

# ANNUAL REPORT 2023 | 2024

# UNITED WAY OF SIOUXLAND BOARD OF DIRECTORS

Dear Friends and Supporters,

As we reflect on the past year and look ahead with anticipation, we are honored to present to you the annual report of United Way of Siouxland. Our organization's commitment to improving lives by uniting the caring power of our community could not be more essential than it is today. We stand firm in our mission, guided by the voices of those on the front lines and fueled by the generosity of our donors and volunteers.

This year, our efforts have been shaped by a comprehensive review of data and insights gathered from various stakeholders, including law enforcement, healthcare professionals, childcare providers, mental health services, educators from pre-school through college, alongside tri-state leaders. Through this collaborative effort, we have identified new community impact goals that will guide our work in Siouxland. You will find these goals outlined inside.

Your dedication and generosity bolster our efforts and inspire us to do more. Whether you've contributed financially, volunteered your time, or advocated for our cause, please accept our heartfelt gratitude for your commitment to improving lives in Siouxland.



Amanda Davis  
Board Chair,  
U.S. Bank



Heather Hennings  
President,  
United Way of Siouxland

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US Bank

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King Reinsch, Prosser

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United Way of Siouxland

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IMPACT CHAIR**  
Primebank

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CAMPAIGN CHAIRS**  
CMBA Architect & Arena Fit

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REPRESENTATIVE**  
Siouxland Community Health

**Ernie Colt—LABOR COUNCIL  
REPRESENTATIVE**  
Western IA Labor Federation

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Marriott So. Sioux Riverfront

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UFCW Local 222

**Troy Jasman**  
WITCC

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Mills Shellhammer Puetz

**Miyuki Nelson**  
MYN Realty LLC

**Shannon Pauling**  
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**Lillyan Rodriguez**  
Southern Hills Mall

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Center for Siouxland

**CAMPAIGN VICE CHAIRS**  
**Jeremy & Kris Craighead**  
Security National Bank &  
Gehling Osborn Law Firm

## UNITED WAY OF SIOUXLAND STAFF

**Heather Hennings, President**  
**Terrie Binneboese, Vice President & Director of Community Impact & Le Mars United Way**  
**Aaron Beutler, Director of Resource Development**  
**Cheryl Sitzmann, Office & Finance Manager**  
**Bryan Marshall, Labor Liaison**  
**Sharon Messerschmidt, Development Associate**  
**Blake Branch, Community Impact & Communications Associate**  
**Lou Ann Hass, Administrative Assistant**

# COMMUNITY IMPACT

Every day, donors, advocates and volunteers are making a lasting difference in the lives of Siouxlanders. We measure our success in Lives Changed. We did this together.

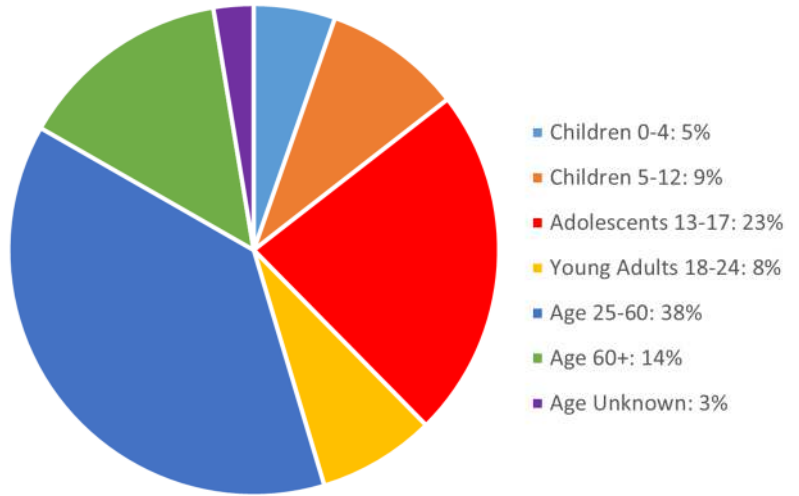
## 54

Programs and initiatives were supported in 2023 by United Way of Siouxland, Le Mars United Way, and Women United

