



United Way of Mower County

2019-20 Community Campaign



LIVE UNITED

Why we're here.

BASIC NEEDS



37% OF HOUSEHOLDS HAVE NO VEHICLE OR ONLY ONE VEHICLE FOR SHARED USE

WHY CARE?

If education, financial stability, and health are the pillars of a good quality of life, then basic needs are the foundation. Without basic needs, kids struggle to focus in school, adults aren't able to be at work consistently, and reaching everyone's full potential is impossible. Together we strive to stabilize lives.

EDUCATION



ONLY 47% OF 3RD GRADERS ACHIEVE GRADE-LEVEL READING STANDARDS

WHY CARE?

Access to quality education is vital to child development, lifelong learning, and regional economic growth. United Way understands that barriers exist in our community that impact one's ability to obtain quality education, so we continually strive to address these issues by ensuring equal opportunities exist for all

FINANCIAL STABILITY



36% OF INDUSTRIES PAY LESS THAN THE AVERAGE COST OF LIVING WAGE (\$15.67)

WHY CARE?

United Way empowers people to become financially independent so that our entire community can thrive. Those living in financially unstable homes frequently struggle when it comes to other foundational basic needs. Without a stable income, people can find themselves falling behind rather than moving forward.

HEALTH



MOWER COUNTY RANKS 75TH OUT OF 87 MN COUNTIES FOR OVERALL QUALITY OF LIFE

WHY CARE?

Staying healthy both physically and mentally is essential to living a great life. Without good health, people face roadblocks around employment and education and are unable to become their best selves. Healthy communities are strong communities, so we must work to improve health and wellbeing county-wide.

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What we do.

**UNITED WE FIGHT.
UNITED WE WIN.**

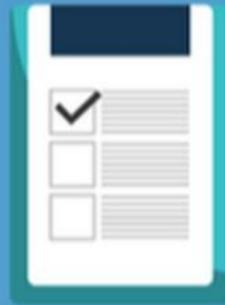
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Community Investment Process



United Way raises money through community engagement efforts

Local nonprofits make their case for funding in a grant application



Agencies present their program and funding request to Community Investment panel members



Panel members discuss program grants, budgets, relevancy, and impact



The UW Board of Directors uses panel input to make final funding decisions



Salvation Army: A Long-Standing Partner

UNITED SOLICITATIONS, INC. of AUSTIN
Statement of Cash Receipts and Disbursements
July 8, 1952

CASH RECEIPTS:			
Pledges		\$ 39670.18	
Refund of premium on bond	54.60		
Pledge overpayment	3.00		57.60
			<hr/>
Less Miscellaneous deduction		39727.78	24.05
			<hr/>
TOTAL DEPOSITS			39703.73
CASH DISBURSEMENTS:			
PAYMENTS TO PARTICIPATING AGENCIES			
Boy Scouts	\$ 8766.38		
Girl Scouts	4510.09		
Milk Fund	3618.34		
Heart Association	4190.62		
Salvation Army	5205.33		
Sister Kenny Foundation	4842.11		
U. S. O.	2678.94		
Y. M. C. A.	5962.71		
Y. W. C. A.	1606.94	38381.33	
			<hr/>
EXPENSES:			
Campaign expenses and kickoff	42.00		
Printing supplies & postage	879.83		
Bond expense	100.00		
Legal and accounting	263.00		
Telephone	16.57		
Refund of pledge overpayment	3.00		
Miscellaneous expense	18.00	1322.40	
			<hr/>
TOTAL DISBURSEMENTS			39703.73
BALANCE ON HAND JULY 8, 1952			0
			<hr/>
	Total Funds Pledged	Less: Unpaid Pledges	Less: Expenses
Boy Scouts	\$ 6070.22	\$ 110.34	\$ 193.63
Girl Scouts	4764.05	102.51	151.45
Milk Fund	3826.63	86.80	121.51
Heart Association	4429.23	97.89	140.72
Salvation Army	5486.57	106.45	174.79
Sister Kenny Foundation	5137.15	132.44	162.60
U. S. O.	2836.28	47.38	89.96
Y. M. C. A.	6249.78	106.84	200.23
Y. W. C. A.	1698.68	37.78	53.96
	<hr/>	<hr/>	<hr/>
	\$ 40518.61	\$ 848.43	\$(A) 1288.85
			\$ 38381.33
			<hr/>
(A) Total expenses per statement of receipts and disbursements		\$ 1322.40	
Add: Miscellaneous deduction		24.05	
		1346.45	
Less: Refund of premium on bond	54.60		
Pledge overpayment	3.00		57.60
			<hr/>
			\$ 1288.85
			<hr/>

BERTRAM COOPER
Certified Public Accountant



- Recipient of United Way's very first community investment in 1952 (\$5,205)
- Funded partners ever since (67 years!)
- \$1,416,915 invested in SA since 2004
- 1 out of 25 funded partners
- 4 out of 54 funded programs
 - Backpack Program
 - Community Meals
 - Emergency Lodging
 - Rent/Utility Assistance
- Just one example of the many deserving organizations your donation impacts. It's not about the United Way – it's about them and the people they serve.



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Employee campaign.

You can make a difference!



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UNITED WE WIN.

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Community Need and Hormel Plant Goal



\$1,280,000



Austin Plant

\$150,000

2018 Total

\$131,559

**Additional funds
needed to hit 2019 goal**

\$18,441

How can we get there?

If 300 new or current donors commit an additional \$1/week or \$52 for the year	\$	15,600
If 700 new or current donors commit an additional \$.50/week or \$26 for the year	\$	18,200
If all current donors commit \$18 more for the year	\$	18,900

Prizes & Eligibility

tentative

First time donor or increased donation:

- (1) Week of vacation
- (6) Parking spots (Dec – Feb)
- (10) \$50 Chamber Bucks

\$5/week or \$260 annually:

- (6) Parking spots (Mar - May)
- (5) Mini coolers
- (6) Spam travel mugs
- (4) Callaway golf balls

\$10/week or \$520 annually

- (10) \$25 Chamber Bucks
- (3) Hormel logo fleece
- (6) Parking spots (June – Aug)

All contributors:

- (6) Parking spots (Sept – Nov)
- (5) SPAM fleece
- (1) Product basket
- (1) Golf bag

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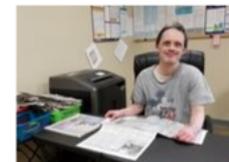
Why give to the United Way?

When giving the United Way, every dollar is amplified in its efforts to better our community. Your donation goes even further when combined with that of your friends, coworkers, and neighbors. Trust United Way of Mower County to invest your donations where the biggest impact will be made. Here's a glimpse into how our partners were able to change lives thanks to the 2018 Hormel Plant campaign, which raised nearly \$142,000:



45,056

HOURS OF JOB COACHING AND SUPPORT PROVIDED



8,541

COMMUNITY MEALS SERVED TO THOSE IN NEED



1,936

YOUTH ATTENDED SPECIALIZED CAMPS & ACTIVITIES



461

CHILDREN RECEIVED DENTAL CARE & EDUCATION



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We're all in this together.



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Thank you!

