

# LIVE

2011-2012 ANNUAL REPORT  
UNITED WAY OF GREATER DULUTH

# UNITED



Day of Caring Volunteers



**We all win when children succeed in school,  
when families are financially stable,  
when people are healthy.**

LIVE UNITED.

**We Exist to Improve People’s Lives.  
We Get Results.**

United Way is working to advance the common good by focusing on critical needs in the greater Duluth area. Meeting these needs provides the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family, and good health. We also strive to create long-lasting changes that prevent problems from happening in the first place.

We do this by researching, identifying, analyzing and reporting on our community’s most pressing issues. We strategically invest in local programs and high-impact initiatives that achieve measurable outcomes and demonstrate results.

We unite our efforts with community partners to achieve positive community change and together—united—we inspire hope and create opportunities for a better tomorrow.

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# LETTER FROM THE PRESIDENT



*Dear Friends,*

This summer, after the floods had washed through our region, we witnessed the strength of our community in many ways. Agencies that rely on United Way support helped people with temporary shelter, food and clothing – your gift helped ensure they were ready and able to assist in this time of great need. United Way's own 2-1-1 Information & Referral program fielded over 3,000 calls and made 4,349 referrals – helping people connect to available resources so that the recovery process could begin. And a partnership developed between United Way's Volunteer Center and the City of Duluth to establish a means of coordinating volunteers with those who needed help. We are so proud of all the people and organizations that rallied together during this time – that's the true spirit of Living

United that we can all take pride in.

It's been said that 1 out of every 4 people have been served in some way by United Way. One might wonder if that number is actually higher this year.

While we responded to this emergency in a multitude of ways, we also continued to keep our eye on critical issues that affect our community each day. Research shows that in order for communities to be vital for everyone, people need an education, an income, health, and basic needs. Achieving this may be challenging and complex but it's worth working for our community in a positive and lasting way.

For example, this past year United Way of Greater Duluth:

- Conducted a successful community-wide fundraising campaign that surpassed \$2 million and with the help of local volunteers, strategically invested those resources in more than 55 local programs and initiatives.
- Continued our collective impact effort around education through the Delegation on Educational Outcomes and received national recognition in doing so. This process continues to engage a broadly representative, cross-sector group of individuals who are committed to collaborating and aligning resources to ensure our youth succeed. You can learn more about this on page 8.
- Continued working in partnership with others to address key community issues. Examples of these collaborative efforts include the Duluth Prosperity Agenda Leadership Team, Hunger Free Minnesota (Duluth Leadership Team), Keeping Kids in School Initiative, Northland Foundation THRIVE Initiative, Project Homeless Connect, St. Louis County 10-Year Plan to End Homelessness, and the Youth Success Teams Partnership.

These are just a few of the things we have been working on this past year. Our efforts, in conjunction with other initiatives, programs and local partners, ensure that all people in our community will have the basic building blocks for a good life. United Way of Greater Duluth will continue to mobilize resources to tackle the underlying causes of complex issues across our community and create measurable improvement in the lives of our most vulnerable citizens.

On behalf of all of us at United Way of Greater Duluth, thank you for your continued commitment and support.

*Paula Reed*

**Paula Reed**  
President, United Way of Greater Duluth

# OUR PRIORITY AREAS

INVESTING WISELY. CREATING CHANGES. PREVENTING PROBLEMS.

## 1. EDUCATION

Helping Children and Youth Achieve their Potential

### What are the issues?

50% of children are not ready for kindergarten. Of 50 children struggling to learn to read in kindergarten, 44 will still be struggling in 3rd grade. These readers fall further and further behind, checking out by middle school and dropping out of high school.

On average, fewer than 70% of Duluth students graduate on-time. For students receiving free or reduced lunch, that number is at 45%; for American Indian students - it's 27%; for Black students 40% and for White students 75%.

### How does United Way help?

At United Way, we are working to foster the healthy development of children and youth to ensure they are ready to succeed in school and life. United Way investments increase school readiness, improve academic achievement and promote positive youth development opportunities.

