



UNITED WAY
Washington
County-East

20 25

**ANNUAL
REPORT**

welcome



▲ Kristin Kroll, United Way Executive Director and
Terry Thomas, Board President; United Way Gala 2025

PHOTO COURTESY OF Nicole Larie Photography

MESSAGE *from our* BOARD PRESIDENT & EXECUTIVE DIRECTOR

Dear Friends and Supporters,

As we reflect on the past year, we are grounded in our long-standing commitment to this community and energized by how that commitment continues to grow. This has been a year of meaningful expansion, building on a strong foundation while stepping forward in new ways to deepen our impact.

At our core, we continue to invest in local nonprofits, distributing \$460,000 to 32 programs across 16 nonprofits supporting youth, health, basic needs, and self-sufficiency. At the same time, we leaned into direct community programming to address critical gaps.

Stuff the Bus expanded its reach, providing backpacks filled with school supplies to 618 students in grades K-12, helping ensure they began the school year ready to learn.

We also launched a new initiative through Women United: **You R You** - a one-day retreat for girls entering 6th grade, designed to empower, educate, and connect. In partnership with Tubman, FamilyMeans, and HealthPartners, 71 girls participated in sessions on healthy relationships, overcoming challenges, and body positivity, supported by mentors and a network of volunteers and donors.

We strengthened our presence throughout Washington County, connecting directly with community members and partners. From presentations with Stillwater Rotary and Mahtomedi Lions, to conversations at Boutwells Landing and events like Stillwater Harvest Fest and Lake Elmo Night to Unite, these moments created opportunities for awareness, connection, and engagement.

Youth United doubled in size, engaging students from four area high schools, and we relocated our office to better support collaboration and growth.

We are grateful for the individuals, families, businesses, and foundations who make this work possible. Together, we are not only responding to today's needs – we are shaping what's possible for the future.

– **TERRY THOMAS & KRISTIN KROLL**

local UNITED WAY

OUR MISSION

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

OUR VALUES

Compassion

We lead with empathy, listening closely to the needs of our community and responding with care and understanding.

Transparency

We are open and honest about how decisions are made and how resources are used. By sharing our impact and processes, we build trust with the community we serve.

Efficiency

We steward resources responsibly, ensuring that time, funding, and energy are used to the greatest impact. Our focus is maximizing outcomes while minimizing waste.

Integrity

We hold ourselves to the highest ethical standards, doing what is right even when it's not easy. Our actions reflect our commitment to accountability and trustworthiness.

Collaboration

We believe lasting change happens when we work together. By partnering with local organizations, volunteers, and community members, we amplify our collective impact.

Inclusion

We are committed to creating a community where everyone feels seen, heard, and valued. Diverse voices and experiences guide our work and strengthen our impact.



United Way Team (left to right) ►
Mai Chee Lee, Erin McQuay,
Kelly Stenerson, Kristin Kroll, and Sarah Mulford

