleneck, a grey vest, and a long silver necklace with a teardrop pendant.

Barb Kaus

Barb Kaus

A PATH FOR CHANGE

***We are so grateful for the giving hearts
in our community.***

As of December 31, 2023

BOARD OF DIRECTORS

OFFICERS

Tyson Twait, Dotson Iron Castings – *Board Chair*

Chris Austin, Taylor Corporation – *Vice Chair*

Matthew Atwood, Atwood Companies - *Past Campaign Chair*

Jess Blais, APX Construction - *Community Impact Chair*

Alissa Brekke, Pioneer Bank - *2024 Campaign Chair*

Wendy Keenan, Abdo - *Finance Chair*

BOARD MEMBERS

Keith Bauer, Mankato Clinic

Scott Bradley, United Prairie Bank

Silas Danielson, Blethen Berens

Laura Elvebak, Blue Earth County

Erik Hagedorn, West Bank

Victoria Hanson, Mayo Clinic Health System Mankato

Andy Hennis, Consolidated Communications

Tonya Hobbie, Bolton & Menk

Eric Hudspith, Waseca Public Schools

Steve Jameson, The Free Press Media

Sarah Kerich, Amanicare Services Inc.

Chris Konradi, Federated Insurance

Justin Neumann, Mankato Department of Public Safety

Kayla Olsen, Stifel

Dr. Annette Parker, South Central College

Paul Peterson, Mankato Area Public Schools

Shane Van Engen, Frandsen Bank & Trust

Steve Weisbecker, Lloyd Management

As of December 31, 2023

OUR STAFF

Barb Kaus, CEO

Janice Berndt, Director of Finance

Sarah Buesing, Community Impact Director

Jill Cusick, Resource & Donor Development Director

Laura Murray, Director of Operations & Communications

Emily Schanbacher, Marketing Coordinator

Jack Simota, Data Systems Manager

Abby Svien, Events & Fundraising Director

Karli Swearingen, Office & Programming Manager

2023 PARTNER AGENCIES

AMERICAN RED CROSS

Disaster Services

THE ARC MN SOUTHWEST

Self-Advocacy

BETHLEHEM INN OF WASECA

Emergency Shelter

BEYOND BRINK

Recovery Housing

BLUE EARTH COUNTY FIRST STEPS

BOY SCOUTS TWIN VALLEY COUNCIL

Youth Development

COMMITTEE AGAINST DOMESTIC ABUSE (CADA)

Advocacy & Therapeutic Support

COMMONBOND COMMUNITIES

Advantage Services

CONNECTING KIDS

Youth Scholarships

GOOD COUNSEL LEARNING CENTER

Adult Scholarship Program*

GREATER MANKATO AREA UNITED WAY

Books for Kids

GREATER MANKATO DIVERSITY COUNCIL

Promoting Respect Workshops

GUSTAVUS ADOLPHUS COLLEGE

Big Partner Little Partner
Gustie Buddies

LAKE CRYSTAL AREA RECREATION CENTER

Membership Scholarships

LAKE CRYSTAL COMMUNITY EDUCATION

Camp MidKnights Summer Enrichment

LEISURE EDUCATION FOR EXCEPTIONAL PEOPLE (LEEP)