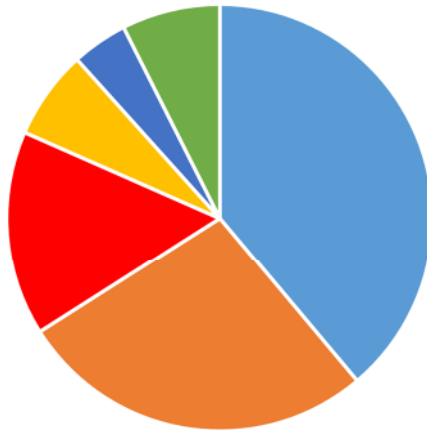
## 34,395

Services were provided to individuals and families in Siouxland through agency partners and initiatives in 2023

### AGE

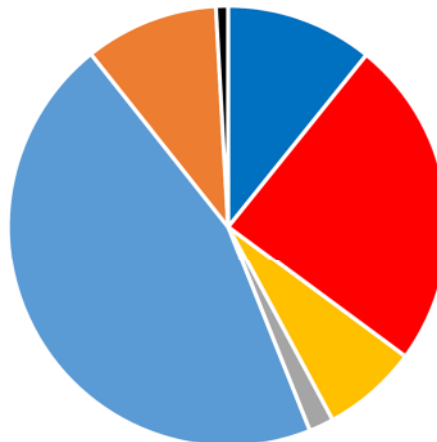


### INCOME



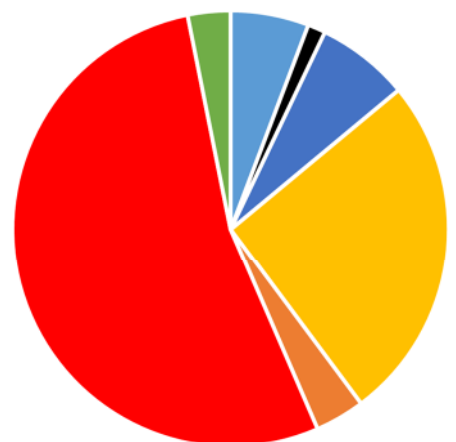
- \$0-24,999: 39%
- \$25,000-49,999: 27%
- \$50,000-74,999: 16%
- \$75,000-100,000: 7%
- Over \$100,000: 4%
- Unknown: 7%

### COUNTY



- Dakota: 11%
- Plymouth: 24%
- Sioux: 7%
- Union: 2%
- Woodbury: 45%
- Other: 10%
- Unknown: 1%

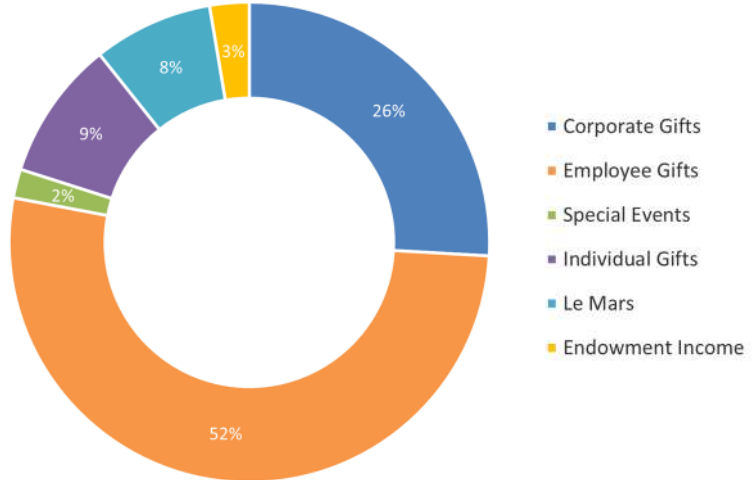
### RACE



- American Indian: 6%
- Asian: 1%
- African American: 7%
- Hispanic: 26%
- Multiracial: 4%
- White: 53%
- Unknown: 3%

## PUBLIC SUPPORT & REVENUE

Campaign Support	2,900,000
Less Provision for Uncollectable Pledges	(130,500)
Other Income	90,959