who WE ARE

OUR STAFF

Kristin Kroll, Executive Director

Kelly Stenerson, Development & Community Engagement Manager

Erin McQuay, Individual Giving Manager

Sarah Mulford, Marketing & Communications Manager

Mai Chee Lee, Administrative & Development Assistant

OUR BOARD OF DIRECTORS

Terry Thomas – President
Washington County

Aaron Siegle – President-Elect
First Resource Bank

Annette Sallman – Past President
Stillwater Area Public Schools

Sharon King – Treasurer
Andersen Corporation

Lori Mueller – Secretary
AgriBank

Nick Branjord
Amazon Web Services

David Brummel
Washington County

Kathy Elliott
Pestban, Inc., *Retired*

Pete Flock
Andersen Corporation, *Retired*

Dr. Michael Funk
Stillwater Area Public Schools

Eric Hoffman
Datastream Connexion

Mike Huntley
Youth Service Bureau

Bill Miller
rFinance Company

Chief Brian Mueller
City of Stillwater

Dr. Bijan Shayegan
HealthPartners

Jen Sletten
Stronger Wellness & Nutrition

Ted Wegleitner
Lakeview Health System, *Retired*

Tracey Weidner
Renewal by Andersen, *Retired*

Michael Wilhelmi
Xcel Energy

OUR INTERNS

Sophia Warzeka, UW Gala Intern 2025

United Way Board of Directors (left to right) ▶
Nick Branjord, Chief Brian Mueller, Bill Miller,
Aaron Siegle, Eric Hoffman, Sharon King, Lori Mueller,
Michael Wilhelmi, Pete Flock, and Mike Huntley



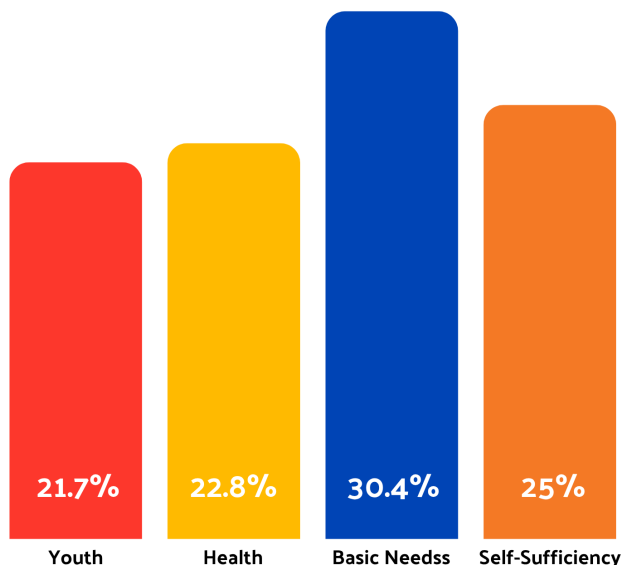
grant FUNDING

We are committed to being an organization guided by our mission and core values so all can thrive in our community. Through collaborative efforts and a focus on our communities most pressing and urgent needs, we strengthen and measure our impact by raising and distributing funds where they are needed most.

In 2024-25, we allocated a total of \$460,000 to 16 agencies supporting 32 local programs, advancing our mission through four key impact areas: youth, health, basic needs, and self-sufficiency.

Total Allocations In Dollar Amount

Youth – \$100,000
Health – \$105,000
Basic Needs – \$140,000
Self-Sufficiency – \$115,000



2024-25 PARTNER AGENCIES

Canvas Health
Community Thread
Courage Kenny Rehabilitation Institute
EVOLVE Family Services
FamilyMeans
Hope Dental
Portico Healthnet
ServeMinnesota
Silver Sobriety
Solid Ground
Southern MN Regional Legal Services
St. Andrew's Community Resource Center
Tubman
Valley Friendship Club
Valley Outreach
Youth Service Bureau



After 3 years of sobriety, I continue to attend the Silver Sobriety's aftercare group twice a week. It is very important to me that I stay connected with my peers for ongoing support, and hopefully I can help others to commit to a life of sobriety.

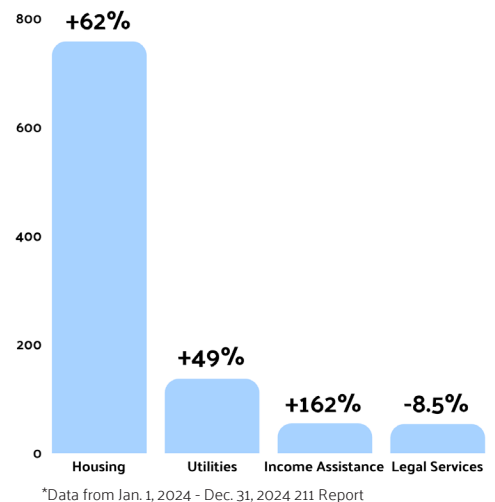
– Diane

our IMPACT

UNITED WAY 211

United Way 211 is a free, confidential resource line available to anyone, anywhere, at any time for those seeking help. In 2024, Washington County residents made 869 phone calls and sent 57 texts to 211.* The chart to the right highlights the top four request categories, along with the percentage increase or decrease compared to 2023.