Recreation

LIFE-WORK PLANNING CENTER

Women in Transition

LUTHERAN SOCIAL SERVICE OF MINNESOTA

Crisis Nursery
Financial Counseling
Meals
Sex Trafficking Prevention

MANKATO AREA PUBLIC SCHOOLS/COMMUNITY EDUCATION & RECREATION

Lincoln Logs Learning Center
MAPS Preschool
Youth Mental Health Navigator*

MN COUNCIL OF CHURCHES

Community Navigator Services
Health Navigators

NRHEG COMMUNITY EDUCATION

Panther Preschool

OPEN DOOR HEALTH CENTER

Integrated Clinic Operations

PARTNERS FOR HOUSING

Mankato/St. Peter Emergency Shelters
Welcome Home Transitional Housing

PROJECT FOR TEENS

Peer Education

THE SALVATION ARMY

Emergency Social Services
Noon Feeding Program

SEMCAC

Volunteer Driver Program

SERVEMINNESOTA

MN Reading Corps

SMILES CENTER FOR INDEPENDENT LIVING

Assistive Technology/Ramps

SOUTHERN MN REGIONAL LEGAL SERVICES

Lawyers Advancing Wellness

ST. PETER AREA FOOD SHELF

Children's Weekend Food Program

ST. PETER COMMUNITY & FAMILY EDUCATION

School Readiness

TRI-CITY UNITED COMMUNITY EDUCATION

Little Titans Preschool

VINE FAITH IN ACTION

Aging Well at the VACC
Door2Door Transportation
Neighbors Helping Neighbors

WASECA AREA NEIGHBORHOOD SERVICE CENTER

BackPack Program
Emergency Social Services

WASECA AREA SENIOR CITIZENS CENTER

WELLSHARE INTERNATIONAL

Somali Youth Program*

YMCA

Brother/Sister Program
Chesley Skate Park
Financial Assistance
School-based Mentoring
STRIDE

YWCA

New American Families
Youth Programming

* Newly funded program

FINANCIAL REPORT

STATEMENT OF ACTIVITIES

FROM AUDITED FINANCIAL REPORT

TOTAL PUBLIC SUPPORT AND REVENUES	\$4,633,553
Program Services Expenses	\$1,788,284
Community and Agency Services	\$1,144,639
PROVIDED BY UNITED WAY	
Management and General.....	\$213,508
Fundraising.....	\$897,710
Total Expenses	\$4,044,141
Net Income.....	\$589,412

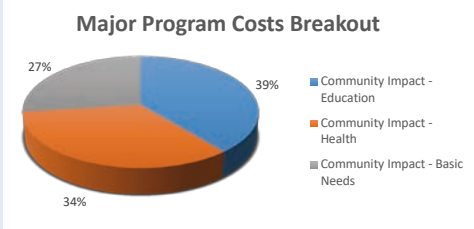
Of fundraising expenses, this includes \$506,123 of in-kind expenses, which was of no cost to United Way.

STATEMENT OF FINANCIAL POSITION

Current Assets	\$4,074,113
Fixed Assets.....	\$12,242
Other Assets.....	\$313,399
Total Assets	\$4,399,754
Current Liabilities	\$94,327
NET ASSETS	
Unrestricted.....	\$1,872,034
Temporarily Restricted.....	\$2,433,393
Total Net Assets.....	\$4,305,427
Total Liabilities and Net Assets.....	\$4,399,754

Audited financial statements and IRS Form 990 available upon request.

MAJOR PROGRAM COST BREAKDOWN



CORE COMMITMENTS

Greater Mankato Area United Way's core commitments are to secure resources, convene the community, and connect people and organizations to resources. United Way secures resources by soliciting individuals and businesses throughout the region during the annual campaign. In 2023, approximately 5,000 individuals donated through workplace campaigns or other personal giving, while approximately 180 companies pledged a corporate gift. By receiving a total of \$2,571,986.49 in donation pledges to the 2023 campaign, United Way provided funding to 55 programs across 38 nonprofit agencies in 2023. Of these programs, 34 received additional "one-time funding" allocations in Fall 2023.

BASIC NEEDS

United Way stabilizes families in need and gives them tools for success. The focus of Basic Needs supports advancing the common good by providing basic needs like food, clothing, shelter, and emergency services. This focus area also supports programs to increase self-sufficiency through building systems of support for individuals and families. These programs served 3,877 people in 2023. In addition, the 2-1-1 help network served 720 individuals and the Get Connected platform and Week of Action connected hundreds of volunteers to needs.



HEALTH

United Way helps people live healthy, independent lives. The focus of Health supports increased independence through building systems of support for older individuals, support for individuals with disabilities to live their lives fully engaged in our communities, and supporting vulnerable families and individuals by providing them tools to maintain all aspects of healthy living. These programs served 11,445 people in 2023. In addition, the collaborative Project Community Connect resource event served more than 680.