**Total Public Support & Revenue**  
**\$2,860,459**

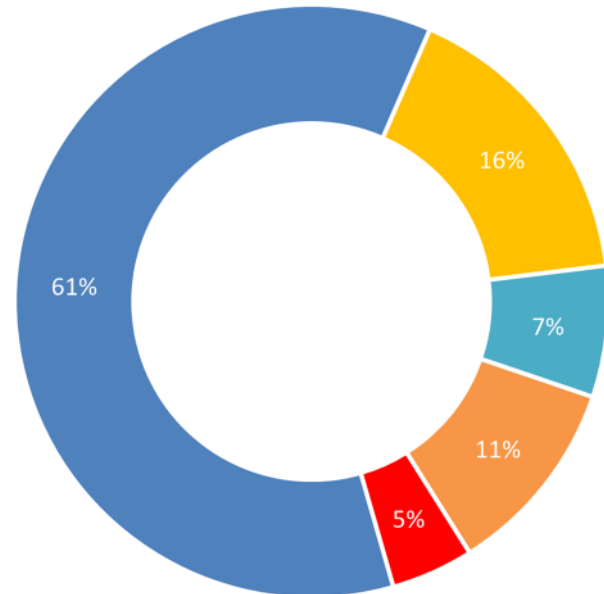
## EXPENSES

Management and Fundraising	491,181
Capital Fund	4,000

**Total Management & Capital**  
**\$495,181**

Unrestricted Community Impact Funding	1,469,103
Donor Restricted Funding	357,068
Le Mars United Way Program Funding	214,027
United Way Direct Community Services	325,080

**Total Community Impact Funding**  
**\$2,365,278**



**Total Operations & Community**  
**\$2,860,459**



## ORGANIZATIONAL ASSETS

Current Assets	3,620,561
Other Assets	2,600,708

**Total Assets**  
**\$6,221,269**



# OPEN FUNDING PROCESS

In May of 2022, United Way of Siouxland unveiled a new funding approach to better address Siouxland's evolving needs, transitioning from a funded partner grant process to an open grant process.

Current partners will receive funding through June of 2025.

Programs awarded under the open grant process begin a 3-year funding cycle in July 2025, with yearly evaluation and reporting.



## GOALS & PRIORITIES UNDER NEW FUNDING PROCESS

Entities who partner with United Way of Siouxland will be expected to measure how their work leads to the achievement of one or more of the following goals. Priority areas have also been identified as key measures in reaching the identified goals:



### 1. Individuals access mental health and addiction resources.

- Improve access to affordable treatment and recovery resources through expanded hours and/or delivery methods, thereby increasing participation.
- Increase access and participation in prevention programming.



### 2. Adult learners become more employable and independent in the community.

- Increase adult literacy instruction and participation.
- Increase household income through career development opportunities and job training.



### 3. Individuals engage in behaviors that improve their health or safety.

- Promote healthy habits for adults and children to reduce obesity.
- Increase access to violence and trauma treatment and support services.



### 4. Families access quality childcare and early learning opportunities

- Children are assessed ready for kindergarten.
- Increase safe, affordable, quality childcare slots. (Priority given to infant care and extended hours)



### 5. Youth demonstrate grade-appropriate school readiness academically, socially, and emotionally

- Help students maintain or improve grade level reading and math skills.
- Decrease barriers for children to participate in before and after school activities.
- Increase school attendance rates.

# 2023-24 FUNDED PROGRAMS

## **American Red Cross,**

### *Emergency Services*

Supports local military families and provides relief to victims of disaster by strengthening our communities for immediate response, recovery, and readiness.

## **Beyond the Bell,**

### *Before & After School Program*

Provides before and after school care at 11 Sioux City elementary schools, two middle schools, and Holy Cross at St. Michaels. In South Sioux City, Beyond the Bell is provided at Cardinal Elementary.

## **Big Brothers Big Sisters,**

### *Mentoring Youth*

Provides one-to-one mentoring relationships for children in need based on a proven model that includes support for mentors, youth, and parents/guardians.

## **Boys and Girls Clubs of Siouxland,**

### *After School, Summer Program*

Offers after school and summer programming for ages 7-18. They offer recreation, healthy lifestyles, arts, and educational programming.

## **Boys and Girls Home and Family Services**

### *Outpatient Services*

Provides professional, therapeutic outpatient services addressing mental health concerns in children and adults. Treatment of individuals' mental health results in overall well-being.