At our 2025 gala, you were introduced to ALICE (*Asset Limited, Income Constrained, Employed*) individuals and families – hardworking people who still struggle to make ends meet. For many ALICE households, 211 is a critical resource that helps make impossible choices feel manageable, whether that means choosing between paying rent or putting food on the table, covering a medical expense, or repairing a car.



FIND MORE INFORMATION
ABOUT 211 ONLINE AT
WWW.UWWCE.ORG/FIND-HELP
OR BY SCANNING THE QR CODE.



KAY CLINT FUNDING

Our Kay Clint Fund provides one-time startup funding for new, innovative, and pilot programs that address emerging needs in our community. Last year, **we awarded a total of \$12,500** in Kay Clint funding to two incredible local nonprofits. These are their stories.

In June 2025, Corrie's House – a long-term residential home supporting youth who have survived sex trafficking – identified one urgent need above all others: **access to a safe, reliable vehicle**. Without dependable transportation, teens could not consistently get to school, medical appointments, therapy, or everyday activities that help them heal and rebuild their lives. United Way recognized the urgency and acted quickly, connecting with Cornerstone Chevrolet and generous donors to make it happen. The vehicle became so much more than transportation – it became freedom, dignity, opportunity, and a **story of hope**.



Corrie's House Vehicle (left to right) ▲
Kristin Kroll and Kadie Frey, Corrie's
House Board Member

our IMPACT

KAY CLINT FUNDING CON'T

Also in June 2025, in downtown Bayport, a new youth choir brought music, community, and connection to life. St. Croix United Church recognized a need for youth in grades 3 - 8 to have a safe and welcoming place to gather after school each week. The choir program helps students build confidence while experiencing the joy of learning music together. Each week, it also brings families together over a shared meal, creating connection and community. What started as a simple idea became a meaningful, no-cost safe space for local families.

SPARKING PILOT PROJECTS AND
INVENTIVE SOLUTIONS TO UNMET
NEEDS **SINCE 1963.**

FIND MORE INFORMATION
ABOUT KAY CLINT ONLINE AT
WWW.UWWCE.ORG/KAY-CLINT-FUND
OR BY SCANNING THE QR CODE.



YOUTH UNITED

Youth United continued to empower young people to lead through service, philanthropy, and connection this year. Members volunteered at the Valley Friendship Club Valentine's Dance, helping create friendships, meaningful connections, and joyful experiences for individuals with disabilities.

The group also re-imagined its longtime "Empty Bowls" fundraiser into "Youth for Youth," reflecting a renewed focus on supporting local youth programs and the belief that young people can create meaningful change for their peers.

Through their community investment process, Youth United awarded grants to local nonprofits including Valley Friendship Club (\$1,250), FamilyMeans (\$1,250), Canvas Health (\$1,020), and Tubman (\$2,020), directly investing back into programs that support local youth.



◀ **Valley Friendship Club
Valentine's Dance 2025**
(left to right)
Anna, Celia, Klara, and Lucy



**Entire Youth United Group 2025 ▲
at Youth for Youth**



FIND MORE INFORMATION
ABOUT YOUTH UNITED ONLINE AT
WWW.UWWCE.ORG/YOUTH-UNITED
OR BY SCANNING THE QR CODE.

You R You

August 2024 marked the launch of You R You, the first empowering retreat created by Women United to support young girls and those who identify as female as they prepare for the transition into middle school.

