Mission

United Way of Cass-Clay improves lives by activating resources to solve complex community issues and create lasting social change.
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In today’s world, there are so many demands on our time. People are pulled in different directions causing communities to be more and more fragmented – almost separated into silos. When we take the time to come together and to share our ideas, focus our attention on the possibilities within our community, and, most importantly, encourage each other, we build bridges. The strength of a community is measured by its level of connectedness and the quality of its relationships.

In 2019, we collaborated with leaders and organizations to build innovative partnerships that will create a better tomorrow for our entire community. By ramping up programs that close the skills gap through training and supportive services, improving transportation to increase access to employment and collaborating to find long-term housing solutions, we create opportunities that will help companies grow and give families in poverty a path to thrive.

Every dollar invested, every hour volunteered and every story shared to bring awareness to others in our community have been combined to make a profound impact on the future of our Cass and Clay community. Together we are building a stronger, healthier and better place to call home for all of us.

Kristi Huber
President & CEO
United Way of Cass-Clay

I have enjoyed serving as the Board Chair for the United Way of Cass-Clay this year. It has been a year of growth for the organization as we continued to look for new and innovative ways to help children and families across our community.

In May I joined the United Way of Cass-Clay team in attending the United Way Worldwide Community Leaders Conference in Toronto, Ontario. It was there I was able to learn more about how far the reach of the United Way is across the world but also how our local United Way is a leader when it comes to championing new solutions to reduce hunger and homelessness, prepare children to succeed, help people live independently and ultimately help families find a path out of poverty.

As a volunteer for the United Way, I am looking forward to the continued growth of the organization. As a community member, I know that the work that we do today will create a better tomorrow for all of us.

Matt Leiseth
President, Hornbacher’s
2019 United Way of Cass-Clay Board of Trustees Chair
Board of Trustees

The Board of Trustees assists in setting the policy and strategic direction for the organization. These dedicated volunteers actively guide decisions, provide financial oversight, and serve as stewards and champions of community issues.
More than 50 individuals gave their time and talent as part of the Campaign Cabinet. This dedicated group of volunteers served as liaisons to corporate campaigns throughout 2019 to help inspire and engage the community. Their leadership ensures we can continue to invest strategically and help individuals and families in need.

Campaign Volunteer Leadership

Volunteering on the Campaign Cabinet provides a great opportunity to connect with highly engaged business professionals, to stay conversant on our area’s most pressing socioeconomic issues, and to have a direct impact on the outcomes of our local business leaders’ campaign efforts.

- Elizabeth Worth
North Dakota State University
Campaign Cabinet Volunteer
A Community Involved

Community Investment Committee and Community Investment Review Panel

The Community Investment Committee provides the volunteer leadership needed to make crucial decisions as to how and where the dollars entrusted to us are invested locally back into the community. They evaluate each submitted grant request as to how it aligns with our goals and strategies, ensure the work can be measured, and foster long-term solutions for people in poverty.

Each year, the Community Investment Committee works with a team of Community Investment Review Panel volunteers to carefully review applications, visit the locations of the community partners applying for United Way funds, and help propose investment decisions. In 2019, 37 volunteers participated.

“As chair of the Community Investment Committee, I see first-hand how our investments into the community are making our BOLD Goals a reality. The robust process gives me confidence that my investments are being well-used.”

- Dan Dougherty, John Deere Electronic Solutions
Financial Highlights

Finance Committee Volunteers

Barbara Axness, Sanford Health
Steve Dewald, RDO Equipment Co.
Stacie Heiden, Blue Cross Blue Shield of North Dakota
Kevin Jordre, First International Bank & Trust
Chris Lee, Gate City Bank

Jay Lies, Wells Fargo
Amber Merhiy, KPH, Inc.
Sarah Nikle, Edward Jones
Emmett Worth, Gate City Bank

Community Support

- Individual Giving: 44%
- Capital Campaign: 20%
- Corporate Giving: 23%
- Sponsorships and Investment Income: 5%
- Special Events: 8%

Community Investments

- United Way Initiatives and Community Partners: 86%
- Management: 4%
- Fund Development: 10%
- Management: 4%
- Sponsorships and Investment Income: 5%
Tackling Our Community’s Biggest Challenges

Our BOLD Goals

We focus on four strategic areas that are the biggest challenges for our local community. We believe that when we work together, we can solve these complex issues and create real social change that leads to a better tomorrow for all of us.
2 Prepare Children to Succeed

3 Help People Be Independent

4 Lift People Out of Poverty
Why We Invest
We are strengthening our community partnerships to provide individuals and families access to stable housing and food. This ultimately leads to hunger and homelessness being rare, brief and nonrecurring.

