



UNITED WAY
Washington
County-East

2024

ANNUAL REPORT

YOUR LOCAL UNITED WAY

trustworthy | community-centered | dedicated

LETTER FROM OUR LEADERS

Dear Friends and Supporters,

We are proud to share this report highlighting the past year's impact, and we begin with a heartfelt thank you. Everything we've accomplished was made possible by your generous support. On behalf of the entire community, thank you for making this work possible.

Full of gratitude for our history, we celebrated a truly special milestone with the 75th Anniversary of United Way of Washington County-East. We marked the occasion with the Diamond Jubilee Gala, surrounded by community members, partners, and friends. We honored the generations of support that have made lasting LOCAL change possible and looked ahead with excitement and optimism for all we can achieve together in the years to come.

This spirit of celebration continued throughout the year as we experienced meaningful impact through growth in our programs, in our partnerships, and most importantly, in the lives we've touched together. Thanks to your support, we've expanded opportunities, strengthened community connections, and laid the groundwork for an even stronger future.

One of the most exciting developments was the relaunch of Women United, now focused on promoting mental wellness for women and girls. This energized group quickly developed You R You, a retreat for incoming 6th-grade girls designed to build confidence, belonging, and resilience during a critical life transition.

Youth United expanded this year, uniting students from four area high schools to lead, serve, and raise funds for youth-led initiatives. Their

efforts resulted in grants that directly supported local young people — a meaningful way for these students to give back to their peers while gaining hands-on experience in leadership and philanthropy.

We continued to partner with Community Thread on Stuff the Bus, providing essential school supplies to area students - helping kids of all ages start the school year with confidence and pride.

With your generosity, we awarded \$460,000 in grant funding through our Community Investment Committee, providing critical resources to nonprofits that strengthen our community every day. We also took steps to build a financial reserve, helping ensure sustainable and predictable funding for our St. Croix Area Agency Council partners.

Every step we've taken this year, each new program, each student supported, every dollar granted, was made possible by you. Thank you for being part of this journey and for believing in what we can accomplish together. As we look to the future, we're filled with excitement for what's to come.

With gratitude,



Kristin Kroll
Executive Director



Annette Sallman
2023/2024
Board President



Terry Thomas
Current
Board President

YOUR LOCAL UNITED WAY

We strive for a **vibrant** and **equitable** community.



MISSION

Through trusted relationships, generate resources and effectively distribute funds to unite and strengthen our community.

VISION

Create new ways to develop an empathetic and engaged community and generate abundant resources to meet or exceed our local community needs.

DEI STATEMENT

We are dedicated to fostering diversity, equity, and inclusion in all we do. we strive for a vibrant and equitable community.

VALUES

- Compassion
- Transparency
- Efficiency
- Integrity
- Collaboration and openness to input
- Inclusion and Non-Discrimination



STAFF + BOARD



Working
together to
create lasting
change.

STAFF

Kristin Kroll

Executive Director

Lois Conn

Operations Manager

Kelly Stenerson

*Development & Community
Engagement Manager*

Erin McQuay

Individual Giving Manager

Sarah Mulford

*Marketing &
Communications Manager*

BOARD OFFICERS

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President

Kirsten Castillo

Past President

Aaron Siegle

Treasurer

Lori Mueller

Secretary

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Nick Branjord

Amazon Web Services

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Kathy Elliott | Retired

Pestban, Inc.