Bringing together 70 participants for a day focused on confidence, connection, and self-worth, the program created a safe and welcoming environment where youth felt heard, valued, and empowered. We are deeply grateful to our partners at HealthPartners, FamilyMeans, and Tubman for sharing their knowledge, encouragement, and compassion throughout the day. Special thanks also go to Hidden Pines Ranch for donating such

a beautiful and welcoming setting that made the experience even more meaningful.

The impact of the retreat was best captured by one participant who shared, *"If you are thinking about going to the YRY retreat you should because it's really fun. If you are stressed about 6th grade it really helped with that and made all my worries go away. I'm now really excited about starting 6th grade."*

You R You is just the beginning of what Women United hopes will become many opportunities to educate, empower, and connect young people in our community.

**THE FUTURE IS SO BRIGHT, WE ARE GOING TO
CONTINUE YOU R YOU FOR YEARS TO COME.**

– Holly Corbid, Chair of Women United



FIND MORE INFORMATION
ABOUT YOU R YOU ONLINE AT
WWW.UWWCE.ORG/YOU-R-YOU
OR BY SCANNING THE QR CODE.



You R You Guides ▲



Friendship Bracelet making at
You R You – Choice Activity ▲



Mindfulness & Movement
Guided by Margie Schmid
Sprout Nutrition & Wellness ▲

our SUPPORTERS

TOCQUEVILLE DONORS

Donations of \$10,000+

5 Total Donors
\$80,761.95

PILLAR DONORS

Donations of \$1,000+

121 Total Donors
\$291,678.12

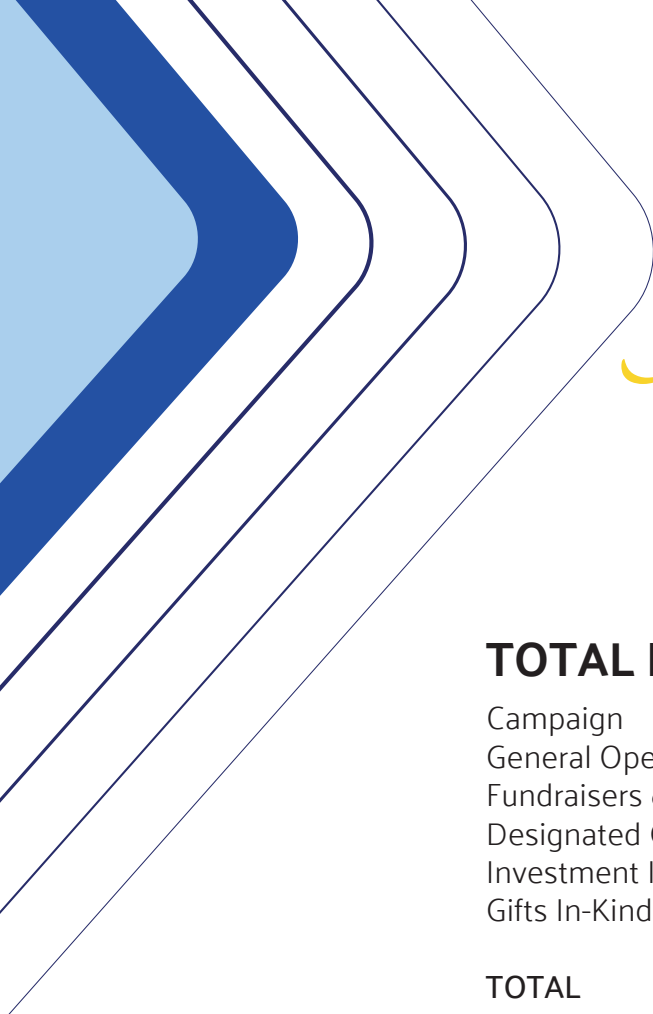
UNITED WAY PARTNERSHIPS

This year's impact was powered by partnership; we are grateful to all the businesses who gave a monetary donation in 2024-2025.

