



Impact Report

2024

United
Way



Missouri Slope Areawide United Way

39%

Reading proficiency rate
of local 3rd graders



40,357

Books delivered to 3,680
local preschoolers



90

Residents sheltered at
United Way each night



Message from Executive Director



Feed the hungry, shelter the homeless... Our mission at United Way includes those vital services but goes well beyond what called me to this work. We create hope, and better yet, pathways out of poverty.

Our strategic plan focuses on dreaming big in terms of fundraising for our community, volunteers, supporting our partners, and impact. As we build for the future, I invite you to dream with us and invest in us to make those dreams possible. We know with proper funding that 80% of those served at our Center for Opportunity didn't return to homelessness. We know that the elderly in our community receive quality care and that our nonprofit partners are strong and capable of incredible impact when properly supported. We are all here and driven by different reasons, yet woven together by a common thread of caring for one another.

Thank you for coming together through your United Way to make all of this important work possible.

My very best,

Jena M. Gullo

Dolly Parton Imagination Library

A child is 90% more likely to remain a poor reader at the end of fourth grade if they are a poor reader at the end of the first grade. By providing the resources a child needs to get ahead at a young age, United Way is able to level the playing field for children in the community.

We administer the Dolly Parton Imagination Library for 3,680 local children. A brand new, age – appropriate book is mailed to children every month from birth through five years of age, creating a home library of up to 60 books and instilling a love of books and reading from an early age. A gift of only \$25 sponsors a child for one year.

80%

Did not return to homelessness

Building Pathways Out Of Poverty

United Way plays a critical role in our community by filling gaps in services. We address basic needs first, such as hunger and homelessness, and then collaborate with partners to identify long term solutions.

United Way Backpack Program

One in five children struggle with food insecurity in our community. The United Way Backpack Program began in 2013 to address weekend hunger. Children were feeling sick and dizzy on Monday mornings. They were having a difficult time concentrating. We now coordinate businesses and groups to sponsor the weekend cost of groceries for 1700 children at \$8,000. Volunteers pack and deliver nearly 1700 backpacks of food to local schools so that we end weekend hunger for children in need.

Center for Opportunity

Without another emergency shelter in our region, United Way raised funds to build a permanent shelter in our capital city for men, women, and families. The shelter was open 24/7 saving lives during the deadly winter temperature drops of -65 and connecting people to services.

More than 35 agencies offer regular onsite services to help clients out of homelessness.

West Central Human Services
YMCA On Call Child Watch
Arkos Health Outreach
Northland Health Outreach
Better Together ND
Katie Johnke - Diabetes and Nutrition Mgt.
Family Wellness Exercise Classes
F5 Free Through Recovery
Career Readiness Trainings by Raquel Nachatilo
Financial Literacy w/ Kirkwood Bank and
Capital Credit Union
Burleigh County Bookmobile
Live music and activities by ND Rise
Various Free Through Recovery Partners
UMary Physical Therapy, Nursing, and Social Work students

CHI St. Alexius Outreach
Sanford Health Outreach
Great Plains Food Bank SNAP Registrations
Vital Documents Assistance
Haircuts by Dominique Stenehjem
Youthworks Outreach
Pet Therapy w/ Katie Chumley
Art Therapy
Local authors sharing their published books
Medicare Sign Up Assistance
Blood Pressure Checks
Missio Church Bible Study
Dacotah Foundation Housing Assessments
Various Community Connect Partners

29,073

Weekend backpacks of food provided
to **1678** children



Supporting Local Programs

Working together and investing in experts is how we move the needle on important local issues. We've upheld our promise that our problem-solving work, such as building an emergency shelter, would not affect agency funding.

Education Initiative

Head Start at Bismarck Early Childhood Education Program
Missouri Valley Family YMCA YDC Preschool Education Assistance
Community Cupboard of Underwood Backpack Program
Dacotah Foundation Bismarck Mandan Mentor Squad
The Dolly Parton Imagination Library programs in 16 towns & cities throughout Burleigh, Morton, Mercer, McLean, Oliver, Emmons, Sheridan, Kidder, and Grant counties.
Girl Scouts - Dakota Horizons Leadership Experience
Missouri Valley Family YMCA Childcare Assistance
Northern Lights Council Boy Scouts
United Way Backpack Programs in Bismarck, Mandan, Lincoln, Beulah, Hazen, Linton, Hazelton, Moffit, and Braddock.

