

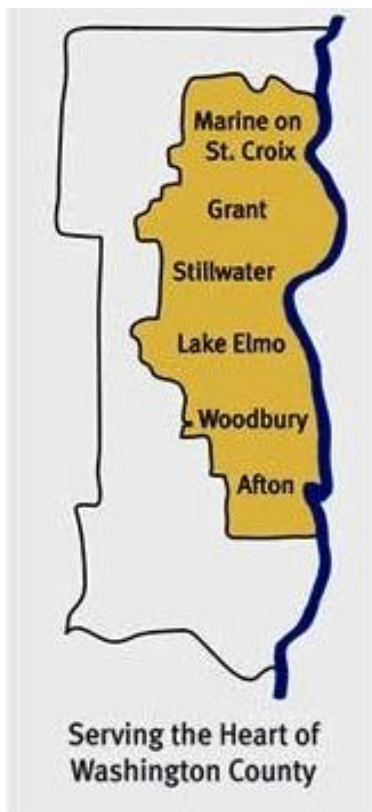
United Way of Washington County-East Annual Report 2009-2010

Local Focus...Local Impact

As a volunteer driven organization, United Way of Washington County-East is a constant reminder of just how powerful local ownership can be. Being locally focused means that the people who make up our community drive the organization. They decide to give their time to make sure the strong, caring response remains in place year after year. They review emerging needs and strategize on developing the assets and relationships to address the needs. They challenge their neighbors to give what they can. They work to promote the campaign. They ask the tough questions --- and they make the difficult decisions. From Stillwater to Lake Elmo and Grant... from Marine on St. Croix to Lakeland, Afton and Woodbury...the United Way tradition has never been stronger in the communities served by this United Way.



Board member Chris Klohn (Central Bank) leads discussion during annual board retreat.



Vision and Mission

The vision and mission statements of the United Way of Washington County - East were revised in 2009 to better align our United Way with our changing community.

Vision: Our vision is a caring, engaged and vibrant community; a place where each person has a stable foundation for today, and a hopeful future.

Mission: Our mission is to unite our communities and local resources to give each person the opportunity to build a better life.

United Way of Washington County-East Board of Directors 2010

Board Officers

Mark Hollermann – Past-President; 3M
Mel Sullivan – President; St. Croix Orthopaedics
Dave Schmiechen – President-elect; Andersen Corporation
Sam Leon - VP Communications; Acapulco
Jerry Serfling - VP Community Services; retired
Matt Corbett-VP Campaign; Genesco
Kevin Corbid-VP Community Investment; Washington County
Chris Lindstrom-VP Planned Giving
Steve Snell-VP Collaborations; UFE
Arba-Della Beck – Secretary; FamilyMeans
Barbara Gulbrandsen – Treasurer; Price-Waterhouse

Board Members

Judie Atkins-Washington County
Mary Balder- Foley, Kalseim & Company LTD
Joan Beaver-Stillwater Area High School
Kelsey Burnham-Youth United Way, student
Steve Feidt-Xcel Energy
Jennifer Heddle-Ecolab
Deb Holmgren-Portico Healthnet
Chris Klohn-Central Bank
Peter Kaschmitter-Youth United Way, student
Chris Lindstrom-Andersen Corporation
Jim Nelson-Cub Foods
David Osten- 3M
Susan Paquette-Consultant
Keith Radtke-Faegre & Benson
Douglas Smith-HealthPartners
Scott Zahren-Hope House of the St. Croix Valley

Honorary, Life time Board Members

John B. Baird
Diane Thompson

Staff

- **Marna Canterbury, MS, RD** has been the Executive Director since December 2008. Marna is a registered dietitian with a master's degree in community health and more than 20 years of experience in health care, community health, leadership, and grant management.
- **Joanne Honsvall-Berg** is the full-time Campaign Director. She has served on the staff of our United Way since 1998.
- **Corrine Watson** is a part time Community Services Liaison. In this role she works closely with organizations within Labor, connecting members with needed services and volunteer opportunities. She also serves as the advisor for the growing Youth United Way.
- **Mary Paul** is a part-time accountant on contract performing bookkeeping and creating financial statements for our United Way.