An example of last year's results:

- 7,520 children received help with homework, life skills, and supervision through youth programs.
- Children's literacy development was enhanced by getting more than 60,000 books into homes through Imagination Library, the Big Red Bookshelves and other distribution sites.

## 2. INCOME

Promoting Financial Stability and Independence

### What are the issues?

According to the 2011 American Community Survey, 40.9% of Duluth's population was below 200% of the poverty rate.

“Every family should be able to earn an adequate income to sustain their lives.”



### How does United Way help?

At United Way, we believe that every family should be able to earn an adequate income to sustain their lives. That is why we support workforce training and job placement, help people find and retain quality and affordable housing and support financial literacy education so that families can take control over their income. United Way investments help increase people's income and build savings and assets.

An example of last year's results:

- More than 1,300 working poor individuals and families completed tax returns at no cost, bringing an additional \$3 million into the local economy.
- More than 8,000 individuals sought financial counseling to assist with budget, bankruptcy and debt management issues – increasing their financial stability.

## 3. HEALTH

### Improving People's Health

#### What are the issues?

A child with a toothache is unable to concentrate in school and succeed. A family without health insurance is often overwhelmed to the point of bankruptcy by the financial burdens of an illness.



#### How does United Way help?

Health is the single most important aspect for a quality life. At United Way, we are improving people's access to physical, mental and dental health care to ensure everyone can get the care they need. United Way investments improve people's access to care.

An example of last year's results:

- More than 15,000 people received care for their physical, mental, and dental health needs.

## 4. BASIC NEEDS

### Ensuring that People's Most Basic Needs are Met

#### What are the issues?

When life changes unexpectedly or in times of crisis, it is critical that basic needs such as food, clothing, shelter and safety can still be met. United Way ensures that a "safety net" of services is available to help people get through those times and back on their feet. It's a helping hand when you need it most.



#### How does United Way help?

United Way supports a strong network of basic human services in our community so that individuals are able to meet their basic needs when times are tough.

An example of last year's results:

- More than 1.7 million pounds of food were distributed (equivalent to 1.2 million meals).
- More than 23,000 nights of shelter were provided to those with no place to stay.
- More than 450,000 articles of free clothing were distributed to those in need.

# UNITED WAY SUCCESS BY 6

## CHILDREN ENTER KINDERGARTEN READY TO LEARN & SUCCEED

### Success By 6 IMPACT

Last year Duluth area children took home 11,761 books from Big Red Bookshelves.

1,400 children received Ready Set Learn Literacy kits at early childhood screenings.

48,877 books were sent to homes of children enrolled in the Imagination Library program.

Currently, over 3,831 area children are receiving Imagination Library books. 867 children graduated from the program this year while 1,326 enrolled in the program.

**Success By 6** is United Way's Early Childhood Initiative that engages the whole community in early childhood development. This community-based, multi-sector group, shares a common vision – to prepare young children to be ready for school. The Initiative is dedicated to ensure children enter kindergarten ready to learn to read and to increase the number of children completing early childhood screening. **Our Success By 6 Initiative includes the following United Way of Greater Duluth early childhood efforts:**

#### Imagination Library

This is a free book program that delivers one book each month to children ages birth to five in the greater Duluth area and up the North Shore. There are no eligibility requirements and zero cost to families.

#### The Big Red Bookshelf

The Big Red Bookshelf project places bright red bookshelves, stocked with gently-used or new books appropriate for children from birth - 3rd grade, in the community where families with young children visit. These books have been donated by community members. Children are invited to take a book home to keep and share!

This year we added three new shelves at: Proctor Area Community Center, The YMCA, and Community Action Duluth.

There are a total of eleven shelves in the Greater Duluth area.

#### Born Learning Trail

The Born Learning Trail provides tips about turning everyday moments into learning moments for infants and young children. Our Born Learning Trail is located at Memorial Park in West Duluth.

#### Ready-Set-Learn Kits

United Way provides learning kits to families participating in Early Childhood Screenings in Duluth, Hermantown and Proctor. Kits include a quality book, educational activities and tips for parents.