3M
Andersen Corporation Inc.
Andersen Window & Doors
Anne Anderson
Real Estate Group, eXp Realty
Bayport American Legion
Boutwells Landing
Blaze Credit Union
Blue Cross Blue Shield Minnesota
Bremer Bank
Budget Blinds
of Lake Elmo/Stillwater
Boat Doctor
Candyland
Canvas Health
Carriage Realty
Caterpillar
Corval Group
Cresset
Cub
Daily Grind
Datastream Connexion
Darn Knit Anyway
Eckberg Lammers
Elevance Health
Establish Salon
FamilyMeans

First Resource Bank
First State Bank and Trust
Fit Real Estate
Fraternal Order of the Police
Galowitz-Olson
George Siegfried Construction Co.
Goldwood Kennels
Johnson & Boog LLC
HealthPartners, Inc.
Home to Sweet Home
Kari's Create and Paint
Lake Elmo Bank
Lakeview Hospital
La Vie Est Belle
Lon Musolf Distributing
The Lumberjack Lodge
Mabel's Ice Cream & Coffee Shop
Mad Capper Saloon & Eatery
Market & Johnson
McGarry - Kearney Agency
Mediamazing
The Nyberg Group
Coldwell Banker Realty
Partnership Plan
Partylite - Sandy Mondor
Pathfinder Insurance
Polaris

Porsche Minneapolis
Principal Financial Group
Raymond James
Reflections
Security State Bank of Marine
Stillwater Noon Rotary
Stillwater Sunrise Rotary
Striker
Royal Credit Union
SRI
Stonehouse Pictures/Film
Target Headquarters
Thomas Grace Construction
Tilted Tiki
Titan Exteriors
Todd Scheel Catering
United Health Group
USI Insurance
Valley Agencies
Valley Bookseller
Xcel Energy
Walleye Willy's
Wendy Gimpel Real Estate
Zignego Agency



financial **HIGHLIGHTS**

	2024	2025
TOTAL REVENUE		
Campaign	\$444,882	\$435,112
General Operating Grants	\$302,209	\$406,308
Fundraisers & Events	\$292,384	\$257,196
Designated Grants	\$10,659	\$7,703
Investment Income	\$9,826	\$12,027
Gifts In-Kind	\$3,635	\$2,558
TOTAL	\$1,063,595	\$1,120,904
TOTAL EXPENSES		
Mission Investment*	\$684,157	\$930,446
Administrative & Fundraising	\$286,728	\$154,286
TOTAL	\$970,885	\$1,084,732

*In FY2025, United Way of Washington County-East, in collaboration with our independent auditors, refined our methodology for allocating staff time to more accurately reflect mission-related work. During the year, we also expanded our direct community impact by assuming leadership of Stuff the Bus and launching You R You. As a result, Mission Investment is not directly comparable to FY2024 but more accurately reflects the organization's work and impact.

SINCE 1949, **OVER 27 MILLION** HAS
BEEN DONATED AND INVESTED IN
SOLUTIONS TO OUR COMMUNITY.



IRS FORM 990 IS AVAILABLE ONLINE AT
WWW.UWWCE.ORG/ANNUAL-REPORTS
OR BY SCANNING THE QR CODE



thank you

As you look at the images below and reflect on 2024-2025, we hope you see more than programs, events, or numbers. **We hope you see the people behind every moment, representing every part of the United Way story.**

None of this happens alone. It happens because people across our community choose to give their time, resources, talents, and hearts to this work. From donors and volunteers to community partners

and event participants, every act of support helped create meaningful change this year.

Year after year we are incredibly grateful for those who support this work. Your LOCAL United Way continues to blossom, rooted in purpose and thriving in unity. Our hope is that you'll continue to stand beside us.



FIND MORE INFORMATION
ABOUT US ONLINE AT
WWW.UWWCE.ORG/YOUR-LOCAL-UW
OR BY SCANNING THE QR CODE.





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