Matt Corbett, VP Campaign
Mark Hollermann, Past-President

The Difference is...the Volunteers!

In the toughest of times, the strength of a community can really be seen. The people in the heart of Washington County have made time to keep a strong and distinct caring response alive in their hometown. Each day, volunteers join together to unite our community and local resources, to meet local needs in a variety of ways:

- Volunteers offer a helping hand by visiting elders, painting, raking, collecting food, stocking shelves or offering professional services.
- Fundraising is fueled by a campaign team of over 100 volunteers.
- Fund allocation decisions are made by a committee of 60 volunteers who focus on the area's most urgent needs.
- Governed by a 27-member board of directors who are community members themselves, the board guides the organization to remain focused on meeting local community needs.



Programs and Services: Investing in the Strength of our Communities

The United Way of Washington County - East funding enhances the delivery of important services to thousands of St. Croix Area residents. The funds are distributed within specific program areas to create a balanced impact on meeting the most critical and diverse needs of our community.

Programs focus on early intervention, providing restorative services, and solving problems early to contain human and financial costs. In addition, many of the services funded by United Way are available on a sliding fee basis so individuals may pay what they can afford to get the help they need. The availability of services right here in their hometown is important to shareholders of the United Way of Washington County - East.

Our United Way mobilizes citizens toward a strong, caring community through...

- **Needs & Asset Identification:** Our organization's involvement of leaders from virtually every sector of our community - business, social service, education, government - gives us a unique and powerful perspective. We uncover opportunities where assets can be leveraged to create impact, and identify community issues and problems for consideration by United Way's leadership.
- **Resource Development & Distribution:** As an established and highly regarded focal point for people's charitable dollars, we are able to gather financial resources in an efficient and compelling manner. We then involve panels of local citizens in a finely-tuned process that results in distributing undesignated resources to Targeted Care Areas, and assures our donors that programs receiving funding will be delivered by the most qualified agencies.
- **Collaborating, Convening and Facilitating Relationships:** We acknowledge that more than financial resources are needed to tackle today's problems. United Way is positioned to bring people together to address issues and concerns that threaten the well-being of people in our community.

Washington County Partner Agencies

- American Red Cross, St. Croix Valley
- Arc Greater Twin Cities
- Charities Review Council
- Children's Home Society and Family Services
- Community Thread
- Courage St. Croix
- East Metro Women's Council
- East Suburban Resources
- FamilyMeans
- Girl Scouts of MN and WI River Valleys
- Have a Heart, Inc.
- Hope House of St. Croix Valley
- Human Services, Inc. (HSI)
- Kay Clint Fund for Emerging Needs
- Lakeview Hospice
- Legal Assistance of Washington County
- Lifetrack Resources
- NAMI-MN/Washington County
- Northern Star Council/Boy Scouts of America
- Portico Healthnet
- Prescription Assistance Program
- St. Croix Family Medical Center
- Warehouse Skate Park
- Stillwater Family Resource Center
- Tubman Family Alliance
- United Way 2-1-1
- United Way Financial Assistance Fund (Valley Outreach)
- Vision Loss Resources
- Youth Advantage
- Youth Service Bureau
- Youth United Way (funding Youth Advantage)



Real Local Needs

Growth in our community has created economic opportunities for many, but it has also created great disparities. Stillwater area school buses have a route to the Lake Elmo Regional Park to pick up homeless children camping out with their families because the county does not have a shelter. Food shelf use is at unprecedented levels. Emergency rooms are routinely crowded with people seeking health care because they cannot afford preventative health care. Bankruptcies and home foreclosures are increasing at record levels. Young families are burdened by debt.

The United Way of Washington County - East is responding to help meet the challenge of maintaining the services that keep our community strong. While we cannot replace all of the funding losses from government sources, we can help agencies retain core services to the most vulnerable people they serve – children, the mentally ill, the chronically ill, those who are disabled, and older adults.

Building on a Strong History

The United Way of Washington County - East has a long history in the St. Croix Valley. Since it was founded as The Washington County Community Chest in 1949, it has grown into a vital, viable and fiscally sound provider of financial resources that meets the needs of the Washington County community.