The Issue
Of those experiencing hunger in our community, 37% are children.

An estimated 1,075 individuals are experiencing homelessness on any given night in our community.

The Action
Working with our community partners we increased access to food, while addressing the root causes of hunger through the Cass Clay Hunger Coalition.

We’ve worked to increase the number of individuals who are able to attain stable housing by 37% in the past four years.
The Results

Our Housing Navigation Program is a community-based, solution-focused strategy that assists individuals with complex and frequently co-occurring issues that prevent them from accessing and maintaining stable housing. With this approach, our partners have created a link between existing resources and case management. This strategy closes gaps and removes barriers in order to achieve housing stability for men, women and children who are chronically homeless.

In 2020, with collaborative work with the West Central Minnesota Continuum of Care and the FM Coalition to End Homelessness, we are encouraged that our community is positioned to end homelessness for youth and families with children. By focusing on youth and families with children, we will be able to break the cycle of homelessness and reduce overall homelessness for generations to come.

Spotlight

Our Housing Navigation Program is a community-based, solution-focused strategy that assists individuals with complex and frequently co-occurring issues that prevent them from accessing and maintaining stable housing. With this approach, our partners have created a link between existing resources and case management. This strategy closes gaps and removes barriers in order to achieve housing stability for men, women and children who are chronically homeless.

In 2019, 47 active Housing Navigation Program participants served by Presentation Partners in Housing were able to attain housing, with 100% maintaining stable housing for at least six months. In addition, these program participants reduced the usage of costly community services such as detox admissions, ambulance transports, jail time, emergency room visits and emergency shelter stays. Over the past three years of this program, there has been a combined cost savings estimated at $1,017,445 for our local community.

Looking Forward to 2020

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Prepared Children to Succeed

BOLD Goal 2

Why We Invest
Nationally recognized research points to the long-term benefits of providing high-quality early childhood education to low-income children. We recognize that students and families must be supported as they progress through school from cradle to career.

The Issue
68% of children in North Dakota and 55% of children in Minnesota ages 3 and 4 are not in preschool.

Students who read proficiently by third grade are 4 times more likely to graduate from high school.

The Action
We increased the number of children enrolled in quality pre-K programming by 40% over the past 4-years.

We collaborated with community-based nonprofit service providers and school districts to provide school-based behavioral and mental health support in all metro and rural Cass County school districts.
In response to the growing behavioral and mental health needs of students, we’ve partnered with Central Cass, Kindred, Northern Cass, and West Fargo Public Schools to increase access and remove barriers for students needing mental health services. Students receive mental health services on-site at their schools from nonprofit service providers.

During 2018-2019, our partnership expanded services to more schools in rural Cass County. Of those served:
- 97% continued to the next grade level
- 80% decreased absenteeism or maintained attendance of at least 90% of school days
- 87% reduced behavioral referrals in school

With the success we have seen with the Rural Cass Mental Health Initiative, we are excited to replicate these on-site mental health services at West Fargo Public Schools for students in middle school and high school. We will continue to collaborate with local and state representatives to focus on research-based preventive services to support childhood and student success.

Our literacy kits are designed to focus on encouraging the skills young children need when learning to read. In 2019, more than 345 volunteers across the community came together to build kits for nearly 1,500 of our community’s children.
Help People Be Independent
BOLD Goal 3

Why We Invest
80% of what makes an individual healthy is where one lives, works and plays. There is an increased need for mental and behavioral health services in our community. This need intensifies when paired with the many barriers faced by local individuals and families who are economically disadvantaged and underserved.

The Issue
Low-income individuals are nearly 2.5 times more likely to have depression.

The average nursing facility rate in North Dakota is $280.44 per day as of January 1, 2019, that equates to $102,360.60 for a year.

The Action
Our work expanded trauma-informed care and coordination for child victims of abuse.

We expanded navigation services for individuals throughout rural Clay County to stay independent and in their own homes.
Spotlight

We know that what makes us healthy is more than just clinical care, genes, and biology. Research shows 80% of what makes an individual healthy is:

- Living and working conditions
- Income, education level, access to social support, exposure to crime and violence, and health behaviors
- Availability of safe and affordable housing, quality jobs, transportation options, and opportunities for recreation

Looking Forward to 2020

Over the course of the next year, we will be measuring our local impact and further investigating the correlation between each of our BOLD Goals and the social determinates of health, specifically for low-income and underserved families and individuals in our community.