#### Parent Resources & Awareness

United Way supports parents and caregivers with access to information and tools such as online Parent Resources and 2-1-1 Information and Referral. A spread about the Week of the Young Child was also promoted in the *Duluth News Tribune*.



If you would like to be involved with United Way of Greater Duluth's Success By 6 Initiative, call 218-726-4770.



# HIGH-IMPACT INITIATIVES

## MAKING A DIFFERENCE

### United Way 2-1-1

United Way 2-1-1 is a free, state-wide service for anyone seeking information and referral simply by calling 2-1-1 or 800-543-7709 for cell phone users. Information and referral is available 24/7/365 and is confidential. The Duluth hub serves residents in 42 counties in Minnesota as well as Douglas County in NW Wisconsin.

**IMPACT**  
**Record number: 45,140!**

This year, due to increased need, 2-1-1 more than doubled their number of referrals directing individuals to community resources.



### United Way Volunteer Center

Volunteering is a great way to give back to your community, and you'll get the great feeling of knowing you made a difference. United Way's Volunteer Center connects local volunteers with opportunities that match their skills and interests. For more information, please visit:

[www.volunteerduluth.org](http://www.volunteerduluth.org).

**IMPACT** Last year the Volunteer Center connected people with over 650 volunteer opportunities in the Twin Ports. Volunteers tracked over 4,243 hours of service – providing the equivalent of \$92,455 to local agencies by using the Volunteer Center website.



**These volunteers helped make rhubarb pie for CHUM's Rhubarb festival as a Day of Caring Project.**

### Community Services

The AFL-CIO Community Services Program fosters the partnership between organized labor and United Way of Greater Duluth. Emphasis is placed on community service through volunteerism, education, information/referral, and support of United Way. The Community Services Program also mobilizes the caring power of Union members to get them actively involved and participating in the United Way campaign. Just a few of the ways Community Services helps those in need include:

Member Assistance Program, National Letter Carriers Food Drive, Services to the Unemployed, Workers Memorial Breakfast, Holiday food and toy programs.



Lynette Swanberg  
Community Services Director  
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# COMMUNITY IMPACT

## BEING A LEADING COMMUNITY PARTNER ENGAGED IN CREATING LASTING CHANGES

### Delegation on Educational Outcomes

For many years, United Way has tracked the affects of poverty on children in Greater Duluth with a focus on early childhood care and education, youth development and K12 education. Today, statistics show that 30% of our community's children are not graduating from high school in four years. For children of color and Native American children, that number increases to 60% and 73% respectively.

Knowing that the responsibility to ensure the success of our children should not be solely placed on the schools, United Way of Greater Duluth formed the Delegation on Educational Outcomes.



The Delegation which is made of individuals representing higher education, government, community organizations, Independent School District #709, the general public, and non-profits has been meeting monthly to explore the issues of on-time high school graduation and the racial and socio-economic disparities that exist in our community. The Delegation is charged with investigating, reviewing and making recommendations for the development of a multi-year Mobilization Plan which will outline strategies for the community to implement along the birth to 18 continuum and positively impact the success of our youth and increase on-time graduation rates for all children.



Rebecca Kelley

### Inspiring the Community

At the Achieving Excellence and Equity through School and Community Partnerships gathering, speakers provided an overview of the Delegation process and initial key findings of ISD 709 data. Rebecca Kelley, Vice President at YMCA of Greater Cincinnati and Strive facilitator presented an overview of the program, its successes and recommendations for implementation in Duluth.

Online version: [Click here](#) to see materials from this successful presentation.



**Learn More in the report about the Delegation Phase 1: Exploration of Issues, Data, and Strategies** at [UnitedWayDuluth.org](http://UnitedWayDuluth.org) or [click here](#) for a pdf of the report.