Unique Initiatives

The Kay Clint Fund for Emerging Needs

The Kay Clint Fund for Emerging Needs, named for the first executive director of the United Way of Washington County - East, provides outreach support to the community. The Fund makes grants to support new and innovative programs that address unmet or emerging community needs. Recent grants have been awarded to the Stillwater Area High School and FamilyMeans to establish a student wellness center at the high school, or a new program for making enrichment activities more accessible for low-income families in our community.

Youth United Way

More than 15 years ago the United Way of Washington County - East formed the Youth United Way. The goal was to teach philanthropy to the next generation of donors. For the past four years, they have held an Empty Bowls Dinner to raise money for the local food shelf and their Decorated Chair Auction raises funds for youth programs. Money raised by the youth is distributed by the youth since they review all funding requests and allocate the funds. This program provides valuable experience in organizing, volunteering, time management, leadership and philanthropy and its importance in building community.

Funding of Key Community Partner Programs, \$5000 or greater

American Red Cross	\$18,979
Children's Home Society	\$5,585
Community Thread	\$32,089
Courage St. Croix	\$44,874
East Metro Women's Council	\$22,466
East Suburban Resources	\$11,120
ECS -Stillwater Family Resource Center	\$7,760
Endeavor Adult Development	\$6861
FamilyMeans	\$187,937
Family Resource Center	\$6509
Financial Assistance Fund (Valley Outreach)	\$37,660
Girl Scout Council, St. Croix Valley	\$5211
Human Services, Inc.	\$98,560
Interfaith Caregivers	\$8,428
Kay Clint Fund	\$6624
Kinship of Polk County	\$5608
Lakeview Hospital - Prescription	\$5,097
Lakeview Hospital – Hospice	\$8223
Legal Assistance of Washington County	\$43,097
Northern Star Council/BSA	\$8,115
Portico Healthnet	\$32,411
Salvation Army	\$7,370
St. Croix Family Medical Clinic	\$17,726
Tubman Family Alliance	\$77,814
Valley Outreach food shelf	\$31,159
Youth Service Bureau	\$84,798
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TOTAL grants and allocations	\$904,317

Collaboration is Key

When an agency receives funding from the United Way of Washington County - East, it becomes part of a network that will enhance the quality and efficiency of programs they deliver. The CEOs of funded agencies meet together monthly as the St. Croix Area Agencies Council to discuss topics related to continuum of care, management effectiveness, and outcomes-based funding. An administrative costs and pledge loss are deducted from the annual fall campaign before being distributed to agencies. In 2009 service fees included 15% administrative & fund-raising and 3% for pledge loss (uncollected pledges).

In addition, United Way funded designations to non-partner agencies and invested time and resources in community programs and initiatives, collaborations, community needs assessment, agency support, and Youth United Way and community investment.

Statements of Activates and Changes in Net Assets for Fiscal Year Ended June 20, 2010

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Year Ended June 30, 2010

With Comparative Totals For the Year Ended June 30, 2009

	Unrestricted	Temporarily Restricted	Totals	
			2010	2009
Public Support and Revenue				
Annual fall campaign	\$ 1,142,144	\$ -	\$ 1,142,144	\$ 1,382,448
Next year campaign pledge	-	4,722	4,722	52,680
Campaign special fundraisers, net (Note 9)	10,765	-	10,765	9,477
Kay Clint	3,124	-	3,124	7,409
Youth United Way	4,510	-	4,510	3,896
Community breakfast	-	-	-	3,437
Estimated uncollectible pledges	(10,876)	-	(10,876)	(93,668)
Designation to others	(16,020)	-	(16,020)	(67,970)
Net Campaign Support	1,133,647	4,722	1,138,369	1,297,709
Specific grants	-	19,862	19,862	16,681
Gifts in kind	2,150	-	2,150	39,791
Total Public Support and Revenue	1,135,797	24,584	1,160,381	1,354,181
Net Assets Released From Restrictions	72,529	(72,529)	-	-
Total Support and Revenues	1,208,326	(47,945)	1,160,381	1,354,181
Distributions and Expenses				
Fund distribution of campaign support	903,584	-	903,584	959,695
Kay Clint and Youth United Way expenses	733	-	733	4,377
Functional expenses:				
Services to members	16,030	-	16,030	10,743
Community education	13,394	-	13,394	9,196
Community building	57,295	-	57,295	36,302
Fund distribution	24,822	-	24,822	21,403
Management and general	89,046	-	89,046	147,107
Fundraising	155,044	-	155,044	171,257
Total Distributions and Expenses	1,259,948	-	1,259,948	1,360,080
Other Income (Expense)				
Interest income	5,122	-	5,122	9,317
Other, net	(682)	-	(682)	(732)
Total Other Income (Expense)	4,440	-	4,440	8,585
Increase (Decrease) in Net Assets	(47,182)	(47,945)	(95,127)	2,686
Net Assets – Beginning of Year	267,042	52,778	319,820	317,134
Net Assets – End of Year	\$ 219,860	\$ 4,833	\$ 224,693	\$ 319,820