EDUCATION

The focus area of Education is structured to building systems of support for parents and young children to ensure that all children are ready for kindergarten, ensure youth have healthy growth and development opportunities and that youth have access to quality youth development programs that foster positive experiences. These programs served 17,812 youth in 2023. Examples of other educational initiatives include the United Way Fourth-Grade Book Project, which served 1,600 individuals, and the annual Reading Festival, which served more than 600.



COMMUNITY IMPACT

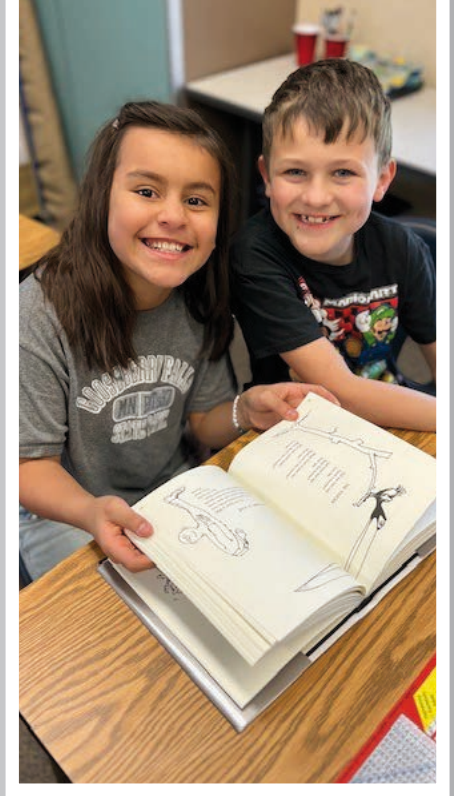
Since 1931, Greater Mankato Area United Way has served as the trusted connector for organizations, volunteers, businesses, community members, donors, local leaders, media, and others to improve the lives of all ages. United Way convenes the community to identify needs, bring awareness to topics, and facilitate action around community issues. In 2023, United Way convened the community around literacy, sex trafficking prevention, suicide prevention, substance use advocacy, youth mental health and other issues. Community committees supporting these issues made it possible for United Way and its partners to make a difference in our region. In the 2023-24 school year, the Youth Mental Health Navigator program expanded to four navigators, encompassing all 13 school districts in Greater Mankato Area United Way's service area. Mental health advocate Emma Benoit shared her transformative story, impacting thousands of regional students.

In 2023, Greater Mankato Area United Way's early childhood development initiatives included Success by Six forums. Literacy initiatives included the Fourth-Grade Book Project, in partnership with the Olseth Family Foundation, which provided 1,600 books to regional students. The Books for Kids program, in partnership with Capstone, provided nearly 25,000 books children in the four-county area.

Greater Mankato Area United Way also connected people and organizations to resources through tools such as Get Connected, an online volunteer management system, as well as 2-1-1, a community helpline. United Way played a key role in collaborative initiatives such as coat drives, school supply drives, Week of Action service projects, and more. United Way serves as the fiscal agent for Project Community Connect, an annual free resource expo for community members.

United Way had great community participation in signature events such as the Men's Event, Women with Heart, Fire & Ice and other activities. At the annual Women with Heart luncheon, United Way welcomed keynote speaker Dr. Nancy Fitzsimons of MNSU to share on the concept of "upstream," which focuses on addressing the cause of the cause in community issues. Formerly called Emerging Leaders United, the group Engaged Leaders United expanded to include ages 50 and under. It continued to be a key connection for donors to grow in their philanthropic interests. The Always United group focused on engaging retirees, while Grow United shared United Way's impact with rural/farming communities.







Greater Mankato Area
United Way

LIVE UNITED

507-345-4551

127 S. 2nd St #190
Mankato, MN 56001

MankatoUnitedWay.org