## **Catholic Charities,**

### *Healthy & Safe Families*

Provides mental health services, counseling, outreach, and education to families and individuals of all faiths and socio-economic backgrounds to support families, provide safety, and instill hope.

## **Center for Siouxland,**

### *Economic Stability Resources & EITC Tax Credit Outreach*

Programs foster self-sufficiency through budgeting, money management, and debt reduction; pre- and post-purchase homeowner counseling/education; and stable housing and supportive services for the homeless. Also provides education and awareness of the Earned Income Tax Credit and offer free tax preparation assistance in Siouxland.



## **Crittenton Center, Parent Education**

The Family Resource Center provides family support through intensive home visiting services from pregnancy to age 5, ensuring health and development.

## **Crittenton Center,**

### *Stella Sanford Child Development*

A quality early learning program serving children ages 0-5, creating an environment that builds children's social and emotional strength while enhancing cognitive, literacy, and physical development.

## **Girl Scouts of Greater Iowa,**

### *Girl Scout Leadership Experience*

Helps girls learn skills such as problem solving, decision-making, team building, and healthy relationships, which all positively support academic achievement.

## **Girls Inc.,**

### *After School and Summer Program*

Innovative, comprehensive after-school/summer programs which prepare girls to be academically, socially/emotionally successful, and healthy.

## **Jump Start,**

### *Preschool Summer Program*

Helps children enter kindergarten ready to succeed by providing an eight-week summer program.

## **Lutheran Services in Iowa,**

### *Parent Education*

Parenting education program provides support, education and community resource information to pregnant and parenting teens enrolled in Siouxland high schools of all faiths.

## **Mary Elizabeth Child Care & Preschool,**

### *Nurturing Environment & Daycare*

Provides a quality preschool education and encourages children's success in all skill areas so they are prepared for kindergarten.

## **Mary J. Treglia Community House,**

### *Preschool*

Offers year-round, full-day instruction for 3-4 year-old students. While providing kindergarten readiness, the classroom specializes in English Language Learning.

## **Mary J. Treglia Community House,**

### *Immigration & Translation Services*

Immigrant education and assistance programs help area newcomers learn English, become U.S. citizens, and access life and income-stabilizing resources.

# 2023-24 FUNDED PROGRAMS (contd.)



**Mid America Council,  
Boy Scouts of America,**  
*Strong Youth*

Helping youth become leaders and productive members of society by teaching life skills, character development, responsibilities of citizenship, and developing personal fitness.

**Native American Child Care Center,**  
*Age Appropriate Development Program*

A comprehensive early childhood development program for preschool children focused on preparing them for kindergarten success.

**Norm Waitt Sr. YMCA,**  
*Summer Camp*

A 12-week summer camp dedicated to stopping summer learning loss and keeping kids active through a rich variety of academic, social and health-focused experiences.

**Norm Waitt Sr. YMCA,**  
*Wellness Programs*

Wellness programs improve quality of life as individuals cope with physical and health challenges, chronic diseases, and aging through research-based exercise, education and support.

**SafePlace,**  
*Safety for All Residents*

Provides safe shelter, along with advocacy and counseling, to adults and children who are at risk of harm from a current or former partner.

**Salvation Army,**  
*Pathway of Hope*

Provides targeted services to families which support and coach them as they overcome hunger and homelessness, and chart a course out of poverty.

**Sanford Community Center,**  
*Delinquency Prevention*

Provides positive role models, which has resulted in 85% attendance, retention of students, ability to understand appropriate behavior and successful tutoring.

**Siouxland CARES,**  
*Prevention & Anti-Bullying Efforts*

Assists youth and adults to live healthy lifestyles and avoid risky behavior by providing community-wide awareness, resources, education, skill building, collaboration, and support to eliminate substance misuse and violence.

**Siouxland Center for Active Generations,**

*Enhancing the Lifestyles of Older Adults*  
Through movement arts, including group/individual exercise, and socialization programs, including group activities and facilitated conversations, adults improve their ability to live healthy independent lifestyles.

**Siouxland Family Community Center,**  
*Basic Needs*

Provides emergency food baskets, translation services, and educates individuals regarding employment. Also provides access to community resources, thereby empowering self-sustainability.