# AGENCIES WE SUPPORT

## FUNDING OVER 50 LOCAL PROGRAMS

<b>AGENCY</b>	<b>AGENCY PROGRAM</b>
American Red Cross <i>Northland Chapter</i> ...	Disaster/Emergency Services
Arc Northland.....	FASD Intervention • Family/Child Mental Health
Boy Scouts <i>Voyageurs Area Council</i> .....	Boy Scouting (Central/East Hillside)
Boys & Girls Clubs of the Northland.....	Boys & Girls Clubs of Duluth
Center City Housing.....	Transitional Housing
Children's Dental Services.....	SMILES Across MN Duluth
Churches United in Ministry.....	Drop-in Center • Emergency Shelter
Community Action Duluth.....	FAIM - Asset Dev • EITC - Free Tax Site
Valley Youth Center.....	Youth Development
Courage Center.....	Courage Duluth
Damiano Center.....	Soup Kitchen • Kids Café • Social Services • Clothing Programs
DAIP.....	Domestic Abuse Intervention Program
Duluth Area Family YMCA.....	Community Services • Compass
Girl Scouts of MN & WI Lakes and Pines.....	At Risk Outreach
Goodwill.....	Community Employment
Grant Community School Collaborative.....	Collab Youth & Family Programs
Human Development Center.....	Family & Individual Counseling
Lake Superior Community Health Center....	Clinical Medical Services
Legal Aid Service of NE MN.....	Legal Services - Duluth
Life House.....	Kids to Adults Trans KATS • Basic Needs Center for Youth
Little Treasures Center.....	Childcare & Family Center
Lutheran Social Service.....	Consumer Credit Counseling • Together for Youth • First Year Program • Young Parent Program • Foreclosure Prevention • Bethany Crisis Nursery
One Roof Community Housing.....	Homebuyer Education Program
North Country R.I.D.E.....	Therapeutic Horseback Riding
Safe Haven Shelter.....	Legal Advocacy
Salvation Army.....	Food Services • Emergency Services • Family Transitional Housing
Second Harvest Northern Lakes Food Bank....	Duluth Food Bank
SOAR Career Solutions.....	Career Development Program
Woodland Hills.....	Neighborhood Youth Services
YWCA.....	Girls & Youth Programs • Early Childhood Center



# 2011-2012 FINANCIALS

## INVESTING IN OUR COMMUNITY

### Statement of Activities

	<u>06/30/2012</u>	<u>06/30/2011</u>
<b>Support and revenue</b>		
Campaign receipts		
Gross campaign receipts	\$ 2,097,230	\$ 2,054,806
Estimated pledge loss	<u>(55,683)</u>	<u>(19,136)</u>
<b>Net campaign receipts</b>	<u>2,041,547</u>	<u>2,035,670</u>
Grants and other support		
Grant income	145,148	332,175
Other contributions	12,043	3,017
Sponsorships	16,532	35,734
Bequests and memorials	14,050	39
Special events	58,056	46,283
Services revenue	91,192	69,917
Other support	16,947	16,264
Donated services	<u>20,670</u>	<u>7,070</u>
<b>Total grants and other support</b>	<u>374,638</u>	<u>510,499</u>
Investment revenue		
Perpetual trust support	149,338	138,494
Duluth Superior Area Community Foundation support	19,752	21,009
Interest income	2,932	3,558
Change in beneficial interest in assets held by others	(20,365)	116,454
Change in beneficial interest in perpetual trust	<u>(54,744)</u>	<u>414,572</u>
<b>Total investment revenue</b>	<u>96,913</u>	<u>694,087</u>
<b>Total support and revenue</b>	<u>2,513,098</u>	<u>3,240,256</u>
<b>Allocations and expenses</b>		
Allocations and program support		
Gross funds awarded for programs	1,474,563	1,479,299
Initiatives distributions	111,531	113,375
Other program services	<u>492,379</u>	<u>620,979</u>
<b>Total allocations and program support</b>	<u>2,078,473</u>	<u>2,213,653</u>
Management and general	157,071	128,616
Fundraising	<u>376,373</u>	<u>309,899</u>
<b>Total allocations and expenses</b>	<u>2,611,917</u>	<u>2,652,168</u>
<b>Increase / (decrease) in net assets</b>	<u>\$ (98,819)</u>	<u>\$ 588,088</u>

United Way of Greater Duluth is audited by the firm of McGladrey & Pullen.