Day of Caring

We paired over 2,000 volunteers from 179 businesses with nearly 600 senior citizens throughout Cass and Clay counties for the 28th Annual Day of Caring. This event helps provide local senior citizens with assistance in completing projects around their homes, such as light cleaning and yardwork.

The Results

- 72 households prevented from being evicted
- 1,121 individuals were able to maintain appropriate level of independent living
- 4,907 individuals received trauma-informed care and services

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**Community Partners**

Afro American Development Association (AADA) | ESHARA

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**Lift People Out Of Poverty**

**BOLD Goal 4**

**Why We Invest**

Research shows education and poverty are strongly correlated. In order to help people out of poverty, we help parents close skills gaps to attain living-wage employment, while also helping their children access quality, affordable child care. This approach leads to the best long-term outcomes for families.

**The Issue**

1 in 9 people live in poverty in our community.

Living in poverty (living on less than $25,750 a year for a family of four) is one of the single greatest threats to a child’s development.

**The Action**

We expanded the Workforce Development Case Manager program. **Six Case Managers provided 400** low-income individuals and new Americans with supportive services necessary to obtain and maintain living-wage employment.

We invested in child care scholarships that provide opportunities for **98** children of low-income working families to access quality early childhood education.

An on-demand public transportation service called TapRide was launched to provide reliable transportation services to individuals in the Fargo Industrial Park.
The United Way Workforce Development Pathways Initiative is working to unite our community to realize the potential of underemployed and unemployed individuals and meet our community’s growing workforce demands through collaboration with CAPLP, ESHARA Workforce Development Partnership, and Minnesota State Community and Technical College (MState).

**Case Managers assist individuals with the skills and support necessary to obtain and maintain living-wage employment in the highest-demand career areas in our region, including welding, health care and certified production technicians.**

In addition, United Way partnered with the City of Fargo and MATBUS to provide an investment to pilot an on-demand bus service into the Fargo Industrial Park. This is a great stride in fulfilling the needs of underserved low-income individuals by providing reliable public transportation to work.

**Looking Forward to 2020**

We will expand the Workforce Development Pathways Initiative to include new partners such as SENDCAA and The Arbors at McCormick Park. These new partnerships will increase the number of individuals who will be able to receive services and maintain living-wage employment.

To fight poverty, we must understand it. “A Day in the Life: Perspective on Poverty” is an interactive immersion experience that depicts real-life scenarios faced by many of the families who are sometimes one paycheck away from homelessness or crisis in Cass and Clay counties.

In 2019, 74 businesses held trainings for more than 500 participants and volunteers. In the past three years, more than 1,200 individuals have experienced this event and gained a new perspective on poverty.

**A Day in the Life: Perspective on Poverty**

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LIVE UNITED Partners

We are proud to partner with local companies to ensure a better tomorrow for everyone across our community. The dollars invested stay local and strategically support collaborative, results-driven solutions that have long-term impacts on our community. Each sponsor's investment makes this possible.
Presenting Sponsors

- ND
- Essentia Health
- Heritage Homes
- Berkshire Hathaway
- US Bank

LIVE UNITED Awards and Annual Meeting Sponsors

- WELLS FARGO
- MINNESOTA STATE University Moorhead
- Noridian Healthcare Solutions
- Sagency
- Western Bank
- Xcel Energy

Kick Off Sponsors

- Sagency
- Xcel Energy

Emerging Leaders
Catering Sponsor

- Chef's Table Catering

Event
Production Sponsor

- MEDIA PRODUCTIONS

Corporate Sponsors

Allegro Group, Aimbridge Hospitality, American Crystal Sugar Company, BlackRidgeBANK, Blue Cross Blue Shield of ND, BNG, Border States Electric, Cardinal IG, Caterpillar Reman Drivetrain, Chef's Table Catering, CHOICE Bank, CoreLink Administrative Solutions, Cornerstone Bank, Corwin Automotive Group, DBI, a WEX Company, Doosan Bobcat Inc., First International Bank & Trust, Flint Group, Gate City Bank, John Deere Electronic Solutions, Legendary Capital, Livewire, Marvin, Midco, Noridian Healthcare Solutions, Orangetheory, Park Co. Realtors, Rasmussen College, RDO Equipment Co., Sagency, Sanford Health, Saving Smiles Dentistry, SCHEELS, State Farm - Renee Forde, Tharaldson Ethanol, West Fargo Public Schools, Vogel Law Firm, West Acres Development, Western State Bank, WEX
Top 50 Most Generous Workplaces

We are proud to honor these 50 businesses and organizations who have been the most generous in supporting our community through their workplace campaigns.