**The ARC of Woodbury County,**  
*Summer Program*

A 6-week summer school program teaches coping and life skills appropriate for intellectually and developmentally disabled individuals ages 3 through 25.

**United Way of Siouxland Initiative,**  
*Imagination Library*

Children birth to 5 can be enrolled to receive age-appropriate books every month in the mail to ensure that all children have books in their home, regardless of income.

**Women Aware,**  
*Economic/Emotional Stability*

Helps single parents and marginally employed individuals reach maximum earning capacity through thoughtful planning and greater access to support services that foster stability and future growth.



# TOP 50 BUSINESS SUPPORTERS

1. Tyson Fresh Meats and Members of UFCW Local 222
2. MidAmerican Energy Company & Members of IBEW Local 499 (Sioux City and Le Mars)
3. Wells Enterprises, Inc.
4. Klinger Companies, Inc. (Includes WA Klinger LLC, Gleeson Constructors & Engineers LLC, Klinger Constructors LLC and Younglove Construction LLC)
5. PREMIER Bankcard
6. Great West Casualty Company
7. Security National Bank
8. CF Industries
9. empirical and Members of UFCW Local 222
10. Chesterman Company
11. Scheels
12. Sioux City Community School District
13. Palmer Candy Company
14. Thompson Solutions Group
15. American Pop Corn Company
16. City of Sioux City
17. Seaboard Triumph Foods and Members of UFCW Local 222
18. Sterling Computers Corp.
19. UnityPoint Health—St. Luke's
20. Hard Rock Hotel & Casino Sioux City
21. Woodbury County
22. Central Bank
23. Henjes, Conner & Williams, P.C.
24. CMBA Architects
25. 1st Financial Bank USA
26. Siouxland Federal Credit Union
27. Marriott South Sioux City Riverfront
28. Kalins Indoor Comfort
29. Gelita USA Inc.
30. Morningside University
31. Nor-Am Cold Storage
32. United Real Estate Solutions
33. Sioux City Compress Steel Company
34. Western Iowa Tech Community College
35. Schuster Co.
36. BAIRD
37. Northwest Area Education Agency
38. U.S. Bank
39. KC Engineering, P.C.
40. Diocese of Sioux City
41. Mills-Shellhammer-Puetz & Associates
42. Siouxland Community Health Center
43. King, Reinsch, Prosser & Co., L.L.P.
44. Heidman Law Firm, P.L.L.C.
45. Great Southern Bank
46. Allied Solutions, LLC
47. RBC Wealth Management
48. Pioneer Bank
49. Northwest Iowa Power Coop—NIPCO
50. Wells Fargo Bank, N.A.