Pete Flock | Retired

Andersen Corporation

Dr. Michael Funk

Stillwater Area Public Schools

Jan Hallstrom

Hope Dental

Bill Miller

rFinance Company

Chief Brian Mueller

City of Stillwater

Dr. Bijan Shayegan,

HealthPartners

Jen Sletten

Stronger Wellness

Ted Wegleitner | Retired

Lakeview Health System

Tracey Weidner | Retired

Renewal by Andersen

Michael Wilhelmi

Xcel Energy

IMPACT + PARTNER AGENCIES

We are committed to being an organization that is driven by our vision, mission, values, and strategy so all can thrive in our community. We are dedicated to strengthening and measuring the needs of our community through funds raised and granted. **In 2023 we funded 15 agencies supporting 31 local programs.**

Your **LOCAL** United Way fulfills its mission by working collaboratively in four impact areas:

Youth

Ensure that our children and youth can thrive, today and in the future

Health:

Improve health and independence, especially for those who are elderly, have disabilities, and/or who struggle with mental or physical illness

Basic Needs:

Provide basic needs and financial stability, especially in these unpredictable economic times

Self-Sufficiency:

Support self-sufficiency and connect people to the services they need

\$100,000
YOUTH

\$105,000
HEALTH

\$140,000
BASIC NEEDS

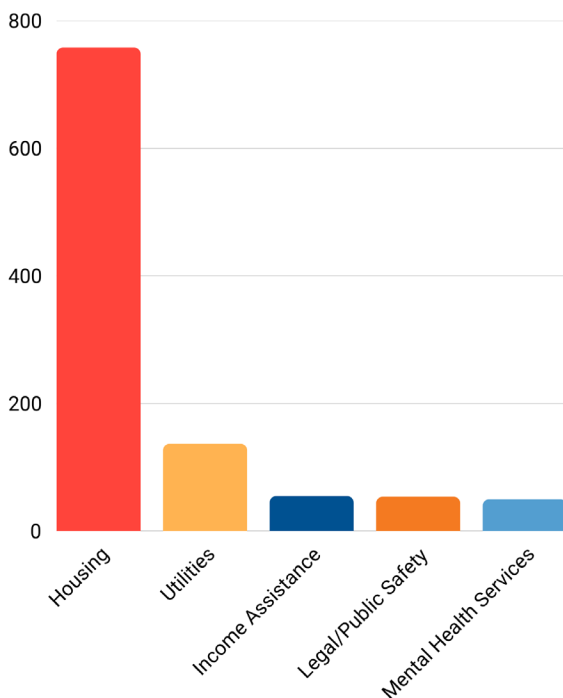
\$115,000
SELF-SUFFICIENCY

PARTNER AGENCIES

- Canvas Health
- Community Thread
- Courage Kenny Rehabilitation Institute
- EVOLVE Family Services
- FamilyMeans
- Hope Dental
- Lakeview Health Foundation
- Portico Healthnet
- ServeMinnesota
- Solid Ground
- St. Andrews Community Resource Center
- Tubman
- Valley Friendship Club
- Valley Outreach
- Youth Service Bureau

ALICE + 211

In 2024, **926 individuals** in Washington County reached out to **211**, a vital helpline that connects people to essential services. Through **869 calls** and **57 texts**, residents made **1,346 unique requests** for help – resulting in **1,261 referrals** to local agencies offering support when it's needed most.



These top categories to the left highlight a harsh reality: **many of our neighbors are just one crisis away from instability.**

They are ALICE – *Asset-Limited, Income-Constrained, Employed* – Individuals and families who work hard but struggle to make ends meet. In Washington County, ALICE households must often choose between paying rent or buying groceries, affording childcare or necessary medications.

However, thanks to your support, ALICE is not alone.

Thanks to the **generosity of our donors and the commitment of our corporate sponsors**, individuals and families in Washington County are getting the help they need when they need it most.

Because of **you**,
ALICE has more
than hope.
They have help.



Get Connected. Get Help.™

A complete 211 Report for Washington County 2024 can be found on our website at www.uwwce.org/annual-reports.