UNITED WAY OF WASHINGTON COUNTY-EAST, INC.

STATEMENTS OF FINANCIAL POSITION

June 30, 2010 and 2009

ASSETS	2010	2009
Current Assets		
Cash and cash equivalents	\$ 344,340	\$ 464,306
Accounts receivable	492	568
Grants receivable	-	34,125
Promises to give, less uncollectible allowance of \$76,462 and \$110,500 in 2010 and 2009, respectively	337,356	303,901
Prepaid expenses and other current assets	10,489	9,346
Total Current Assets	<u>692,677</u>	<u>812,246</u>
Property and Equipment		
Equipment	68,978	67,504
Less: Accumulated depreciation	34,801	29,080
Total Property and Equipment, net	<u>34,177</u>	<u>38,424</u>
Other Assets		
Certificates of deposit (Note 6)	125,209	198,387
TOTAL ASSETS	<u><u>\$ 852,063</u></u>	<u><u>\$ 1,049,057</u></u>

LIABILITIES AND NET ASSETS	2010	2009
Current Liabilities		
Fund distribution payable	\$ 606,730	\$ 703,494
Accrued expenses	20,640	25,743
Total Current Liabilities	<u>627,370</u>	<u>729,237</u>
Net Assets		
Unrestricted		
Undesignated	69,003	106,595
Designated		
Reserve (Note 3)	147,378	145,388
Kay Clint	2,551	13,427
Youth United Way	928	1,632
Total Unrestricted	<u>219,860</u>	<u>267,042</u>
Temporarily restricted (Note 4)	4,833	52,778
Total Net Assets	<u>224,693</u>	<u>319,820</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 852,063</u></u>	<u><u>\$ 1,049,057</u></u>

STATEMENTS OF FUNCTIONAL EXPENSES
For the Year Ended June 30, 2010
With Comparative Totals For the Year Ended June 30, 2009

	Program Services				Total
	Services to Members	Community Education	Community Building	Fund Distribution	
Salaries and wages	\$ 10,850	\$ 8,563	\$ 34,751	\$ 13,902	\$ 68,066
Contracted services	-	-	1,060	3,845	4,905
Employee benefits	306	696	3,890	694	5,586
Payroll taxes	868	681	2,779	1,115	5,443
Total Salaries and Related	12,024	9,940	42,480	19,556	84,000
Office rent	1,252	731	3,713	1,472	7,168
Printing and publications	-	-	484	-	484
Supplies	352	325	1,467	98	2,242
Professional fees	-	-	-	-	-
Postage	48	-	274	100	422
Paid to affiliates	433	194	1,217	568	2,412
Travel and mileage reimbursements	357	1,242	1,930	240	3,769
Technology support	327	152	960	401	1,840
Depreciation	388	181	1,133	442	2,144
Telephone and utilities	351	313	1,071	368	2,103
Conferences and meetings	29	-	760	890	1,679
Equipment rent and maintenance	275	53	813	480	1,621
Insurance	169	79	495	207	950
Advertising and public relations	-	128	223	-	351
Dues	25	56	275	-	356
Other expense	-	-	-	-	-
Total Other Expenses	4,006	3,454	14,815	5,266	27,541
TOTAL EXPENSES	\$ 16,030	\$ 13,394	\$ 57,295	\$ 24,822	\$ 111,541