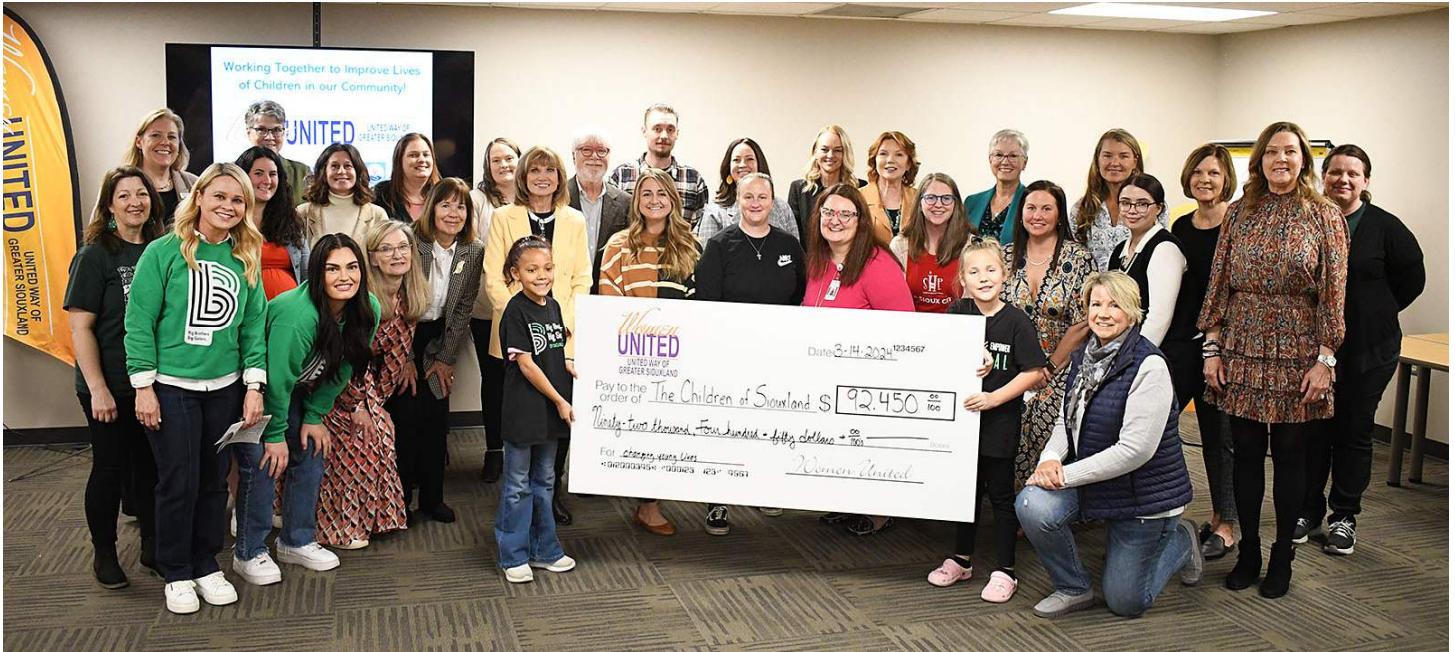
**Thanks to all of the organizations and their employees for raising resources through workplace campaigns, volunteering on United Way boards and committees and sponsoring events.**

**Every donation to United Way makes a difference.**

**Contributions include employee investments through workplace campaigns, money raised through special events and company support.**

**The funding efforts of the Top 50 companies resulted in just over \$2 million for the 2023-24 campaign.**





Women United is an auxiliary United Way of Siouxland group, composed of dynamic women who aim to make positive changes in our community by investing their time, resources, and talent to focus on issues they care about. This year's efforts were chaired by Cathy Perley.

Since 2006, Women United has awarded over 100 grants totaling over **\$1.3 MILLION** to local non-profit groups aimed at providing research-based, life-improving programs for Siouxland youth. The members of Women United are committed to funding sustainable programs with positive results.