1 SCHEELS
2 Sanford Health
3 Bell Bank
4 Eide Bailly LLP
5 John Deere Electronic Solutions
6 Wells Fargo
7 American Crystal Sugar Company
8 Blue Cross Blue Shield of North Dakota
9 Border States Electric
10 Hornbacher’s
11 Microsoft
12 WEX
13 Sammons Financial Group
14 Marvin
15 Doosan Bobcat Inc.
16 Butler Machinery Company
17 Caterpillar Reman Drivetrain
18 North Dakota State University
19 Dawson Insurance A Marsh & McLennan Agency LLC Company
20 U.S. Bank
21 The Forum of Fargo-Moorhead
22 Titan Machinery Inc.
23 Roers
24 Alerus
25 AgCountry Farm Credit Services

26 Cornerstone Bank
27 Fargo Public Schools
28 Nodak Insurance Company
29 Bremer Bank
30 Cardinal IG
31 Essentia Health
32 First International Bank & Trust
33 Wanzek Construction, Inc.
34 Concordia College
35 Western Products, Inc.
36 Goldmark Property Management
37 West Acres Development
38 General Equipment & Supplies
39 Vogel Law Firm
40 UPS
41 Bank of the West
42 Midco
43 Western State Bank
44 Xcel Energy
45 Gate City Bank
46 CoreLink Administrative Solutions
47 Cognizant
48 Flint Group
49 Cash Wise Foods
50 West Fargo Public Schools
Top 25 Most Engaged Workplaces

New in 2019, we honored a group of companies and organizations that go above and beyond to encourage their teams to get involved with the work of United Way of Cass-Clay.

1. Blue Cross Blue Shield of North Dakota
2. Eide Bailly LLP
3. Wells Fargo
4. Roers
5. Dawson Insurance A Marsh & McLennan Agency LLC Company
6. CoreLink Administrative Solutions
7. First International Bank & Trust
8. Cornerstone Bank
9. Marvin
10. Sammons Financial Group
11. Bremer Bank
12. WEX
13. Microsoft
15. Alerus
16. Goldmark Property Management
17. Healthy Food Ingredients
18. Caterpillar Reman Drivetrain
20. National Hospitality Services
21. American Crystal Sugar Company
22. Heritage Homes and Berkshire Hathaway HomeServices Premier Properties
23. Western State Bank
24. Ascensus
25. Rasmussen College
LIVE UNITED Awards & Annual Meeting

Each year we take time to honor and celebrate the amazing companies and organizations who give back to the community and provide opportunities for their employees to LIVE UNITED. These organizations help make our community a great place to live, work and thrive.

LIVE UNITED Award Winners

**Outstanding Campaign Cabinet Volunteer**
Jim Schaefbauer, United Savings Credit Union

**Most Innovative & Creative Campaign**
Lillestol Research LLC

**Best NEW United Way Campaign**
National Hospitality Services

**Community Engagement Award**
Roers & Keller Williams Chili Feed

**Emerging Leader Catalyst of the Year**
Erik Kiesz, Corelink Administrative Solutions

**Social Media Maven**
Kayla Koehmstedt, Eide Bailly LLP
United Way is honored to recognize the Most Engaged Workplace, Blue Cross Blue Shield of North Dakota (BCBSND), with the LIVE UNITED Leader of the Year Award. This award recognizes an organization with outstanding commitment and engagement with United Way alongside an excellent workplace campaign. The recipient of this award is an exclusive leader that engages their employees to invest to make our community a great place to live, work and succeed.

BCBSND has a rich history of supporting United Way. Their corporate social responsibility platform has a three-pronged focus: to volunteer, to give and to share their support for United Way with enthusiasm.

BCBSND continues to increase employee engagement and participation in their United Way campaign. Over 336 employees made an investment in United Way during their campaign with over 55 serving as Emerging Leaders and Leaders in Giving. Blue Cross Emerging Leaders are actively taking part in our volunteering, networking and skill building events throughout the year.