# 2011-2012 ALLOCATIONS

## INVESTING IN OUR COMMUNITY

### Statement of Financial Position

	06/30/2012	06/30/2011
<b>Assets</b>		
Cash	\$ 790,907	\$ 790,203
Contributions receivable, less allowance for uncollectibles of \$50,799 in 2012 and \$60,961 in 2011	839,289	768,092
Other receivables	29,325	50,660
Prepaid expenses	15,741	15,469
Property and equipment, net of depreciation	28,114	53,748
Beneficial interest in Perpetual Trust	3,019,964	3,074,708
Beneficial interest in Assets held by Others	680,105	724,402
<b>Total assets</b>	<b>\$ 5,403,445</b>	<b>\$ 5,477,282</b>
<b>Liabilities and Net Assets</b>		
Liabilities		
Allocations and designations payable	\$ 1,107,078	\$ 1,100,907
Deposits held for others	\$ 14,871	\$ 8,099
Accounts payable	12,527	3,047
Accrued expenses	48,293	45,734
<b>Total liabilities</b>	<b>1,182,769</b>	<b>1,157,787</b>
Net Assets		
Unrestricted:		
Board designated	384,037	337,823
Property and equipment	28,114	53,748
United Way Endowment Fund	680,105	724,402
<b>Total unrestricted net assets</b>	<b>1,092,256</b>	<b>1,115,973</b>
Temporarily restricted	108,456	128,814
Permanently restricted	3,019,964	3,074,708
<b>Total net assets</b>	<b>4,220,676</b>	<b>4,319,495</b>
<b>Total liabilities and net assets</b>	<b>\$ 5,403,445</b>	<b>\$ 5,477,282</b>

### Major Program Investments

<b>Community Impact Programs &amp; Initiatives</b>	<b>\$282,325</b>
<b>Community Investments</b>	
<i>Education, Income, Health, and Basic Needs</i>	<b>\$1,480,083</b>
<b>United Way 2-1-1 Information &amp; Referral</b>	<b>\$159,939</b>
<b>Other Programs</b>	<b>\$156,126</b>
<i>Supporting Success By 6, Imagination Library, SMILES, Community Services, and the Volunteer Center</i>	

# ENGAGEMENT OPPORTUNITIES



Women's Leadership Council of United Way of Greater Duluth is a powerful collaboration of women committed to improving the quality of life in the greater Duluth area. The purpose is to energize and inspire women to make a difference—by advocating for issues important to them, taking a leadership role in advancing United Way's work, and making a personal commitment of time, talent or treasure. Currently

the efforts of United Way's Women's Leadership Council are focused on improving early childhood care and education.

If you are interested in joining this dynamic group of women, please contact United Way at 218.726.4770 or email [BBabineau@unitedwayduluth.org](mailto:BBabineau@unitedwayduluth.org).

## GIVE.

INVEST IN YOUR COMMUNITY

The workplace campaign is the easiest and most powerful way to invest in your community, but you can also make a contribution at [www.unitedwayduluth.org](http://www.unitedwayduluth.org)

## ADVOCATE.

CHAMPION THE CAUSE

You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor. United Way needs people who are passionate about education, income and health to make some noise. Sign up for our eNewsletter at: [www.unitedwayduluth.org](http://www.unitedwayduluth.org) so you can stay in the know about what's happening right here in our area.

## VOLUNTEER.

LEND A HAND

United Way's Volunteer Center works with volunteers and local nonprofits to develop the best opportunities for youth, busy working adults and seniors. Visit [www.volunteerduluth.org](http://www.volunteerduluth.org) for a list of local volunteer opportunities.