DONORS + SPONSORS

TOCQUEVILLE DONORS

**Donations of \$10,000+*

10 Total Donors
\$175,878.29

PILLAR DONORS

**Donations of \$1,000+*

127 Total Donors
\$289,651.69

CORPORATE SPONSORS

3M
Align Optimal
Al's Automatic Transmission
Andersen Corporation Inc.
Andersen Window & Doors
Anne Anderson
Real Estate Group, eXp Realty
Bayport American Legion
Boutwells Landing
Blue Cross Blue Shield Minnesota
BMO Harris Bank
Bremer Bank
Budget Blinds
of Lake Elmo/Stillwater
Built Strong Exteriors
Boat Doctor
Candyland
Canvas Health
Carriage Realty
Caterpillar
Change Starts With Me
CNG
Coldwell Banker
Corval Group
Cresset*
Cub*
Cummins Power Generation
Dahl Tech
Daily Grind
Datastream Connexion
Darn Knit Anyway
DMC – Urethane, Inc
Drs. Dan and Jen Sletten
Eckberg Lammers**
Elevance Health

Establish Salon
Exact Sciences Corporation
First Resource Bank*
First State Bank and Trust
Galowitz-Olson
Goodery
Johnson & Boog LLC
Hall Family Foundation
HealthPartners, Inc.
Healing River Chiropractic
Home to Sweet Home
Jack and Kathy Elliott
Johnson Controls
Kari's Create and Paint
Lake Elmo Bank
Lakeview Foundation*
Lakeview Health*
La Vie Est Belle
Lead Sheep Production
Lon Musolf Distributing
Lorenz Concrete
The Lumberjack Lodge
Mabel's Ice Cream & Coffee Shop
Mad Capper Saloon & Eatery
Market & Johnson
McGarry – Kearney Agency
Mediamazing^
Michael J. Junker, DDS
Mudita Wellness
The Nyberg Group
Coldwell Banker Realty
Nationwide Insurance
Partnership Plan
Partylite – Sandy Mondor
Pathfinder Insurance

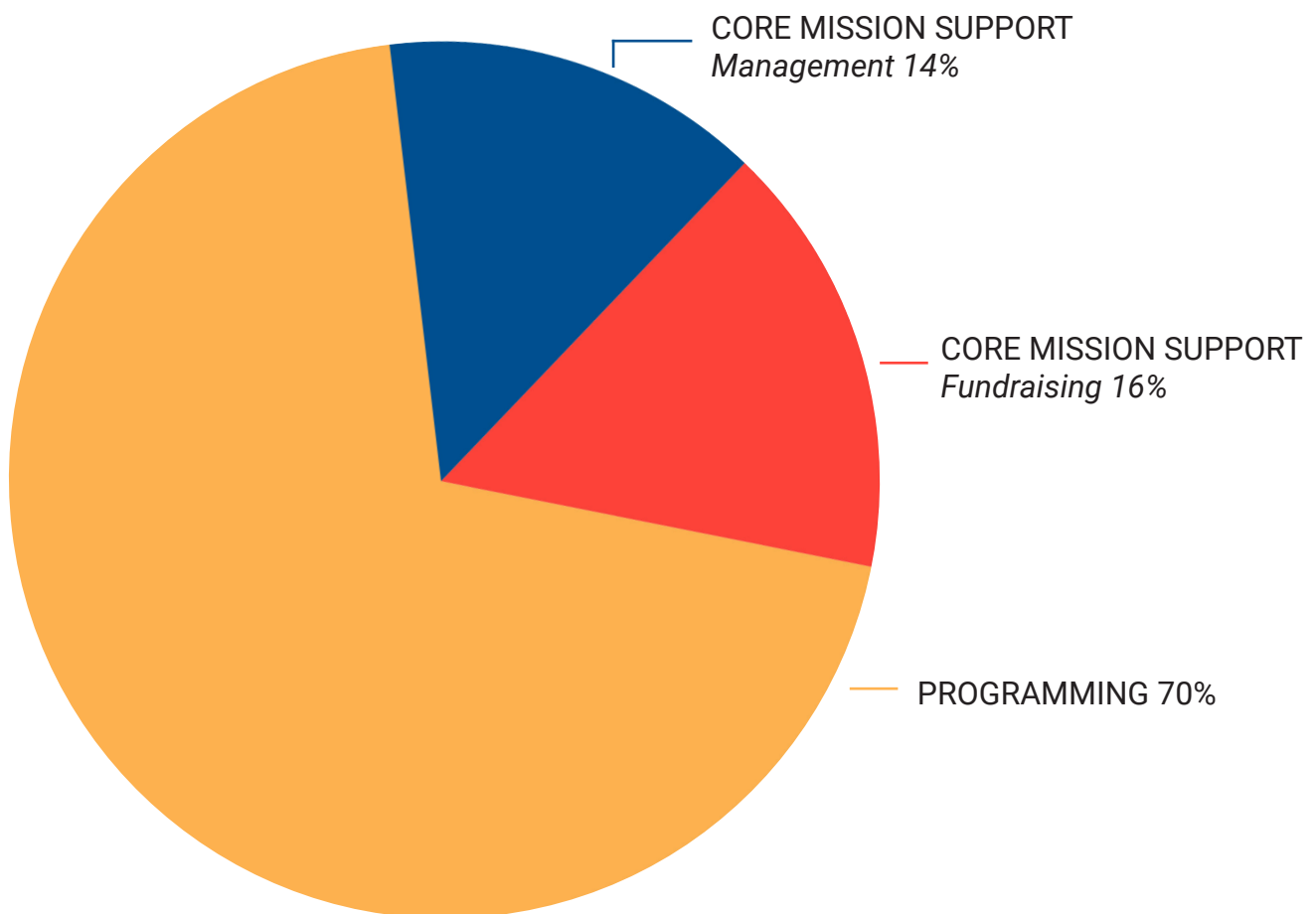
Performance Pools
Polaris
Porsche Minneapolis
Principal Financial Group
Raymond James
Security State Bank of Marine
Sprout Nutrition
& Wellness Coaching
Stillwater Noon Rotary
Stillwater Sunrise Rotary
Striker
Royal Credit Union
Ryan Companies
Securian Financial Group
SRI
Stone Arch Advisory Group
Stonehouse Pictures/Film
Target Headquarters
Therapy Brands
Thomas Grace Construction
Tilted Tiki
Todd Scheel Catering
Truen Group
United Health Group
USI Insurance
Valley Bookseller
Xcel Energy
Walleye Willy's
Wellness Gal
Wendy Gimpel Real Estate