Hunger and Homelessness Initiative

Burleigh County Senior Adults Nutrition Program
Center for Opportunity Vital Documents
Center for Opportunity Emergency Shelter
Community Cupboard of Underwood Food Pantry
Great Plains Food Bank
Morton County Council on Aging Home Delivered Meals
Welcome House
Youthworks Homeless Youth & Young Adults
Youthworks At-Risk Youth & Families

Health Initiative

Burleigh County Senior Adults Health Maintenance Program
Crisis Care Chaplaincy Crisis Intervention & Support
Family Wellness Needy Family Memberships
Family Wellness Parkinson's Rock Steady Boxing
LIVESTRONG at the YMCA
Missouri Valley Family YMCA Parkinson's Wellness Program
PRIMETIME Wellness at the Y
Needy Family Memberships at the Y
Missouri Valley Family YMCA Safety Around Water
TR 4 Heart and Soul

Donor Designated Programs

Abused Adult Resource Center
Aid, Inc.
American Red Cross
Ministry on the Margins
The Dream Center
American Red Cross
Other United Ways
Various out-of-region nonprofits



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Investments in Local Programs

Bringing People Together for Greater Impact

Every day, MSA United Way drives change to tackle local needs. By coming together to address challenges, we are able to leverage resources and achieve our collective goals.

Workplace Campaigns

We meet with companies, both large and small, across the community, who launch workplace campaigns, giving their team members an opportunity to come together to create a bigger impact.

Little Black Dress Poverty Awareness Campaign

Proactive efforts, like the Little Black Dress Campaign, raise awareness and funds to support our Education Initiative that targets mentors, preschool scholarships, and the Dolly Parton Imagination Library.

Event Sponsors

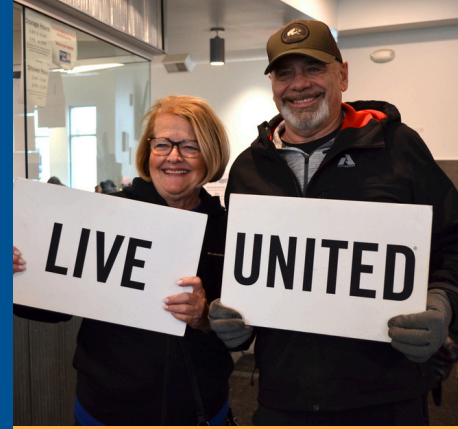
Fun events, like Crosstown Brewdown, are sponsored by companies and local breweries, with live music on the rooftop of Stonehome Brewing Co.

Day of Caring

We are inching back toward our pre-COVID numbers of nearly 1300 volunteers on Day of Caring. Businesses, families, and retirees come together to help 50+ agencies through half-day and full-day projects.

VolunteerBisMan.com

We are in need of year-round volunteers of all ages, group sizes, talents and skills. Visit VolunteerBisMan.com or give us a call at 701.255.3601 to learn more about how you can make the difference in someone's life.



259

Women United Leaders



\$228,429

Cost Savings from Volunteers
Investing In Our Community

\$51,952

Little Black Dress
Poverty Awareness Campaign



Leave Your Legacy



Endowment Fund

Gifts of \$5000+ to our endowment fund may qualify for a 40% ND tax credit.

Capital Campaign

Leave your legacy with a gift to our Center for Opportunity. Naming opportunities available for gifts of \$1,000 - \$1,000,000 paid over multiple years.

Stocks & Bonds

Donate appreciated securities, including stocks or bonds, as an easy and effective way to give.

IRA Withdrawals

For 2025, taxpayers age 70 ½ and older may make tax-free qualified charitable distributions of up to \$108,000 from a traditional IRA if the money is distributed directly to an eligible charity. For those age 73 or older, qualified charitable distributions also count toward the year's required minimum distribution (RMD).

Bequest

Support our mission by leaving MSA United Way in your will, living trust, or with a codicil.



Annual Events

Annual Luncheon - Last Thursday in February
May Day Baskets - May 1
Stamp Out Hunger - 2nd Saturday in May
Community Baby Shower - 3rd Wednesday in June
Day of Caring - 2nd Wednesday in August
Crosstown Brewdown - Last Thursday of July
Walk A Mile In My Shoes - 3rd Tuesday in November
Giving Tree - December

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