## 2024 PROGRAM GRANTS

**Haven House Family Services Center,**  
*Therapeutic Children's Room—\$2,256*

**Siouxland Mental Health Center,**  
*Parent Child Interaction Therapy (PCIT) Program—\$2,496*

## 2024 BRIGHTER FUTURES GRANTS

**Big Brothers Big Sisters of Siouxland,**  
*Junior Bigs Mentoring Program —\$18,000*

**Girl Scouts of Greater Iowa,**  
*Siouxland Girl Scouts Trailblazing Experience—\$6,950*

**Heartland Counseling Services, Inc.,**  
*Mental Health Program—\$25,550*

**Mary J. Treglia Community House Preschool,**  
*Library Lunchroom Accommodations —\$4,998*

**Sleep in Heavenly Peace,**  
*No Kid Sleeps on the Floor in Our Town!—\$25,000*

**The Warming Shelter,**  
*Classroom & Hygienic Supplies,  
Age-Appropriate Toys & Games—\$7,200*

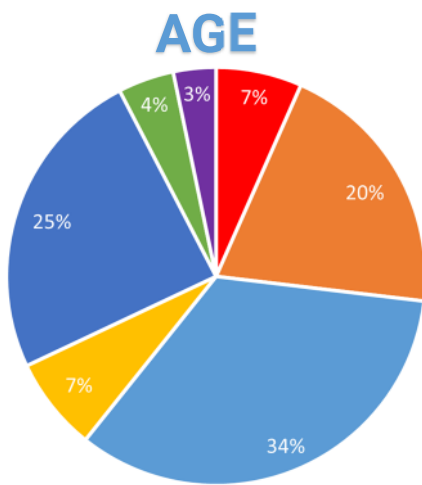


# LE MARS UNITED WAY

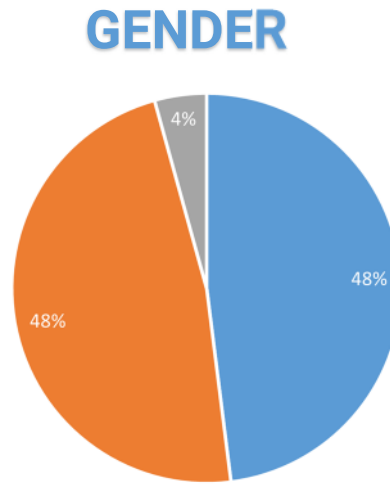


**The Le Mars United Way is administered through the United Way of Siouxland as a community partnership. Funds raised in Le Mars stay in that community.**

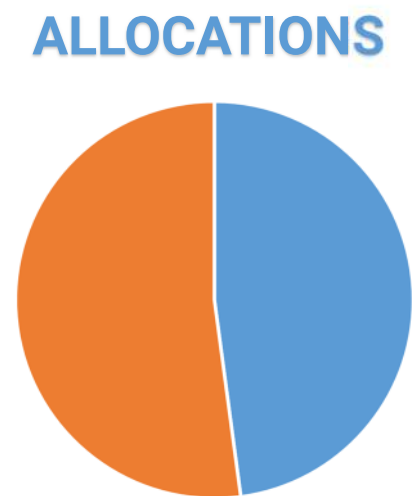
**In 2023, \$198,000 was awarded to 30 programs run by local agencies that served Le Mars and Plymouth County.**



- Children 0-4: 7%
- Children 5-12: 20%
- Adolescents 13-17: 34%
- Young Adults 18-24: 7%
- Adults 25-60: 25%
- Adults 60+: 4%
- Unknown: 3%



- Female: 48%
- Male: 48%
- Unknown: 4%



- Safety Net Services: \$94,800
- Children Grow Into Successful Adults: \$103,200

## Services from 2023 Le Mars United Way funded programs

# 2023 LE MARS UNITED WAY FUNDED PARTNERS

## PROVIDE SAFETY NET SERVICES

### American Legion Wasmer Post #241

*Kids Shoe Party*

### American Red Cross

*Emergency Services*

### Center for Financial Education

*Needs & Cares Fund for Le Mars*

### Le Mars Art Center

*Adults with Disabilities Art Enrichment*

### Le Mars Senior Center

*Senior Center Activities*

### Life Skills Training Center, Inc.

*Enhancement to Support Employment Training*

### Lucky Leprechaun for Kids

*Clothing, Books & School Supplies for Kids*

### Mid-Sioux Opportunities

*Emergency Services*

### Plains Area Mental Health

*The Meeting Place*

### Rejoice Church

*Table Food Pantry*

### Remsen St. Mary's

*Defibrillator*

### SafePlace

*Comprehensive Domestic Violence Program*

### Senior Companion Program of Greater Siouxland

*Senior Companion Program*

## CHILDREN GROW INTO SUCCESSFUL ADULTS

### Big Brothers Big Sisters

*Plymouth County Mentoring*

### Foster Grandparent Program of Greater Siouxland

*Foster Grandparent Program*

### Friends of the Library

*Early Literacy Programs*

### Gehlen Catholic Schools

*Early Childhood Education Center*

### Imagination Library

*Free Books to Children Ages Newborn to 5*

### Iowa SIDS

*Safe Sleep Education & Support*

### Le Mars Area Family YMCA

*YMCA Camps & After School Program*

### Le Mars Arts Center

*Youth Art Programs*

### Le Mars Community High School

*Summer School*

### Le Mars Community Middle School

*At Risk Summer Program & After School Program*

### Le Mars Police Association

*Youth Programming*

### LifeWise Academy

*LifeWise Le Mars*

### Noah's Ark Preschool

*Preschool*

### Plymouth County Sheriff's Employer Association

*Plymouth County Youth Programs*

### SafePlace

*Violence Prevention Education*

### Siouxland Youth for Christ

*City Life Program*

## 2023-24 BOARD OF DIRECTORS

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*Le Mars Police Department*

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*Primebank*

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*Nor-Am Cold Storage*

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# UNITED WAY OF SIOUXLAND

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