Bold* = UW Gala Lily Sponsors
Bold^ = Special In-Kind Services

FINANCIAL STATEMENTS

2023/2024

Our total expenses were \$970, 885. We invested 70% of total expenses on programming, 14% on management, and 16% on fundraising.



For a complete overview of our financial, read our Fiscal Year 2023/2024 Audited Financial Report at www.uwwce.org/annual-reports.

YOUR PHILANTHROPY YOUR WAY

At United Way of Washington County–East, we believe giving should be as **personal** as it is **powerful**. Your generosity fuels meaningful change in our community, and we're here to help you make an impact in the way that works best for you. Here are ways that you can give to your LOCAL United Way.

GIVE FINANCIALLY

There are many ways to make a financial gift. You can give a one-time or recurring donation, contribute appreciated stock, or recommend a grant from your donor-advised fund. Every dollar helps fund local programs and services that meet our community's most pressing needs.



www.uwwce.org/ways-to-give

GIVE YOUR TIME

Your time is just as valuable. Volunteer opportunities include supporting teen girls through our You R You initiative, helping with the Stuff the Bus Committee to provide school supplies, assisting as an Office Volunteer, or offering your voice on our Community Investment Grant Committee, which helps determine where funding is most needed.



www.uwwce.org/volunteer

GET INVOLVED

Looking to connect with others and create lasting change? Join one of our affiliated groups — Women United or Youth United — and be part of a passionate network of community-minded individuals working together to build a brighter future.



www.uwwce.org/get-involved

No matter how you choose to give, **thank you** for making an impact — **your philanthropy, your way.**

THROUGHOUT THE YEAR



UNITED WAY
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