# United Way on the North Shore

**Local United Way History:** The United Way of Northeastern Minnesota (UWNEM), located in Virginia, used to address community needs along the North Shore and rally people there to help. But when their territory expanded, reaching the North Shore became more difficult. In 2008 UWNEM approached United Way of Greater Duluth (UWGD) and they discussed how UWGD could better serve the North Shore communities. And so this separate North Shore campaign continues but is administered by UWGD.

This transition made sense for several reasons: Duluth is closer to the North Shore; UWGD was already providing 2-1-1 information and referral service to the area; UWGD was also providing Imagination Library books to children there.

While administration has changed, these things haven't:

- Local community members still participate in the fund distribution or Community Investment process--local people make local decisions.
- Funds raised there, stay there
- Community needs drive the focus

United Way of Greater Duluth on the North Shore works to address the most pressing needs of North Shore communities by impacting people's lives in real and meaningful ways. The goals on the North Shore are: Meeting Basic Needs, Nurturing Children & Families, and Supporting Health and Independence.

### AGENCIES THAT MEET THESE IMPACT AREAS INCLUDE:

#### MEETING BASIC NEEDS

Salvation Army/Lake County

#### NURTURING CHILDREN & FAMILIES

Girl Scouts/Lake & Cook County

North Shore Horizons

North Shore Collaborative

#### SUPPORTING HEALTH & INDEPENDENCE

Community Partners

HDC Harbor Center

North Shore Area Partners

Socially Active Seniors



# 2011-2012 BOARD OF DIRECTORS

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Community Leader/Volunteer

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**Steve Patronas**

RBC Wealth Management

**Roz Randorf**

Duluth News Tribune

**Diane Rauschenfels**

UMD Education

**Barbara Reyelts**

Northland's News Center

**Steve Risacher**

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St. Luke's



## MISSION

**TO LEAD A UNITED EFFORT TO  
STRENGTHEN OUR COMMUNITY BY  
MOBILIZING RESOURCES TO IMPROVE  
PEOPLE'S LIVES.**



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United Way of Greater Duluth

## STAFF

**Bekki Babineau**  
Director of Campaign  
and Resource Development

**Rebecca Ballou-Buck**  
Finance Director

**Jeanette Benusa**  
Finance Assistant

**Tracy Gilsvik**  
Marketing Director

**Nicole Haenke**  
Community Engagement Manager

**Susan Knauss**  
Campaign Associate

**Taire Lind Suliin**  
Project Manager

**Paula Reed**  
President

**Emily Serrano Rivera**  
Director of Community Impact

**Lynette Swanberg**  
Community Services Director

**Shannon Wagner**  
AmeriCorps Member

**Chnice Watson**  
Community Initiatives Coordinator

### United Way 2-1-1 Information & Referral

**Lindsey Brockman**  
2-1-1 Information Specialist

**Laura Spafford**  
2-1-1 Information Specialist

**Rory Strange**  
2-1-1 Program Coordinator

**Joy Straub**  
2-1-1 Information Specialist

### AmeriCorps Members

**Emily Alworth**  
**Shannon Wagner**



# LIVE UNITED™

Donate your time, talent and treasure.

Visit [volunteerduluth.org](http://volunteerduluth.org) and lend a hand.

Contribute to United Way's annual fundraising campaign.

Make a difference in a child's life. Become a tutor or mentor.  
Visit [Volunteerduluth.org](http://Volunteerduluth.org)

Sponsor a child to receive free books through Imagination Library at  
[UnitedWayDuluth.org](http://UnitedWayDuluth.org)

Get involved in your children's school.  
Step Up for Students at [VolunteerDuluth.org](http://VolunteerDuluth.org).

Join United Way of Greater Duluth's Women's Leadership Council.

Find more information at [UnitedWayDuluth.org](http://UnitedWayDuluth.org)

Join United Way of Greater Duluth's Success By 6 Council.

Coordinate a book drive at your workplace.

Call 2-1-1 to learn about community resources & opportunities.

Stay informed. Sign up for our eNewsletter at [unitedwayduluth.org](http://unitedwayduluth.org).

# UNITED LIVES

MT



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