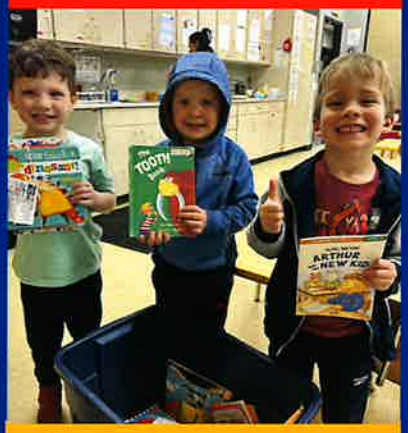


Impact Report

Missouri Slope Areawide UNITED WAY

43%

Reading proficiency rate of local 3rd graders



40,357

Books delivered to 3,680 local preschoolers



30,073

Weekend Backpacks of Food for 1736 children

Message from Executive Director



As I reflect on 2025, I am filled with gratitude. In a year that brought both challenges and opportunity, one truth stands out: United Way stands for good in our community.

Because of you - our donors, volunteers, and partners - tens of thousands of lives were impacted. Together, we strengthened the foundation for families and individuals at every stage of life.

Children arrived at school nourished and ready to learn through our Backpack Program. Families accessed early childhood supports that build stability and resilience. Individuals experiencing homelessness found safety, dignity, and a pathway forward at the Center for Opportunity. Through more than 40 funded partner programs, critical services reached neighbors.

We know the challenges facing our community are complex and interconnected. That is why we continue to invest in coordinated, local solutions that are proven to work. Strengthening and expanding the Center for Opportunity — with the goal of fully restoring 24/7 operations — remains a central priority as we work to increase access to housing, employment, and supportive services.

The impact we see today is possible because people like you believe in shared responsibility and collective action. As we look to 2026, we are committed to deepening partnerships, expanding evidence-based programs, and ensuring every dollar entrusted to us creates meaningful, measurable impact.

Thank you for standing with United Way and our community.

My very best,

Jena M. Gullo

Jena M. Gullo
Executive Director
Missouri Slope Areawide United Way

Dolly Parton Imagination Library

Growing up in a home with more books is strongly linked to higher academic success, literacy, and numeracy success. We administer the Dolly Parton Imagination Library for 3,680 local children. A book is mailed to children every month from birth through five years of age, instilling a love of books and reading from an early age. A gift of only $25 sponsors a child for one year.



100

Families sheltered each night

Building Pathways Out Of Poverty

United Way plays a critical role in our community by filling gaps in services. We address basic needs, 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 end weekend hunger. Children were feeling sick and dizzy on Monday mornings. They were having a difficult time concentrating. United Way now coordinates businesses to sponsor the weekend cost of groceries at $8,000. Volunteers pack and deliver 1700+ backpacks of food to local schools so that we end weekend hunger for children in need.



Center for Opportunity

The Center for Opportunity is a critical lifeline for individuals and families experiencing homelessness in our community. As the region's only substance-free emergency shelter, we provide a safe, dignified home for more than 100 men, women, and children each night. Beyond safety and warmth, the Center offers showers, laundry, and computers - all needed when seeking employment and housing. Thirty-five agencies offer onsite services when we have funding for daytime operations.

"Without the United Way, I don't know where my family would be right now."

When the pandemic forced her daycare to close, Kayla was pregnant and out of work—with no home and nowhere to turn. Difficulties finding a job left her and her children living in her car through the winter. United Way gave them more than just a place to warm up. "The free shower, washer, and dryer were a huge blessing. It meant my kids could feel clean and cared for, even in the hardest moments."

View Kayla's Story & More >>>>



80%

Did not return to homelessness

Onsite Services When Funded For 24/7 Shelter:

- West Central Human Services
- Community Connect
- Peer Recovery
- SNAP, Medicaid & Medicare
- Housing Assistance
- Financial Literacy
- UMary PT, OT, Nursing & SW
- Vital Documents
- Career Readiness
- Transportation Vouchers
- CHI St. A's & Sanford Health
- YMCA On-site Child Watch
- Missio Church Bible Study
- BBPH Nutrition/Diabetes Mgt
- Haircuts
- Arkos Health
- Northland Health
- Family Wellness
- Art Therapy
- Pet Therapy
- Youthworks

Bringing People Together for Greater Impact



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.



Women United

Women United is a movement of volunteers coming together to create real changes in our community. Our focus is on improving the lives of women and children locally.

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

Hundreds of businesses, families, and retirees come together to help 50+ agencies through half-day and full-day projects.



VolunteerBisMan.com

Year-round volunteers of all ages, group sizes, talents and skills are needed. 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.





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 2026, 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
Little Black Dress Poverty Awareness Campaign - 2nd Week of May
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



Missouri Slope Areawide United Way
515 N. 4th Street
Bismarck, ND 58501
701.255.3601
www.MSAUnitedWay.org

jgullo@MSAUnitedWay.org
www.VolunteerBisMan.com