They hosted two Eat United Food Truck Feed events where hundreds of community members came together to support United Way and enjoyed a tasty lunch.

The BCBSND and Marvin United Way 5K event engaged more than 100 runners and raised over $2,700. Employees, families and friends enjoyed a morning filled with energy, enthusiasm, and good company!

We are proud to recognize BCBSND as a leader in our community and a key part of the Power of Community, Realized.
Get Involved At A New Level

Emerging Leaders

Emerging Leaders is a network of community-minded professionals who are working to advance the mission of United Way of Cass-Clay by making connections with purpose to create real and lasting change. This is an opportunity for leaders to position themselves to take action and learn how to effectively give back their time, talents and resources alongside their 740 peers to make the greatest impact in our community.

740 Emerging Leaders
Representing 105 Businesses

$434,870 Invested
3,335 Volunteer Hours
19 Events
Leaders in Giving

Leaders in Giving set an extraordinary example for others in our community by investing $720 or more annually. Their partnership empowers us to continue to invest in programs and new initiatives that address community issues.

“Being involved with the United Way for the past three years, and now becoming a Leader in Giving, has filled my bucket more than I can imagine. I have gained a greater perspective of our community and the importance of investing through the four BOLD goals. I’ve realized that there are various circumstances that impact an individual’s life, and as a community, together we can bring awareness and tackle the root causes.”

- Karissa Hofer, Discovery Benefits, Leader In Giving

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead
Tocqueville Investor Network

Tocqueville Investors are a network of philanthropic leaders who are engaged locally to create long-lasting, positive changes in our community.

These investors generously give $10,000 or more annually to partner with United Way of Cass-Clay to ensure that their gifts, voice and time are efficiently invested to strategically maximize impact.

"Thank you for the generous support you give to United Way’s strategic and impactful work. The investments we make with United Way continue to show positive, results-driven outcomes that create lasting change for children and families. We encourage you to increase your investment so United Way can continue to build upon the positive change happening in our local community."

- Mike and Peggy Bullinger
Tocqueville Investors
Since 2009, 385 women have participated in this leadership program which focuses on personal and professional growth, goal-setting, communication, public speaking and other topics. Each year, alumnae volunteers aspire to select a group of dynamic and diverse women to experience the leadership program.

**MISSION**

Mobilize the caring power of women
Energize and inspire women to make a difference
Deepen leadership opportunities for young women

**2019 Participants**


"Developing leadership skills starts at the individual level and overflows into each aspect of an individual’s life, creating a ripple effect that reaches far beyond the 35 Under 35 Women’s Leadership Program. As women learn and grow, they become empowered to share their skills, experiences and information to benefit others. This has a positive impact on their friends and family, their organizations and our community as a whole."  

- Sarah Nupdal
Bell Bank
Volunteer Opportunities

We strive to provide engagement experiences for everyone in our community who wants to give back with their time and talents. These experiences align to our BOLD Goals as additional ways to make a difference.

For employers, having an engaged workplace and a positive corporate culture can often begin with opportunities for their employees to volunteer and give back.

Each year we aim to be an innovative partner by rallying a community of change-makers to build connections, develop talents and make an impact through meaningful volunteer opportunities in our community. We believe that a thriving community with engaged employees and businesses will create a better tomorrow for all of us.

SCHOOL SUPPLY DRIVE
Each summer, the School Supply Drive equips thousands of local K-12 students with the backpacks and supplies they need to succeed in school.

600+ VOLUNTEERS | 6,033 BACKPACKS & SUPPLIES DISTRIBUTED

“It’s important to my children because not only does it make sure they have new supplies like the other children will have, it also makes them happy. They get the biggest smile on their faces and it motivates and gets them excited for another journey. This time of year can be so stressful to families and this program gives me relief knowing that it is one less thing to worry about. Thank you!”

- Parent of School Supply Drive Recipient
DAY OF CARING
This event helps provide seniors with assistance in completing projects around their homes, such as light cleaning, organization and yardwork.

2,000+ VOLUNTEERS
NEARLY 600 LOCAL SENIORS ASSISTED

A DAY IN THE LIFE: PERSPECTIVE ON POVERTY
An interactive immersion experience that depicts real-life scenarios faced by many families living in poverty in Cass and Clay counties who are sometimes one paycheck away from homelessness or crisis.

143 VOLUNTEERS | 443 PARTICIPANTS